

CONSTRUCTING AND STANDARDIZING THE SCALE OF MEDIA DISCLOSURE: A PERSPECTIVE FROM BEARERS OF THE WOODEN BADGE IN IRAQ

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Abstract

This research focuses on constructing and standardizing a scale for investigative journalism, aiming to understand the levels of investigative journalism expertise among holders of the wooden badge in Iraq. This is crucial for assessing the impact of investigative journalism on individuals and communities and how it shapes their perspectives on social issues. The research also seeks to comprehend the effectiveness of media and its influence in modern societies, playing a significant role in selecting cultural content and disseminating cultural development events.

Investigative journalism is highlighted as a prominent element in improving the quality of education at all levels and dimensions. It has become a key concern for scouting leadership, with researchers and leaders seeking to utilize study results to enhance their performance and apply them to scouting teams. The central issue in the current research sheds light on the role of investigative journalism and its levels among holders of the wooden badge in Iraq, aiming to identify strengths for reinforcement and addressing weaknesses based on rigorous scientific foundations.

The research aims to build a precise scale for investigative journalism among holders of the wooden badge in Iraq, intending to estimate their levels of expertise in investigative journalism. This scale will be used to extract standard levels, assisting scouting leaders in improving, developing, and adjusting investigative journalism according to the requirements of advancement and evolution in scouting activities.

Research Introduction and Significance:

Traditional and modern media, such as electronic journalism, the global internet network, news websites, and social media platforms like Facebook and Twitter, have a significant impact on individuals and societies. They contribute to shaping their views on societal issues and their ability to analyze and comprehend them to make informed decisions. The effectiveness of media and its influence in modern societies, playing a crucial role in selecting cultural content and disseminating cultural development events, is of great importance.

Scouting media holds a distinctive position in enhancing the quality of education across all levels, dimensions, and elements. It has become a central concern for scouting leadership in any organization seeking to improve its performance. The scouting movement aims to contribute to the development of youth within a comprehensive social framework.

Successful scouting leaders strive to assist young people in building a better world through scouting methods and educational elements. They commit to self-improvement as responsible citizens, responsible for enhancing the physical, social, and psychological aspects of scouts and developing their various skills to achieve desired goals. This includes elevating scouting leaders



and scout teams to the highest levels.

The importance of the research lies in obtaining a standardized scale for investigative journalism to understand the levels of investigative journalism expertise within the studied sample. This can contribute to influencing individuals or societies and shaping their views on societal issues, enhancing their ability to analyze and comprehend these issues for appropriate decision-making. Investigative journalism's effectiveness and its impact on modern societies, particularly its role in selecting cultural content and disseminating cultural development events, highlight its significant role. The research is crucial for scouting leadership in any organization seeking to improve its performance, presenting study results to researchers and scouting leaders for utilization and implementation on scout teams.

Research Problem

Through the researcher's engagement in scouting activities and participation in numerous courses, camps, and conferences related to scouting, both within and outside Iraq, and being a holder of the Wooden Badge (the Forest Emblem), the researcher has observed and identified certain weaknesses or shortcomings in the role of investigative journalism within scouting. These deficiencies have the potential to impact the scouting movement. Hence, the current research problem arises from the necessity to find effective ways to develop investigative journalism within scouting and prepare it to align with the requirements of advancement and evolution in scouting activities.

Given the absence of a tool to measure investigative journalism to the best of the researcher's knowledge, the researcher has opted to construct a scale for investigative journalism. This scale aims to understand the role of investigative journalism among holders of the Wooden Badge in Iraq. Numerous challenges and problems impede scouting leaders from achieving their outlined goals. Addressing these challenges positively influences their creativity and commitment to fulfilling their duties.

Due to the significance of these variables, a scientific study becomes imperative. One of the primary steps in this regard is the development of a precise scale to measure investigative journalism accurately.

Research Objectives:

The research aims to:

1. Construct a scale for investigative journalism from the perspective of holders of the Wooden Badge in Iraq.
2. Understand the level of investigative journalism from the perspective of holders of the Wooden Badge in Iraq.
3. Identify the standard levels of investigative journalism from the perspective of holders of the Wooden Badge in Iraq.

