

## Media Marketing and its Role in Reducing Political Deception

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### Abstract

*The current study aims to diagnose the role of media marketing in reducing political deception. The study sample was selected, which consists of four media channels in Najaf province, namely (Al-Iraqiya Media Channel, Euphrates Media Channel, Karbala Media Channel, Local Wafa Channel). As the number of members of these channels amounts to (150) associates, the required sample size was calculated according to the sample calculation equations. It turns out that the required sample size is (108), and accordingly, the researcher distributed (140) forms of Estebe Inn as the retriever (117) forms. (8) have been excluded from forms that are not suitable for statistical analysis. Accordingly, the final sample size (109), after the statistical analysis was carried out by adopting the program (SPSS V23 and SMART PLS) to find appropriate solutions to the problem of study, which is to determine the relationship between the study variables. The study reached a set of conclusions from its concerns, which showed media marketing in dimensions (media innovation, media integration, media investment, media ideas, media participation, media interaction). It is a competitive weapon for organizations to help them cope with changes in the internal environment and make the necessary decisions, and know competitors that help them achieve a competitive advantage. It turns out that there is an increase in the value of media because it is a source of information. The news is interested in political affairs depends on the follow-up of the press, which is similar to the interest, economy, health, culture, entrepreneurship, and many areas that derive its information and the latest news from the media. I reached the need to focus on media marketing in its dimensions and make it a general culture among all customers in different departments and people. The need to look for the appropriate methodology that achieves a state of integration between media organizations and customer orientations.*

**Keywords:** Media Marketing, Political Deception.

### 1. Introduction

Today, the world is witnessing a revolution of information, informatics, and technological development in all facilities of life, including communication with all its methods and means, dealing

with many events related to the marketing of ideas or organizations. Marketing has become an important, influential and essential tool in the success of these events. One of the critical qualities of marketing science is the dynamism and rapid development that keeps pace with all the rapid changes and developments in contemporary life today. This dynamic reflects the vitality with which this science enjoys the form that makes it at the forefront of other sciences, including management, in developing its essential starting points, making it more able to keep up with different and changing circumstances. Media marketing is one of the recent trends in marketing science that makes media work take on a strategic, behavioral, and marketing dimension to succeed in performing its tasks efficiently and effectively. To ensure the advancement of the reality of media organizations in Iraq, especially media channels in Najaf province. The study emphasized the role of media marketing in its dimensions (media innovation, media integration, media investment, media ideas, media participation, media interaction) in reducing political deception in its dimensions (political lies, political secrecy, political prevarication) of the sample. Through a theoretical and intellectual review of previous studies, the problem of the survey was formulated and its questions.

This study is essential, especially in marketing thought, especially in the field of media, because media products have received unprecedented popularity in good times, especially after (2003), and these channels have varied, and their contributions have multiplied. There was an apparent intervention of some of them and their direct impact on the customer's psychology. Hence, the importance of the current study comes from the importance of the variables that I touched on, which are media marketing, political deception, and customer awareness. Media organizations aim to raise the customer's attention and not be deceived of all kinds, including political fraud.

The topic of media marketing is one of the current topics in the thought of marketing is. The philosophy of modern marketing addresses all marketing topics related to the life of the customer and the organization's survival. After the tremendous development in the media industry and the diversity of visual, audio, and read media channels, the customer had to deal with these channels. This process has also facilitated the technology of social media with all its modern tools and practices, which has made media products inevitably flowing to the customer. As a result, the customer became bewildered by a vast stream of digital and other information. These, of course, will be a variety of programs and products that may affect customer behaviors. Here it is necessary to focus on sharpening the customer's awareness and trying to awaken his customer sense and not to be exposed to harmful media exploitation or political deception to which he is told. This study, therefore, makes a profound contribution to instilling awareness mechanisms and the possibility of alerting the customer through customer vigilance and complete knowledge of deceptive products that policy

workers may launch in general. There are many problems on the ground and other difficulties of our study due to the embarrassment of some respondents to the questionnaire paragraphs. The researcher used interviews and individual meetings to clarify the subdivisions and the main dimensions of the resolution. Therefore, the question can be formulated in the field problem (the more interest there is from media professionals under consideration in media marketing, the more it leads to the reduction of political deception). Therefore, the current study aims to achieve work to increase the knowledge of political deception and the ability to practice the customer's vigilance towards harmful political practices. It also seeks to know the impact of media marketing in reducing political deception and diagnosing the dimensions of political deception. Especially political lies and political prevarication by the public, the possibility of reaching the limit of political secrecy and interpreting this ambiguity through media marketing.

