

## The Contents of the Image of Iraqi Women in the Caricature of The Instagram Application As A Model - An Analytical Study

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### KEYWORDS

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Application

### ABSTRACT

This study aimed to answer the question: What is the media image of Iraqi women in Instagram cartoons? The Hella Sketchz page was analyzed to uncover this image through a content analysis of the cartoons. The study employed a descriptive-analytical approach using a content analysis tool to analyze all cartoons on the Hella Sketchz page from January 1, 2022, to December 31, 2023, totaling 137 cartoons. At the end of the study, the researcher arrived at several key findings, including: Themes: The media images focused on diverse themes related to daily life, social and cultural issues, including women's, family, and health issues, reflecting the variety of concerns and challenges faced by Iraqi women. Classifications of the media image: The media images can be classified into several main categories, including comedy, awareness, and social and political criticism, highlighting the role of cartoons in conveying messages in an innovative and entertaining way. Nature of the media image: The media image is characterized by its distinctive and simple graphic style, which facilitates quick and effective understanding of the conveyed message and draws attention to the issues raised in a creative way.

## 1. Introduction

Arab media is witnessing a shift in the way women are portrayed, gradually shifting from the image of the traditional housewife to a more independent woman. Social media contributes significantly to driving this change, which indicates a development in the societal view of women, and the media image is among the most important modern means of communication, as it is based on investment in visual communication features, and the recipient's tendencies to choose this type of communication come from the other hand, where the recipient avoids several things, such as excessive filler in the spoken meaning and guesses, and in this regard, cartoons have proven to be able and effectively to entertain The reader and his entertainment, especially in social matters The use of newspapers for such cartoons helps them a lot even in increasing the percentage of distribution, and therefore the current study seeks to find out the media image of Iraqi women in the pages of specialized caricature through the application of Instagram through an analytical study.

### The first topic: the methodological framework

#### First: - The problem of the study

The Arabic press's coverage of women's issues is often limited to family affairs and fashion, ignoring the other roles of women, the problem of this confusion in the image can be the result of contradictory perceptions between the different pages, as some of them reflect positive visions and encourage the representation of women in a balanced manner, while others reflect stereotypes or negative, and this difference creates a mixed and confused image about the role and status of Iraqi women in society, and the circle of topics addressed by this type of journalist has expanded to the extent Which has become touching on all aspects of social life, which led to an increase in researchers' interest in it, as they dealt with description, analysis and criticism and studied its topics, methods, phenomena, factors that affect it and the aspects that affect it, especially in our current study on the image of Iraqi women in the media by answering the main question, which is: What are

the contents of the image of Iraqi women in caricature via the Instagram application?

The main question has the following sub-questions:

What are the ratings of the media image of Iraqi women on Hella Sketchz's page for specialized caricatures on Instagram?

What is the nature of the media image of Iraqi women on Hella Sketchz's specialized comics page on Instagram?

What are the characteristics of the media image of Iraqi women on Hella Sketchz's specialized comics page on Instagram?

### **Second: Objectives of the study**

The general objective of the study is to identify the contents of the media image of Iraqi women in specialized caricature pages via the Instagram application.

This main objective is divided into the following sub-objectives:

Identify the characteristics of the media image of Iraqi women displayed on the Instagram page through caricatures.

Identify the nature of the media image of Iraqi women in cartoons on social networking pages.

Addressing the classifications of the media image of Iraqi women in caricatures on social networking pages.

### **Third: The importance of the study**

The importance of the study is as follows:

Broadening the horizons of research: The study contributes to expanding the horizons of research in the field of visual communication and caricature, specifically in the context of contemporary Iraqi culture.

Study of women's representation in the media: The study contributes to understanding how women are represented in the media in general, and how this representation is affected by cultural, social and political factors.

Raising awareness: The study contributes to raising awareness of the importance of visual language, and how it can be used to influence thoughts and behaviors.

### **Fourth: Limits of the study**

Spatial field: The spatial field of study was identified on Hella Sketchz's page for specialized caricatures on the Instagram application, and the researcher chose the page specifically because it specializes in women's cartoons.

Time Range: The time range of the study was determined from 1/1/2022 AD until 31/12 2023 AD, if the drawings in that period, amounting to (137) were limited to women's topics, and the choice of this period of time is due to the time range of the study as it is the most cartoon that was concerned with women's topics.

Thematic area: The thematic area was identified as the media image of Iraqi women on Hella Sketchz's specialized comics page via the Instagram application.