Research Scope:

- Human Scope: Holders of the Wooden Badge in Iraq.
- Time Scope: From 10/11/2022 to 15/8/2023.
- Spatial Scope: Governorates of Iraq excluding the Kurdistan Region.

Research Methodology and Procedures:

Research Method:

The research adopts a descriptive approach using the survey method and relationships.

Research Population and Sample:

The research population consists of 420 scouting leaders, and the sample was selected using the comprehensive sampling method, representing 100%. The sample was distributed as follows for the construction and design of the "Investigative Journalism" scale:

1. Preliminary application sample: 20 scouting leaders (76.4%).
2. Construction sample: 250 scouting leaders (59.52%).
3. Application sample: 150 scouting leaders (35.71%).

Research Tools:

1. Arabic and foreign sources.
2. Information Web Network:
3. Previous Studies and Research:

Procedures for Constructing and Designing the Investigative Journalism Scale for Holders of the Wooden Badge in Iraq:

Identification of Scale Domains:

The researcher designed the investigative journalism scale, revealing (7) different domains of investigative journalism. To construct the investigative journalism scale for holders of the Wooden Badge in Iraq, the researcher presented the scale to a group of experts and specialists in the fields of sports psychology, testing and measurement, management and organization, media, and scouting curricula. The total number of experts was 15. The purpose was to gather their opinions on the validity of the scale in measuring investigative journalism from the perspective of holders of the Wooden Badge in Iraq.

After reviewing the scale, experts and specialists expressed their opinions on its validity and alignment with the sample's characteristics and levels. The researcher obtained a good agreement percentage for the opinions of the experts, as shown in Table (1).

Table (1): Shows the calculated Kappa coefficient for expert responses on the investigative journalism scale

#	Number of Experts	Agreed	Disagreed	Kappa (κ) Value	Sig	Significance
1	15	15	0	15	0,000	statistical significance

Based on the above table, the Investigative Journalism Scale was accepted after being presented to the experts

Initial Formulation of Investigative Journalism Scale Items for Holders of the Wooden Badge in Iraq: The process of "Preparing the scale items" is one of the most critical steps, requiring specific conditions from the scale and test designer. The researcher formulated (65) items distributed across (5) domains for the investigative journalism scale, which are related to decision-making.

These domains are as follows:

1. Organizational Structure of the Investigative Journalism Committee (14 items).
2. Material and Financial Resources for Investigative Journalism (12 items).
3. Human Resources for Investigative Journalism (13 items).
4. Systems and Procedures for the Operation of the Investigative Journalism Committee (12 items).
5. Goals and Mission of the Management of the Investigative Journalism Committee (14 items).

Presentation of the Scale Items in their Initial Form to the Reviewers:

The researcher presented the scale items to experts and specialists to determine their appropriateness. The initial formulation of the scale included (65) items distributed across (5) domains. After reviewing, some items were removed, resulting in a final count of (60) items.

Discriminative Ability:

Revealing the discriminative power is done by determining the total score for the responses of the study participants. The forms are then ranked in descending order. Two extreme groups are selected, representing 27% of the total sample that underwent the measurement. The high group consists of individuals with the highest scores, and the low group consists of individuals with the lowest scores. The researcher thus formed two groups, each comprising (63) scouting leaders.

To calculate the discriminative power of each item, the formula (t) was used. After applying statistical operations to extract the discriminative power of the items, the following results emerged:

- ✓ The average score for the investigative journalism scale ranged from (4.95) to (1.89).
- ✓ Some items were excluded due to a lack of a high discriminative coefficient, leaving a total of (50) items.

Internal Consistency Coefficient:

Internal Consistency Coefficient for the Entire Scale:

The researcher used the Pearson correlation coefficient between the scores of the sample on each item and their scores on the entire scale through the statistical package (SPSS). After completing the statistical analysis, it was found that some items are consistent at a significance level of (0.01).

Method of Internal Consistency (Cronbach's Alpha):

The researcher calculated the reliability coefficient using Cronbach's Alpha method for the investigative journalism scale for all individuals in the construction sample, totaling (230) scouting leaders, using the statistical package (SPSS). The reliability coefficient for the investigative journalism scale was (0.968), indicating high reliability.