## **2. Literature Review**

### **The Concept of Media Marketing**

Technological developments have a significant impact on any organization in various ways, and the advent of technology has revolutionized marketing processes around the world in general and media organizations in particular. In addition to global competition in a market where customers can make a better decision about the range of goods and media ideas available, in this competitive situation, organizations need to be careful to maintain customer loyalty. Here, the role of media marketing emerged and was crucial as it enabled media organizations to build a relationship between the customer and the brand (Hajli, 2015).

One of the important reasons for marketing through different media is that customers spend most of their time reading newspapers, browsing magazines, watching TV A, hearing the radio, and using other internet networks. This affects their behaviors and expectations and adds new diverse concepts and knowledge. This represents an excellent opportunity for media organizations that want to reach their customers through these means. The other reason why customers are more brand-receptive through media marketing is that it allows for two-way communication between the organization and the customer and allows real contacts with customer's organizations and media rather than just sending direct marketing messages. This is after the emergence of interactive communication and attracts media marketing through the speed of communication and easy access to

data sources and information about the many customers of media organizations to switch from traditional media to social media.

Media marketing provides multiple ways to reach and retain the largest segment of customers, attract potential customers and interact with them to get new target customers. Media organizations have used a wide range of media marketing strategies and methods that allow them to reach their customers more personalized by selecting demographics and geography. In addition, other personal information. Some researchers described media marketing as communicating or interacting between media organizations and current and potential customers. Media in all its forms (print, audio, visual, digital) are indispensable. Technology plays a significant role and has made changes and has impacted every aspect of our daily lives (Manzoor et al., 2020). Media marketing includes many different media, including image ads, content marketing, and media promotion. The goal of all new marketing methods is to get customers to interact with the Logo brand and engage them to increase awareness and is linked to sales. Media marketing is a great marketing tool as well as an essential tool for economic growth. Its tools include a two-way connection to obtain information, communicate and establish a relationship between media organizations and their customers (Kujur & Singh, 2017). The emergence of social networks has had a tremendous impact on the strategies of media organizations. It has radically changed marketing strategies with the increasing use of social media technologies. With the availability of new technologies, media organizations are gaining experience in using them and encouraging customers to know how they can create interest in their business in the decision-making cycle. Here, media marketing takes on a significant role, and platforms such as Facebook, Linked In, Hi5, YouTube, and Twitter have made it easier for customers to post comments on products, services, media ideas and connect with other like-minded people in their communities.

Media marketing technology has created new ways for customers to communicate through various channels such as e-mail, internet, mobile marketing, social networking sites, forums, chat groups, blogs, and websites (wiki, podcasts, and videos).

Media organizations that want to achieve long-term sustainability, profitability, and competition to gain customer loyalty should adopt different media marketing methods that change the way communication is communicated and update the exchange of ideas and information. This is by researching the customer's current behavior and making the analysis process continue in this area as the technologies evolve and move to various modern media marketing methods (Larson, 2009).

We will address the definitions of media marketing according to the opinions of some writers and researchers:

Table 1 - The Concept of Media Marketing, According to the Views of Some Writers and Researchers

S.No	Researcher	The Year	Definition
1	Duffett	2015	Provides different media channels in the context of marketing and a new scene of brand marketing communications, gives strength to customers, and provides a personal channel and link to the content created by media organizations to interact with the customer.
2	grateful	2015	Represents the processes associated with the various media of media organizations that achieve integration and administrative and media interdependence.
3	Kotler	2015	Manages a profitable relationship between media organizations and customers and aims to create value for customers and get the value of the organization from the customer
4	Felix et al	2017	It is a multidisciplinary and multifunctional concept that uses different social media (often in conjunction with other communication channels) to achieve organizational objectives by creating value for stakeholders.
5	Tuten, et al	2018	However, it is a process that uses different media technologies and channels to create, make marketing presentations and communicate and enhance the value of stakeholders, media organizations, and customer.
6	Al, Jubouri	2018	Is all the processes and activities aimed at delivering the media message to customers and influencing them.
7	Danish	2019	It is a media marketing method that includes the use of different media to market products or services and ideas to customers.
8	Lin & Chen	2019	Is media marketing events or processes that use different media in an attempt to influence customer purchasing behavior positively.
9	Manzoor et al.	2020	Is promoting brands (lugo), selling products, providing services, disseminating media ideas through different media, and harnessing these media to engage present and potential customers.
10	Ebrahim	2020	It is a promotion of traditional and digital media marketing communication tools that monitor and facilitate the communications of media organizations and customers, cooperate and interact with their brands (Lugo) and other customers.