### **Fifth: Study Methodology**

The study belongs to descriptive research aimed at describing goals, people, beliefs, attitudes, values, preference and interest, as well as different patterns of behavior, and adopts a content analysis approach that is concerned with "addressing the media image of Iraqi women in the Hella Sketchz page for specialized caricature via the application of Instagram, and the researcher has relied on the descriptive survey approach, which does not stop at the limit of description only, but goes beyond making judgments, and providing solutions through indicators and results reached by (Hijab, 2006, p. 87).

### **Sixth: Terminology of the study**

Media image: refers to mental and intellectual activity, and psychological activity that includes imagination and perception, these activities are represented in multiple fields such as linguistic activity, audio image, and the artistic field, which includes sculpture and painting (Tala, 2022, p. 192).

The researcher defines it as an artistic expression and a means of communication used in visual media - especially the Instagram pages of the study sample - to convey information and ideas about the media image of Iraqi women through cartoons.

Caricature Art: Caricature is a form of satirical and influential comic drawings that is characterized by the ability to express opinions and problems artistically in a simple and deep style at the same time, through special techniques and techniques to achieve aesthetic and objective attraction in expression (Belhaj, 2021, p. 26).

The researcher defines it as a type of graphic art used to express ideas and visions in a humorous or satirical way, and is characterized by its simplified style of drawing pictures, and relies on exaggerated scaling of character traits and elements to achieve a humorous or satirical effect.

### **Seventh: Previous Studies**

Reem Adel Fawzi's study, *The Stereotyping of Women's Image in the Iraqi Press: A Comparative Analytical Study of Al-Zawraa and Al-Bee'ah Newspapers* (Fawzi, 2023).

The study aimed to analyze how the newspapers "Al-Zawraa" and "Al-Bayinah Al-Jadeeda" presented the image of women in the Iraqi press for the year 2021, the researcher used content analysis to study a sample of articles related to women in the two newspapers, the content of news related to women was analyzed in the two newspapers, and the analysis focused on the stereotype of women presented by each newspaper, the study showed that the newspaper "Al-Zawra" She was more diverse in her coverage of women's issues than in the newspaper "New Evidence". The study also revealed stereotypes of women in both newspapers, with more emphasis placed on traditional roles of women and ignoring their role in society as a workforce and participation in decision-making.

Study of Khaled Ali Saleh,. *The Image of Iraqi Women in TikTok and Instagram: A Semiotic Study* (Saleh, 2023).

The study aims to gain a deeper understanding of the image of women presented on TikTok and Instagram, by analyzing the image in a semiotic way. In short, the study seeks to decipher the symbols and signs used in these images to understand the connotations and meanings behind them, and the study has reached many results, the most important of which are: The image uses a set of rhetorical and visual mechanisms with the aim of influencing, entertaining and persuasion, by focusing on plastic signs, iconic signs and linguistic signs, focusing on the woman's body in some advertisements for her products is inconsistent with social values derived from Islamic Arabic culture, the format The iconic and linguistic format is an integrated unit in the advertising image, the iconic format focuses on the woman's body and the linguistic format directs the reader towards a specific reading that moves the feelings of the recipient and pushes him to follow and buy.

Iman Saad Hassan Senussi's study, Exposure to Political Caricature and its Reflection on the Public's Perspective on Political Issues: A Field Study (Sanussi, 2022).

A study aims to evaluate the effectiveness of political caricature in delivering messages. The study showed that the majority of the audience absorbs the content of the caricature, and that visual and linguistic elements such as "message content" and "accompanying commentary" play a decisive role in attracting attention and influencing public opinion, a sample of 300 students was selected from South Valley University, and the tool used a questionnaire to collect data, the results showed that the majority of participants (57.3%) They have an average understanding of the content of the caricature, while a lower percentage showed a strong or weak understanding, and that the "content of the message" is the most attractive element to the audience, followed by the "caption accompanying the drawings", and then the "drawn characters". A smaller percentage indicated that "colors used" were the most attractive element, while another percentage indicated that all the elements combined attracted them.

## **The second topic: the theoretical framework**

First: The concept of the media image

The concept of the media image is one of the prominent concepts, as this concept addresses the role of the media in shaping the images of different societies and institutions, and the media image provides multiple meanings, as it obtains its character not only through its direct representation of reality, but also through its role in building or reformulating our understanding of reality or aspects of it (Khudair, 2021, p. 329).

The media image is the tangible embodiment that arises from the latent meanings conveyed by the media, transcending superficial boundaries to express the ideology of society and reflect its culture and perceptions on multiple issues, such as gender, social and cultural identity, as well as factors such as age and social class. (Muhanna, 2020, p. 135).