Standard Levels of the Scale:

The researcher utilized the normal distribution curve (Gaussian) to determine the standard levels of the investigative journalism scale.⁽¹⁾

The choice of five standard levels for the scale was based on the nature of the sample, its size, and the appropriateness of the tests for this sample. As the sample size increased, and the tests were suitable for the sample, the distribution of data approached the shape of the normal distribution curve. The researcher selected five levels for the investigative journalism scale, dividing the standard scores into five levels. The modified standard scores consist of (12 grades), as shown in Table (2) for investigative journalism.

Table (2) Shows standard, modified grades, raw scores, and levels for the Scouting Media Scale.

Levels	Standard Score	Modified Standard Score	Raw Score	Number	Percentage
Very Good	1.5_ 2.61	64.98 - 76.1	214-250	38	% 16.52
Good	0.23_ 1.47	52.31 - 64.67	173-213	58	% 25.22
Average	-1.04- _0.2	39.64 - 52	132-172	75	%32.61
Acceptable	-2.30- _ -1.07-	27.01 - 39.33	91-131	39	% 16.96
Weak	-3.57- _ -2.33-	14.31 - 26.98	50-90	20	%8.70

Final Application of the Scale:

After completing all the requirements of the scale design and procedures, the scale became ready for application. The investigative journalism scale consists of (50) items distributed across five domains. The researcher applied the final version of the scale to the application sample, which

⁽¹⁾Wadi Yassin Mohammed and Hassan Mohammed Abdul: "Statistical Applications and Computer Uses in Research in Physical Education," Mosul, Dar Al-Kitab for Printing and Publishing, 1999, p. 165. Translation to English.:

included (150) scouting leaders. After analyzing the responses of the research sample, the data were collected in a special form, and each scouting leader received a unique score.

Statistical Methods:

The researcher utilized the statistical package (SPSS) and Excel to obtain statistical information.

Presentation of Investigative Journalism Scale Results and Analysis:

Table (3) shows the statistical indicators for the sample in the Scout Media Scale.

Scale	Application Sample	Mean	Supposed Mean	Standard Deviation	Standard Error	Skewness Criterion	Level
	140	167.642	150	31.353	2.798	0.205	Moderate

Table (4) shows the standard, raw grades, levels, frequency, and percentage for the application sample.

Levels	Degree of Standardization	Raw Score	Variation	Percentage %
Very High	62 - 73	214 – 250	25	%17,85
High	50 – 62	173 – 213	29	%20,71
Moderate	38 - 50	132 – 172	53	%37.86
Low Very	27 - 38	91 – 131	23	%16,43
Low	15 - 26	50 – 90	10	% 7.14

Discussion of Investigative Journalism Scale Results:

The results presented in Table (3) indicate that the mean scores, standard deviations, and sample levels in the investigative journalism domain reached a final mean of (167.642). This represents the sum of mean scores across the domains of investigative journalism. When compared to the hypothetical mean of (150), it is evident that the calculated mean is higher than the theoretical mean. This suggests that the sample possesses a certain level of investigative journalism, as indicated by their responses to the scale. Upon reviewing the standardization levels in the main scale (Table 4), the sample falls within the moderate level. The researcher attributes the sample's attainment of a high to very high level as a positive result. Wooden badge holders in Iraq demonstrate proficiency in applying scouting principles and elements, given their experience and expertise as seasoned leaders. They have progressed through various age stages, attaining high levels of knowledge in diverse activities and closely following the global scouting communication strategy. This reflects their continuous efforts in the scouting field and their commitment to enhancing the scouting movement's image.

Furthermore, the leader's scouting style in dealing with different age groups influences their

communication and leadership. Their interaction with youth in various situations and their commitment to relaying new information contribute to the continuous growth of the scouting movement. Safeguarding its interests and reinforcing its scouting identity are crucial, especially amidst the prevalence of various cultures and enticing images for youth. The scouting movement needs to utilize various media channels to communicate its educational role, maintaining the scouting identity and adhering to its authenticity.

It is necessary to connect with the media, familiarize them with the educational role of the scouting movement, and uphold its identity. The global spread of scouting associations with greater material and moral resources necessitates intensified scouting media efforts locally, regionally, and globally. Scouting media contributes significantly to the mobilization of new resources and their reinforcement. The scouting movement should actively engage in preserving its identity, as the world witnesses the proliferation of diverse cultures and appealing images for youth.