Source: Preparing the researcher based on the literature of the study

The researcher defines media marketing as a set of processes and activities to inform the customers of the situation and potential media products and services, whether ideas or visions. It also corrects a particular direction, gives helpful information about product and service, and persuades them to participate in the work and act according to the information provided to them to avoid deception and its forms.

### **The Concept of Deception**

The long history of deception in politics in ancient Athens referred to Plato's concept of the noble lie 360 BC, which conveyed Socrates' thinking to the importance of deceptive myths necessary to maintain order in society. Aristotle tried to distinguish between sophistry and eloquence for a noble purpose, although his persuasion sometimes seemed close to calling for deception. Machiavelli

understood deception as one of many tactics, including coercion, necessary to secure state protection. Ideas that deception may be a political strategy essential to protect the state's interests and as part of an elitist ideological mentality continued into the modern era (Miller & Robinson, 2019).

From a democratic perspective, political deception is deeply problematic if politicians and other powerful actors deceive the public. It is challenging to imagine how a democratic debate can happen. Free and informed consent cannot be obtained under circumstances where information has been manipulated so that customers do not have sufficient information to assess an issue rationally. Political deception violates the basic requirements of the democratic public sphere for those who emphasize the importance of democracy. Therefore, it is necessary to set clear limits regarding deception as a political strategy, which limits debate and hinders communication between those who need to know the facts to ensure sound decisions. It also narrows the range of views and opinions that are made to solve problems, restricts consideration of all implications of the course of action, prevents hearing criticism. It is also dissenting opinions and creates "risk of bias, self-harm, proliferation, severe damage and loss of confidence in the political class (Bakir et al., 2018).

Deception and manipulation are widespread in some acts. Even though they are blatantly contrary to democracy and are aided by deception, secrecy and manipulation are essential in politics that justify certain lies under specific circumstances. The scammer aims to cause someone else's misunderstanding deliberately. Political deception is a deliberate project that usually results in a process that the scammer himself does not want to embrace completely, both emotionally and cognitively. Political deception will lead to negative feelings such as anxiety, guilt, and discomfort on the one hand and inadequate representation of knowledge. On the other hand, political deception involves a brother-to-be picture of the world (Tzu, 1999).

The content of speech for a political cheater is usually less accurate, distinguishing between signs of deception on the one hand. Evasion signals, on the other, and the first phenomenon consists of precise expressions, physical gestures, and linguistic features that reveal an attempt by a dodgy political cheater to talk. The second phenomenon occurs when a political fraudster tries to hide deceptive feelings and ideas (Robinson, 2017).

Deception is an inherent feature of human behavior that has identified some psychological studies such as the study (DePaulo et al., 1996). Daily forms of deception based on daily data entries we lie at least once a day and understand any endemic features of society. Political deception is promoting belief in something that is not real or not all the truth. It can include piousness, propaganda, and information dissemination to influence the opinions or behavior of the most significant number of customers. It is counter to objectivity in providing information to control the

recipient by using the movement of religion while speaking to distract and disguise or hide his deceptive act, a pragmatic lie, i.e., political deception associated with the daily worldly nature. Lies related to supporting social interactions and self-deception, such as in bad faith and political deception, also include a significant assault on relationships that often leads to feelings of betrayal and mistrust between partners (DePaulo et al., 1996).

Social media is an essential source of information for many, misinformation, deception, and fake news. Unlike traditional means, misinformation, including conspiracies, hoaxes, and rumors, spreads on social media, such as factual information. For example, manipulating the 2016 U.S. presidential election by entering false tweets or fake news to support or against specific candidates. This deceptive and artificial content was shared with millions of Americans on Twitter and Facebook that Russia is interfering in the U.S. primaries and its sole objective was to sow conflict, deception, damage the political process, and create mistrust of the political system (Addawood et al., 2019).

Politically skilled political pranksters tend to form valuable relationships with others and communicate with them not because they fundamentally want or enjoy meeting other people. But to take advantage of them to get information that they can use to their advantage, they are willing to sabotage the efforts of others if you see that they are threatening their ability to gain status and power in the organization (Dahling et al., 2009).