## **Second: The importance of the media image**

The media image is a rich means of conveying information and opinions according to the medium, its media policy and the purpose in which it was used, as the image is a cognitive process with cultural origins, as it is based on individuals' direct and indirect awareness of the characteristics and features of a topic, whether it is an institution, company, individual, group, or society, and the image forms emotional orientations towards this topic, whether positive or negative, and leads to the formation of behavioral trends - whether apparent or internal - Within the framework of a given society, these

conclusions and trends may take a fixed or unfixed form, accurate or inaccurate (Mansouri, 2021, p. 65).

Media content makers derive some experiences and concepts from reality, and use them to create an image they call "manufactured media realism", and this image is characterized by greater intensity, luster and violence than real life, which makes it capture the attention of the public and attract it towards it, and although this realism, based on real life, which we see in the media such as newspapers, magazines, radio and television, there are prominent differences between the two, as manufactured media realism tends to be more intense, glamorous and violent than real life, and the audience attracts it because it appears in greater dimensions and emerges with more splendor, as it is difficult for real life to reach the level of attractiveness and brilliance offered by media realism, which can be described as the "media image" (Abdel Ghani, 2019, p. 72).

### **Third: The danger of the media image**

The media image is an artificial embodiment that includes complex technological processes, and this image interacts with a complex cultural system to produce media message symbols, and this industrial process appears as one of the outputs of media content, such as current news and entertainment materials such as drama, documentary films, and other media content (Shanin, 2019, p. 285).

The media image is related to the concept of artificial realism, which is the one that we find in newspapers and hear it on the radio and watch it on television, and this artificial realism is derived from real life, but it remains different from it, artificial media realism tends to be more vibrant and glamorous, and appear more intensively and violently than the actual reality, and since media images depend decisively on the process of multiple selection of signals and selection between the available symbols and images, you must focus on those images and concepts that are re- Filming them through these media, whether in newscasts, films or online platforms (Khudair, 2021, p. 338).

The researcher believes that the danger of the media mental image of women in Iraqi society lies in the way it can affect people's perceptions and shape their opinions about the role of women in society, as false or specific images of women may be presented through social media, which leads to distorting the public's understanding of their rights and capabilities, and portraying women in a stereotypical and specific manner that may lead to the reinforcement of stereotypes and sexism, which promotes narrow thinking about the role of women in society, so accuracy is required. In presenting media images of women in order to understand how they are represented, with a focus on promoting a balanced and multifaceted image of their role and contributions in various areas of life.

### **Fourth: The mental image of Iraqi women**

Studies analyzing the content of the mental image and studying the stereotyped pattern in written newspapers or through pages in social networking applications are among the most important studies, as they pay special attention to understanding the development of their image in the minds of others, it appears that the mental image takes its strong place in the mind of readers and users, and this is enhanced by the repetition of the presentation of distinctive features, and drawing the mental image is very close when using central units and descriptions, where criteria and objectives are determined Specific media for each media outlet, whether declared or implicit, and these means seek to achieve it through the content it provides, and the communicator (such as the Instagram page) is considered an

intermediary between the recipient and the media, and his choice and direction of stereotypes is affected by the criteria of political and ideological compatibility with his media and the type of readers he targets, and the media plays an important role in monitoring local and global events, as they cover news and collect information to provide an image consistent with the orientation. In this context, it is believed that media pluralism in Western countries does not mean diversity in the presentation of foreign societies, especially those of third world countries, due to the impact of general political affiliation, it appears that some Western foreign studies revealed the focus of Western mass media on the values of negativity and elite, which is associated with their move away from focusing on content (Abdelhameed, 2019, p. 526).

### **Fifth: the concept of mental image**

There are several definitions of the concept of mental image depend on determining its nature through texts, and they often reach a conclusion that indicates that the mental image emits as a result of the overlap of various factors, including historical, psychological and cultural aspects, and accordingly it appears that the mental image may vary greatly from one people to another or from one culture to another in the common concept means the word "image" A reasonable or accurate representation of something that exists, and when looking at the image of peoples, and everything that comes to mind about those peoples is understood, and a problem arises in determining the scope of this concept, where it should begin and end, and whether imagination can be included with reality or should they be separated, and in this context the image is defined as a representation that depends on fixed information of a general and reasonable nature, and carries part of the concrete reality. (مهنا، 2020، صفحة 135)

Mental image refers to stereotyped models that appear through the verbal and directed expression of a social group or one of its members, and morphologically, appear as a judgment that grants a certain class of people specific qualities, or is prevented from them in a generalized manner and is enveloped in emotional values (Al-Jabali, 2021, p. 457).

### **Sixth: Elements of the mental image**

The picture generally consists of the following elements: (Khudair, 2021, page 297)

**Size:** One of its most important elements is size, which is related to the shrinkage or expansion of the image, its small or large, etc., which is needed by the content and meaning.