Today's world demands scouting movements to use effective communication strategies to gain the trust of the societies they operate in. It emphasizes the need for developing youth membership, activating their participation, and instilling in them a sense of belonging. The "communication" strategy adopted by companies or associations to convey specific messages contributes to enhancing the image of products, services, or brands. The scouting media plays a crucial role in multiplying efforts locally, regionally, and globally to gain the trust of the society we live in and actively contribute to the comprehensive development of boys and girls. The scouting movement, through its media, strengthens the confidence of youth in themselves and their ability to live within their communities. The strategy of "communication is the approach adopted by a company or association to convey a specific message, reflected in the product, service, or brand, to create a connection between it and the intended target. This goal is achieved practically through a communication plan based on a timetable for activities that need to be accomplished to encourage a specific activity, promote a company, or advertise a product or service." ⁽¹⁾

The researcher attributes this level to wooden badge holders who may be global figures in the field of scouting journalism or leaders of sections and stages. They possess extensive knowledge in administrative matters, organizational structures, and administrative divisions. They are well-versed in the activities organized by scouting education through integrated coordination between scouting committees, clarity of tasks and responsibilities through functional specializations. They excel in coordination, communication, and the smooth flow of information between leaders and scouting sections. They are familiar with administrative recommendations, as affirmed by Nawaf Kanaan (1993), who stated that decision-makers' approaches and methods are influenced by personal factors derived from their personalities. The most significant of these factors are their attitudes, values, academic levels, previous experiences, behavioral patterns, and social

⁽¹⁾Tunisian Scouting; Training Guide for Media and Communication Officers, 2014, p. 27.

backgrounds. These qualities vary from person to person.⁽¹⁾ "

The researcher views the procedures related to the selection, appointment, and training of scouting media personnel at all levels, providing the necessary support for them, and ensuring their well-being as essential to advancing scouting journalism. This approach aims to achieve the highest aspirations through decisions and actions that involve managing them at all levels of the activities they undertake. The primary goal of the scouting movement is to attract human resources from youth. It involves assisting the scouting movement in achieving its strategic goals through integrated tasks that connect human resource functions with the vision of the Scouting Media Committee, its mission, and its strategic objectives. This is accomplished by attracting and retaining scouts, efficiently managing them, and addressing developments in the concept of traditional human resource management resulting from recent changes in various aspects of life and the evolution of traditional administrative thinking. It focuses on routine procedural tasks related to implementing laws and regulations, as emphasized by Abdul Razzaq Aldulaimi (2012). He stated that the effective role of media in serving human societies cannot face crises without media planning. This planning takes on the task of mobilizing all media energies, whether human or material. The confrontation processes necessitate expanding the efforts of public and personal media institutions through media work in all its forms and exploiting all communication channels and elements, placing them in the service of the higher strategy. The importance of media lies in its contribution to identifying the needs of society scientifically, prioritizing them, developing a strategy to meet the requirements and needs of society, and determining the problems facing societal development by choosing the most appropriate methods to address them⁽²⁾

The researcher believes that holders of the wooden badge in Iraq attain a (moderate) level on the scouting media scale from the perspective of wooden badge holders in Iraq. Some of them possess experience in scouting, but not at the required level, as they exhibit weaknesses in certain aspects, such as deficient communication and networking skills. Building public relations and communicating effectively among scouting leaders are areas that need improvement. Also, there is a lack of proper treatment of subordinates, irrespective of their needs, circumstances, and abilities. This deficiency is influenced by prevailing societal values and social factors regulating relationships among them. It results from limited interaction with influential elements in the scouting movement and a lack of some motivating factors that would encourage them to perform their roles more positively. Continuous efforts are needed to achieve better communication and harmony among them, supported by effective motivation. This is consistent with the statement by Nawaf Kanaan (1993) that decision-makers' methods and approaches are influenced by personal factors derived from their personalities. These factors include their attitudes, values, academic

⁽¹⁾Nawaf Al-Kanaan; Administrative Decision-Making Between Theory and Practice, 1st edition, Riyadh, Dar Al-Ilm for Printing and Publishing, 1993, p. 266.