A political fraudster may use a strategy to remove self-doubt by not being verbally quick, reducing the link and intensity between a political fraudster and the message, and reducing the privacy of the message. This may be self-protective and may help minimize blame and guilt. Verbal immediacy is part of a larger information management strategy, distancing itself from the message and reducing ownership of the act. For example, researchers found that political scammers use more third-person pronouns that refer to others, such as (they are, is). Fewer first-person consciences (I, I) refer to oneself and create a stronger and more intense relationship between deception and political deception (Burgoon et al., 1996). Political deception involves the intention of night, i.e., when we intend to deceive others on purpose, we convey messages aimed at making them believe what we do not think so ourselves. In addition, they are hiding the truth, acting unfairly, and providing false information with the intention of deception. Customers are more likely to engage in political deception and immoral behavior when competing against their competitors. Here, customers may be subjected to political deception by certain people lying, false, and misleading to promote their negative ideas, who have a high degree of political skill and use the same strategy when interacting with others in their organizations. The political fraudster aims to drain and extract the organization's

resources when their duration increases. A political fraudster can hide his global skills in preparation for engaging in selfish and immoral acts for his gain (Blickle et al., 2020).

The concern is that political deception can become a powerful tool for exercising political power and generate corruption and abuse. From the perspective of Marxist false consciousness, ideology or its more flexible changing dominance can be considered deceptive to ensure that those in subordinate political and economic positions either believe that their status in society is justified and appropriate or at least deceitful to the public. As a result, the political deception of opponents is highlighted while the importance of political deception by the Allies is ignored or underestimated (Miller, 2002).

Table 2 - The Concept of Political Deception felt the Opinions of Some Writers and Researchers

S.No.	Researcher	The year	Definition
1	Krauss et al	1976	Aims to promote a negative belief or understanding in someone else who is considered wrong by the political fraudster himself
2	Wooten & White	1982	However, it is information designed to manipulate the behavior of others by urging them to accept a false or distorted offer to their environment - physical, social, or political.
3	O’Hair & Cody	1994	It's a conscious attempt by a political fraudster to create or perpetuate false impressions among other customers.
4	DePaulo et al	1996	As a deliberate behavior of deception that occurs within the context of the organization and has specific motives and a purpose for the actor (political fraud)
5	Tzu	1999	It's a style and art that a political fraudster follows to get someone else to believe what's not right to shadow or set up.
6	Masip, et al	2004	It is a deliberate attempt, whether successful or not, to hide, fabricate or manipulate in any way factual or emotional information through verbal or non-verbal means to create or preserve other information and believe that the fraudster himself is wrongly informed.
7	Rossini	2011	It is a negative phenomenon in human social interaction identified and studied in different research areas.
8	Jenkins& Delbridge	2020	It's a false statement made to deceive customers and investigatingthescammer's information.
9	Oschman	2020	Is the dissemination of information by a political fraudster in power, especially those who have a higher knowledge status than the public regarding the content of the information mentioned and which are transmitted to customers, to adopt the error as true

The researcher knows political deception: on the other hand, hostile behavior and deliberate lyricism through which the political fraudster intends to reach his goal through underhanded methods and methods (lying, secrecy, prevarication) to mislead customers and to inflict them from the most critical gains and personal benefits a and partisan and regulators. Therefore, the study assumes a set of hypotheses:

The first primary hypothesis is that there is a statistically moral correlation between media marketing and political deception.

**The first sub-hypothesis:** there is a significant correlation between media innovation and political deception.

**Sub-hypothesis 2:** There is a significant correlation between media integration and political deception.

**Sub-hypothesis 3:** There is a significant correlation between media investment and political deception.

**Sub-hypothesis 4:** There is a significant correlation between media ideas and political deception.

**Sub-hypothesis 5:** There is a significant correlation between media participation and political deception.

**Sub-hypothesis 6:** There is a significant correlation between media interaction and political deception.

**The seventh main hypothesis:** there is a statistically significant impact related to the media marketing variable in political deception.

**The first sub-hypothesis 2:** there is a significant impact related to the change in media innovation in political deception.

**Sub-hypothesis 2:** There is a significant impact related to the change in media integration in political deception.

**Sub-hypothesis 3:** There is a significant impact related to the media investment variable in political deception.

**Sub-hypothesis 4:** There is a significant impact on the change of media ideas in political deception.

**Sub-hypothesis 5:** There is a significant impact related to the variable of media participation in political deception.

**Sub-hypothesis 6:** There is a significant impact relationship of the media interaction variable in political deception.

### **3. Research Method and Data Collection Method**

To describe and interpret the results descriptively, a range of descriptive statistical methods were relied upon. This is based on the results of the answers to the sample members. Computational

circles, repetitive distributions, percentages, and standard deviations have been used to determine the level of positive and scattered solutions. TIn addition, the five-year scale (Likert) has been relied upon, and the high answers are positive, and the answers are low-reading. Their answers are geared towards negative opinions about the study paragraphs.