⁽²⁾Abdul Razzaq Mohammad Al-Dulaimi; Media and Crisis Management, Dar Al-Masrah for Printing and Publishing, Amman, Jordan, 1st ed., 2012, p. 43

levels, previous experiences, behavioral patterns, and social backgrounds, and these traits vary from one person to another⁽¹⁾

The researcher attributes the weakness of the media committee to the majority of the specialties and responsibilities related to scouting activities and programs, as well as its limited engagement with various media outlets and the scarce utilization of modern media technologies. Media represents the process conducted through the communication channels of scouting leaders and age groups to disseminate knowledge and scouting information, convey news and facts on various local, regional, and global topics, and highlight various activities. The results of Amal Muneer Sabri (2014) emphasize that the media plan of the Radio and Television Union considers the strategy as the first link in the media planning process. It involves setting goals, outlining plans, defining policies, and employing available resources to achieve overarching objectives. This means that it includes content starting with high-level goals from which consistent basic principles emerge to guide methods and implementation plans for the phase ⁽²⁾ "

The researcher observes that holders of the wooden badge in Iraq achieved a low and very low level in the scouting media scale from their perspective. Some of them have limited experience in scouting work. It is the duty of leaders to acquire knowledge and expand their understanding to perform their duties correctly, especially when participating in scouting activities held inside and outside Iraq. The researcher attributes this level to the weakness of the organizational structure within the media committee, which is not suitable for the nature of the work and does not assist employees in carrying out all the committee's responsibilities. Additionally, there are no formal methods for selecting committee members. Their academic qualifications are not suitable for their roles in scouting media, and they lack experience in this field. Furthermore, there is a shortage of training programs for managing the scouting media committee. This aligns with Mahmoud Salman's assertion in 2001 that the organizational structure is a framework that determines the different internal departments and sections of the organization. Through the organizational structure, the lines of authority and flow between functions are determined. It also shows us the different administrative units that work together to achieve the organization's goals ⁽¹⁾."

The researcher believes that there is a relative lack of attention to human resources working in various fields of media, as well as insufficient material resources and capacities. There is also a lack of proper financial allocation and diversity in forms and methods of training, development, and preparation for leaders working in scouting media, both at the individual and collective levels

⁽¹⁾Nawaf Al-Kanaan; a previously mentioned source, p. 266..

⁽²⁾Amal Munir Sabri; Building a Strategy for the Egyptian Sports Satellite Channel, an unpublished doctoral thesis, Faculty of Physical Education, Helwan University, 2014, p.

⁽¹⁾Mahmoud Salman Al-Omaian; Organizational Behavior in Business Organizations, 10th ed., Oman, Wael Publishing House, 2001, p. 169

Conclusions and Recommendations

Conclusions:

1. The validity of the Scout Media Scale, prepared by the researcher to measure scouting media, was confirmed according to the perspectives of the Wooden Badge holders in Iraq.
2. Individuals in the research sample exhibit varying levels of scouting media, as indicated by the statistical means and standard levels of the scale.

Recommendations:

1. Utilize the Scout Media Scale developed by the researcher to measure scouting media from the perspective of Wooden Badge holders in Iraq.
2. Extend the findings of the current study to Scout troops, central committees, and non-governmental organizations' leaders, emphasizing the importance of scouting media.

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Appendix

#	First: Organizational Structure of Scouting Media	Always Agree	Mostly Agree	Agree Sometimes	Rarely Agree	Disagree
1	Organizing and coordinating human efforts, enhancing communication between the Scouting Education Directorate, its affiliated troops, and its internal and external communities.					
2	The organizational structure defines the relationship among members of the					

	Scouting Media Committee, detailing departments and titles.					
3	The organizational structure of Scouting Media is committed to the principle of unity of purpose.					
4	Personal interviews play a crucial role in selecting committee members for scouting activities.					
5	The number of Scouting Media Committee members aligns with the required competencies.					
6	Job descriptions are provided for each Scouting Media Committee member, including the Media Coordinator, Spokesperson, Scouting Media Specialist, and others.					
7	Responsibilities are distributed among committee members based on their experience in dealing with others and their knowledge of scouting.					
80	Organizing the participation of Scouting Media in local, regional, Arab, and international conferences, seminars, festivals, and exhibitions.					
9	The organizational structure facilitates members in performing all scouting media tasks.					
10	Participation in specialized journals, professional publications, and modern information channels according to regulatory procedures.					
#	Secondly: Material and Financial Resources for Scouting Media					
11	The Scouting Media Committee continuously updates its database to interact with the media.					
12	Scouting media invests in websites, social media platforms, and various means to promote its programs and all its activities.					
13	Scouting media issues publications to					