Table 3 - Values of Scale Gradients and Corresponding Categories of Weighted Computational Circles and Approval Scores

Degree of approval	Average		Relative weight	
	from	up to	from	up to
Very few.	1.00	Less than 1.80	20.00	Less than 36.00
Few	1.80	Less than 2.60	36.00	Less than 52.00
Medium	2.60	Less than 3.40	52.00	Less than 68.00
Big	3.40	Less than 4.20	68.00	Less than 84.00
Too big.	4.20	5.00	84.00	100.00

#### 4. Results

##### First/ Descriptive Analysis of the Media Marketing Variable Statement

The results of table (4) show that the direction of the answers was generally positive about this variable and recorded a value in the middle of my calculation (4.260). the standard deviation (0.399), while the relative importance of it was high (85.20%), and in terms of dimensions, the results were as follows:

- 1) Media innovation recorded a high level of significance and cheerful, the level of relative importance was high (88.51%) in the weighted calculation center with a value of (4,425) and a standard deviation of (0.496). It indicates the positiveness of this dimension in general.
- 2) The results indicate that the media integration recorded a high and positive level of importance as the relative importance level was high (85.53%) in the weighted average calculation (4.276). Furthermore, the standard deviation of (0.524) indicates the positiveness of these dimensions in general.
- 3) Media investment recorded a high level of importance and cheerful, the level of relative significance was high (84.82%) in the middle of a weighted calculation with a value of (4,241) and a standard deviation of (0.610). Thus, it indicates the positiveness of this dimension in general.
- 4) The results indicate that media ideas recorded a high level of importance and positive, the level of relative significance was high (82.75%) in the weighted calculation center of (4.137). The standard deviation of 0.505, which indicates the positiveness of this dimension in general.

- 5) Media participation recorded a high and positive level of importance as the level of relative significance was high (85.25%) in the middle of a weighted calculation with a value of (4.263). In addition, the standard deviation of (0.561) indicates the positiveness of these dimensions in general.
- 6) The results indicate that the media interaction recorded a high level of importance and positive, the level of relative significance was high (84.31%) in the weighted calculation center of (4.216). Furthermore, the standard deviation of (0.509) indicates the positiveness of this dimension in general.

Table 4 - Results of Descriptive Analysis of Media Marketing Paragraphs

Relative importance	Standard deviation	Weighted arithmetic medium	Lost data	Paragraph or factor
88.51	0.496	4.425	0	Media Innovation
90.20	0.656	4.510	0	q1
89.61	0.700	4.480	0	q2
88.63	0.637	4.431	0	q3
86.67	0.722	4.333	0	q4
87.45	0.702	4.373	0	q5
85.53	0.524	4.276	0	Media integration
86.08	0.642	4.304	0	q6
86.08	0.755	4.304	0	q7
85.88	0.752	4.294	0	q8
82.94	0.837	4.147	0	q9
86.67	0.708	4.333	0	q10
84.82	0.610	4.241	0	Media Investment
86.08	0.876	4.304	0	q11
84.12	0.708	4.206	0	q12
85.88	0.765	4.294	0	q13
85.69	0.788	4.284	0	q14
82.35	0.915	4.118	0	q15
82.75	0.505	4.137	0	Media Ideas
82.55	0.792	4.127	0	q16
83.92	0.645	4.196	0	q17
84.12	0.708	4.206	0	q18
80.00	0.783	4.000	0	q19
83.14	0.865	4.157	0	q20
85.25	0.561	4.263	0	Media participation
83.92	0.868	4.196	0	q21
84.71	0.798	4.235	0	q22
84.90	0.776	4.245	0	q23
86.08	0.715	4.304	0	q24
86.67	0.775	4.333	0	q25
84.31	0.509	4.216	0	Media interaction
83.14	0.714	4.157	0	q26
86.08	0.657	4.304	0	q27
83.33	0.746	4.167	0	q28
83.73	0.728	4.186	0	q29
85.29	0.703	4.265	0	q30
85.20	0.399	4.260	0	Media Marketing

## The Descriptive Analysis of the Changing Political Deception Statement

In the results of table (5), the direction of the answers was generally positive about this variable and recorded the value of the middle of my calculation (4.217) and standard deviation (0.517). The relative importance of it was high (84.34%), and in terms of dimensions, the results were as follows:

- 1) The political lie record is a high and positive level of importance, the level of relative significance was high (86.69%) in the middle of a weighted calculation with a value of (4,334) and a standard deviation of (0.608). Thus, it indicates the positiveness of this dimension in general.
- 2) The results indicate that the political secrecy recorded a high and positive level of importance, as the level of relative significance was high (83.71%) in the weighted calculation center of (4.185) and a standard deviation of (0.589). It indicates the positiveness of this dimension in general.
- 3) Political prevarication recorded a high level of importance and positive, as the level of relative significance was high (82.63%) in the middle of a weighted calculation with a value of (4,131) and a standard deviation of (0.592). Thus, it indicates the positiveness of this dimension in general.

Table 5 - Results of Descriptive Analysis of Paragraphs of Political Deception

Relative importance	Standard deviation	Weighted arithmetic medium	Lost data	Paragraph or factor
86.69	0.606	4.334	0	Political lying
89.61	0.671	4.480	0	y1
84.51	0.795	4.225	0	y2
85.88	0.778	4.294	0	y3
88.24	0.762	4.412	0	y4
84.51	0.900	4.225	0	y5
83.71	0.589	4.185	0	Political secrecy
84.71	0.760	4.235	0	y6
82.35	0.787	4.118	0	y7
82.55	0.767	4.127	0	y8
83.53	0.776	4.176	0	y9
84.71	0.881	4.235	0	y10
82.63	0.592	4.131	0	Political prevarication
85.29	0.730	4.265	0	y11
84.12	0.722	4.206	0	y12
82.55	0.817	4.127	0	y13
82.55	0.829	4.127	0	y14
78.63	0.774	3.931	0	y15
84.34	0.517	4.217	0	Political deception

## Testing Correlations between Study Variables

The link analysis of its research data was carried out to determine the value of the interfaces between the search variables before further analyzing the impact relationships between them. The closer the link to the right one, the stronger the connection. If you move away from the right one and approach zero, it indicates a weak relationship between variables. Studies suggest that relationships are generally weak if the correlation factor is less than 0.30. The correlation relationship is moderate if the value is between (0.70-0.30). The association is strong if the link value is more significant than (0.70) (McGuigan, 2008).

### First, The First Main Hypothesis

The results appeared in table 6, accepting this hypothesis in general, with a positive and significant correlation between media marketing and political deception of 0.620. The significance of the relationship was inferred from the level of morality that recorded value within the group of acceptance. In terms of dimensions, high and significant associations have been documented depending on the value of the moral level, which requires that they be smaller than (0.05). This hypothesis was therefore generally realized, and about sub-hypotheses, it was as follows:

**The first sub-hypothesis:** the results proved that there is a positive correlation between media innovation and political deception amounted to (0.405), and the significance of the relationship was inferred from the level of morality that recorded a value within the group of acceptance, and in terms of dimensions, high and significant relationships were recorded according to the value of the moral level, which requires to be smaller than (0.05) and thus achieves this hypothesis.

**The second sub-hypothesis:** From the results of the analysis, we deduce that there is a positive correlation relationship media integration and political deception amounted to (0.416), and the significance of the relationship was inferred from the level of morality that recorded a value within the group of acceptance, and in terms of dimensions, high and significant relationships were recorded depending on the value of the moral level, which requires that it be smaller than (0.05) and thus achieve this hypothesis.

**The third sub-hypothesis:** the results showed a positive correlation between media investment and political deception amounted to (0.479) and that the significance of the relationship was inferred from the level of morality that recorded a value within the group of acceptance. In terms

of dimensions, high and significant relationships were recorded depending on the value of the moral level, which requires that it be smaller than (0.05) and thus achieve this hypothesis.

**The fourth sub-hypothesis:** From the results of the analysis, we deduce that there is a positive correlation relationship media ideas and political deception amounted to (0.506) and that the significance of the relationship was inferred from the level of morality that recorded a value within the group of acceptance, and in terms of dimensions, high and significant relationships were recorded according to the value of the level of morality, which requires to be smaller than (0.05) and thus achieve this hypothesis.

**The fifth sub-hypothesis:** The results showed that there is a positive correlation between media participation and political deception amounted to (0.512), and the significance of the relationship was inferred from the level of morality that recorded a value within the group of acceptance, and in terms of dimensions, high and significant relationships were recorded depending on the value of the moral level, which requires that it be smaller than (0.05) and thus achieve this hypothesis.

**The sixth sub-hypothesis:** From the results of the analysis, we deduce that there is a positive correlation relationship media interaction and political deception amounted to (0.448), and the significance of the relationship was inferred from the level of morality that recorded a value within the group of acceptance, and in terms of dimensions, high and significant relationships were recorded depending on the value of the level of morality, which requires that it be smaller than (0.05), and thus achieve this hypothesis.