	introduce the role of the scouting movement and the importance of scouting media.					
14	Scouting media uses continuous communication through websites to engage with scouting leaders and age groups.					
15	Scouting media owns a periodic electronic magazine on the website of the Iraqi Scouts Association, the Scouts Council of Iraq, contributing to the awareness of all scouting activities.					
16	The Scouting Media Committee seeks to enlist experts in scouting media to raise cultural and professional awareness among its members.					
17	The Scouting Media Committee contributes to covering its activities from specialized and volunteer sources.					
18	There is an electronic platform for scouting media connecting all scouting groups with the media committee of the Iraqi Scouts Association, Scouts Council of Iraq.					
19	The Scouting Media Committee has a clear plan for budget distribution for its scouting activities.					
#	Second: Financial and Material Resources for Scouting Media					
20	The Scouting Media Committee continuously updates its database to engage with media outlets effectively.					
21	Scouting media invests in electronic platforms, social media sites, and diverse channels to promote its programs and all activities.					
22	Scouting media issues publications to define the role of the Scouting movement and highlight the importance of scouting media.					

23	Scouting media utilizes continuous communication through various platforms with scouting leaders and age groups.					
24	Scouting media owns a periodic electronic magazine on the website of the Iraqi Scouts Association, linking all scouting activities.					
25	The Scouting Media Committee seeks the expertise of media professionals to enhance cultural and professional awareness among its members.					
26	The committee actively contributes to covering its activities through specialized sources and volunteer work.					
27	The Scouting Media has an official website connecting all scouting troops with its specific committee within the Iraqi Scouts Association.					
28	The Scouting Media Committee possesses a clear plan for budget distribution across its scouting activities.					
29	The Scouting Media Committee succeeds in providing coverage for scouting activities according to the available resources within its scope of work					
30	Contributing to the preparation and organization of scouting exhibitions, events, seminars, and conferences.					
#	Fourth: Systems and Procedures for Scouting Media Operations					
31	Collecting information related to scouting activities intended for media coverage.					
32	Assigning a media spokesperson to deliver the media content during scouting gatherings.					
33	Evaluating the performance of the personnel in the Scouting Media Committee through periodic reports.					
34	The Scouting Media Committee is keen on holding regular meetings with the heads of					

	the subcommittees.					
35	Conducting media campaigns for the scouting activities and programs implemented by the Scouting Education Directorate, its branches, and associated associations.					
36	The Scouting Media Committee develops plans in light of the availability of all scouting resources.					
37	The Scouting Media Committee works on identifying instances of disruption and addressing them during the implementation of scouting activities, striving to prevent them in the future.					
38	The Scouting Media Committee operates justly and impartially, avoiding favoritism towards certain scouting leaders at the expense of others.					
39	The Scouting Media Committee possesses good capabilities for leadership and the ability to perform effectively during scouting camps, activities, and events.					
#	Fifth: Goals and Mission of the Scouting Media Management					
40	Scouting media that keeps pace with global modernity, based on responsibility and professionalism, expressing the educational values and goals of the Scouting movement.					
41	Developing scouting media within the Scouting movement, empowering it to express professionally the society and the state.					
42	Enhancing the image of the Scouting movement within Iraq through the provision of diverse media services.					
43	Providing a conducive legal and administrative environment for the development of scouting media, making it					

	an advanced media outlet to achieve added value and strengthen the connection between the state and society.					
44	Strengthening relationships with various media outlets and enhancing the role of the Scouting movement in serving society.					
45	Increasing allegiance to the Scouting movement and expanding the base of participation.					
46	Providing media support to the scouting community and associations within the entire Scouting movement.					
47	Affirming positive and educational behaviors of the Scouting movement by promoting the spirit of brotherhood, justice, and tolerance through the scouting media message.					
48	Establishing a specialized satellite channel for Scouting education.					
49	Supporting and documenting scientific research and Scouting publications, printing and disseminating them.					
50	Supporting scouting communities and civil associations both in terms of media and culture and encouraging them to establish their own scouting magazines					