Table 6 - Transactions Linking Media Marketing with Political Deception and its Dimensions

Factors	Political lying	Political secrecy	Political prevarication	Political deception
Media Innovation	.415**	.366**	.270**	.405**
Morale level	.000	.000	.006	.000
Media integration	.433**	.426**	.222*	.416**
Morale level	.000	.000	.025	.000
Media Investment	.383**	.463**	.400**	.479**
Morale level	.000	.000	.000	.000
Media Ideas	.457**	.524**	.335**	.506**
Morale level	.000	.000	.001	.000
Media participation	.515**	.487**	.330**	.512**
Morale level	.000	.000	.001	.000
Media interaction	.358**	.446**	.363**	.448**
Morale level	.000	.000	.000	.000
Media Marketing	.572**	.607**	.432**	.620**
Morale level	.000	.000	.000	.000

## **Testing Impact Relationships between Study Variables**

This research specializes in testing the three hypotheses related to the effect between variables and dimensions by calculating beta transactions that indicate the magnitude of the impact. The significance of the relationship will be tested based on the value of the F test, the P test, and my agencies:

### **First/ The Fourth Main Hypothesis**

The results in table (7) show the acceptance of this hypothesis in general, and there is a significant impact relationship of the media marketing variable in political deception. This relationship is a significant relationship based on the calculated value of (F), which recorded a value greater than its scheduling value. In addition to the value of the level of morale that recorded a value within the group of acceptance which requires that it be smaller than (0.05). This hypothesis was therefore generally realized, and about sub-hypotheses, it was as follows:

**The first sub-hypothesis:** The results proved a significant impact relationship between media innovation and political deception, with the value of beta coefficient (0.421). The interpretive capacity of the impact model reflected in the interpretation or selection factor was 0.164, which is a high interpretive value. This relationship is a significant relationship based on the calculated value of F, which has recorded a value greater than its scheduling value. In addition to the value of the moral level that recorded a value within the group of acceptance which requires a smaller than (0.05), this hypothesis is confirmed.

**The second sub-hypothesis:** The analytical results indicate a significant impact relationship between media integration and political deception, with the value of beta coefficient (0.410). The interpretive capacity of the impact model reflected in the interpretation coefficient A and the selection amounted to (0.173), which is a high interpretive value. This relationship is a significant relationship based on the calculated value of F, which has recorded a value greater than its scheduling value. In addition to the value of the moral level that recorded a value within the group of acceptance which requires a smaller than (0.05), this hypothesis is confirmed.

**The third sub-hypothesis:** The results proved a significant impact relationship between media investment and political deception, with the value of beta coefficient (0.405). The interpretive capacity of the impact model reflected in the interpretation factor A and the selection was (0.229), which is a high interpretive value. This relationship is a significant relationship based on the

calculated value of F, which has recorded a value greater than its scheduling value. In addition to the value of the level of morale that recorded a value within the group of acceptance which requires that it be smaller than (0.05), and thus achieves this hypothesis.

**Sub-hypothesis 4:** The analytical results indicate a significant impact relationship between media ideas and political deception, with the value of beta coefficient (0.518). The interpretive capacity of the impact model reflected in the interpretation factor A and the selection was (0.256), which is a high interpretive value. This relationship is a significant relationship based on the calculated value of F, which has recorded a value greater than its scheduling value. In addition to the value of the level of morale that recorded a value within the group of acceptance which requires that it be smaller than (0.05), and thus achieves this hypothesis.

**Sub-hypothesis 5:** The results proved a significant impact relationship between media participation and political deception, with the value of beta coefficient (0.471). The interpretive capacity of the impact model is reflected in the interpretation coefficient A, and the definition was (0.262), which is a high interpretive value. This relationship is a significant relationship based on the calculated value of F, which has recorded a value greater than its scheduling value. In addition to the value of the moral level that recorded a value within the group of acceptance which requires a smaller than (0.05), this hypothesis is confirmed.

**Sub-hypothesis 6:** Analytical results indicate a significant impact relationship between media interaction and political deception, with the value of beta coefficient (0.455). The interpretive capacity of the impact model reflected in the interpretation factor A and selection amounted to (0.201), which is a high interpretive value. This relationship is a significant relationship based on the calculated value of F, which has recorded a value greater than its scheduling value. In addition to the value of the moral level that recorded a value within the group of acceptance which requires a smaller than (0.05), this hypothesis is confirmed.

Table 7 - Media Marketing Impact Model Transactions in Political Deception

Variables	Value of Alpha (a)	Beta value (B)	القيمة الفائية (f)	Interpretation coefficient (R <sup>2</sup> )	Morale level
Media Innovation	2.352	0.421	19.565	0.164	0.000
Media integration	2.463	0.410	20.931	0.173	0.000
Media Investment	2.498	0.405	29.704	0.229	0.000
Media Ideas	2.075	0.518	34.521	0.256	0.000
Media participation	2.207	0.471	35.154	0.262	0.000
Media interaction	2.229	0.455	25.088	0.201	0.000
Media Marketing	0.795	0.803	62.289	0.384	0.000
<ul style="list-style-type: none"> <li>• Value(f)scheduling at a moral level= (0.05)</li> <li>• Value(f)scheduled at a moral level= (0.01)</li> </ul>					

The relationship of influence between variables is assign-marked, as is evident from figure (1).

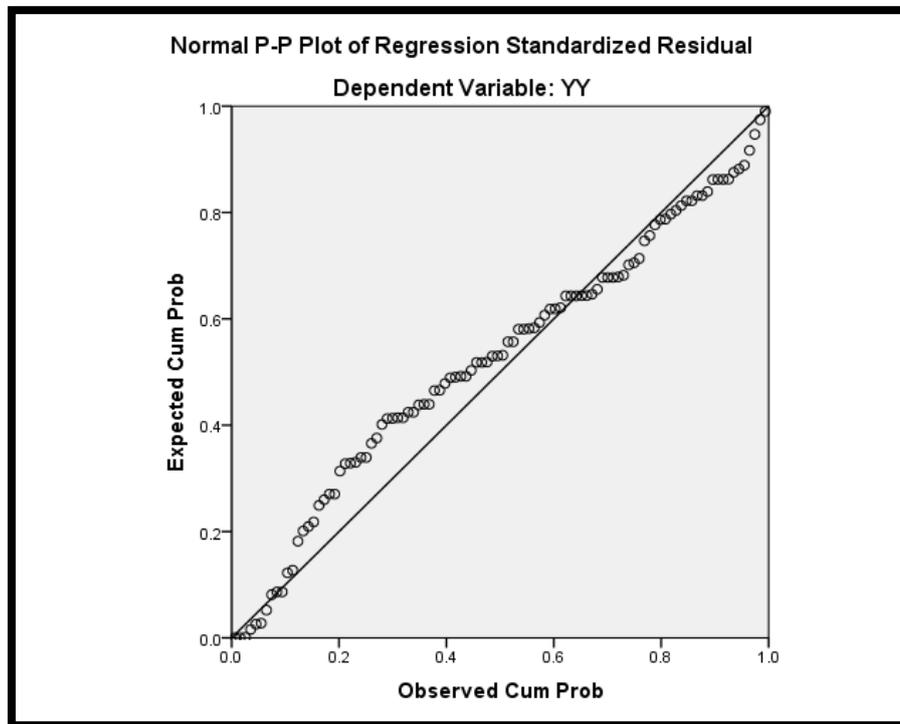


Figure 1 - The Linearity of the Relationship between Media Marketing and Political Deception

## 5. Conclusions and Discussion

This research deals with identifying the most important theoretical and field conclusions representing the outcome of the efforts made in preparing this study to draw the conclusion that extrapolated the intellectual foundations of the study variables and their implications on the ground. It also knows competitors, which helps them achieve a competitive advantage. It turns out that there is an increase in the value of the media because it is a source of information, and the news is interested in political affairs depends on the follow-up of the press. This is similar to the concerns, economics, health, culture, entrepreneurship, and many areas that derive their information, and its latest news from the media as it turns out that media marketing is to introduce customers to the issues of the times and its problems and how to address these issues, including political deception. The results indicated that the organizations are often commercially oriented and customer-oriented. It has also been found that organizations have not given priority to the topic of media interaction between digital media and external customers. The study also found that the focus on media marketing in its

dimensions makes it a general culture among all customers in different departments and people, searching for the appropriate methodology. Thus, it achieves a state of integration between media organizations and customer orientations. It also focuses on investing media because it is an essential source of information, expanding the base of caution from programs adopted by investors and not relying solely on business. But, checking the required works Organizations seek to find positive ideas and advertise and promote them extensively to reach different segments of customers, capturing ideas that will help build media ideas that support customer awareness. Simulating the experiences of international media organizations that have achieved success at different levels and trying to convey useful experiences while checking them carefully before applying them, interested in involving the customer in strategic media planning.

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