**Shape:** It is the outer frame that includes the particles of the image and the shape in the image applies to the shape in reality and sense.

**Location:** It is the place of the image in the mind that determines the psychological state on the basis of which the image is accepted or rejected.

**Movement:** emits from the image ideas and connotations that form an internal movement and at the same time emit from the ideas behaviors and attitudes that constitute an external movement, and then the image is the truest expression of what is going on in the thought, and it has goals, including the delivery of the abstract idea, mental meanings and emotions in order to influence others and perhaps form other positions that are supportive of the value of the mental image.

### **Seventh: The art of caricature (concept, origin and development)**



The art of caricature is an effective way to express opinion and criticize reality in a humorous and satirical way, as it allows the artist to express his opinions and vision of events and public figures using simple and striking drawings, and caricature is characterized by its ability to convey a humorous or satirical message in one moment, which makes it an attractive and common way to communicate effectively, with the spread and development of social media technology, caricature has a major role in this context. Apps like Instagram, Twitter and Facebook have become ideal platforms for sharing caricature and reaching a wide audience. Illustrators take advantage of these platforms to spread their creations and interact with followers, which enhances the influence of caricature as an artistic and expressive medium in the world of social media.. (سنوسي، 2022، صفحة 110).

The name caricature derives from the Latin word "caricare", which means a drawing that transcends boundaries in highlighting flaws. Caricature is known in the Arabic language as "satirical cartoons", and the word "characters" comes in the sense of "characters" or "characters" (Mansouri, 2021, p. 125).

Caricature is defined as a message that the artist addresses with people, and it is one of the most appropriate arts to express what we are in from the political, social and economic reality. (الخربوطلي، 2023، صفحة 12)

The researcher sees the term caricature that will be used in this research as an art that depends on free drawing full of plastic exaggerations and irony in its exposure to social or personal phenomena from human life, which is drawings aimed at conveying a message or point of view, about accidents, phenomena, or problems, and is characterized by exaggeration and symbolism, so that it has an emotional impact.

### **The emergence of the art of caricature**

Caricature is a composite art that mixes elements of formation, comedy or irony, and has roots that extend in the history of man, so that some believe that he was almost born with the emergence of man, and comic drawings can be found in monuments dating back to prehistoric civilizations, where man depicted the life of the animals surrounding him and the details of his personal life on the walls of his caves and rocks, and many drawings containing elements of comedy and irony have been discovered on the walls of caves in multiple regions of the world, including These include France, Italy, South America, the Arabic Island, the Algerian Sahara, and Cyprus, among many other places (Kazem, 2023, p. 210).

The history of caricature dates back to ancient times such as the ancient Egyptians, Assyrians, and Greeks. In ancient times, artists depicted various animals and simple symbols on pieces of pottery and hard stones to express their opinions. The ancient Egyptian artist had his use of animals and symbols to express his opinion on the rulers of antiquity. In one of the ancient Ostraka, a conflict appears between cats and mice, where the king of mice leads a war wheel pulled by two dogs and attacks a fortress guarded by cats, and this depiction reflects important events that occurred in that period, where enemies or young people in power challenged the strong or older than them, and the ancient Egyptians had the desire to correct the defects of their society through this art, where they used ridicule and exposure to rulers and everyone who exercises power in an authoritarian manner. This shows how the ancient Egyptian painter mastered the art of criticism in a simple and effective way, such as a picture of a fox grazing herds of goats and leading the wolf geese (Allah, 2021, p. 89).

Then the art of caricature arose in the press after the invention of the printing press in the middle of the fifteenth century AD, where he pointed out (Ben Senussi,2022: 499) The caricature that is spreading in the press today began its stage as part of the art of engraving, and for this he adhered to the characteristics of the art of engraving itself, and his methods evolved with the progress of the art of engraving, where the French artist Orne Dumier (1808-1897) The godfather of contemporary caricature, as he contributed significantly to the development of this art and brought it to the stages it is witnessing today, and the great credit is due to Orne Dumier in drawing attention to the art of caricature, which has become a universal language that does not need comment or translation today, and this art reflects political and social opinions in a humorous and innovative way, and has contributed to highlighting various issues in an accessible and understandable way for audiences.

### **Characteristics and features of caricature art**

The art of caricature is characterized by a set of characteristics and features, including:

Speech of exaggeration and uniqueness: Caricature expresses characters by embodying the unique and distinctive characteristics of each character. Caricature is sometimes characterized by an expansion of expression, as it deals not only with the personal aspects of individuals but also extends to the metamorphosis expression of the nations and patterns of political characters or symbols, and caricature is considered an artistic medium that uses medium exaggeration, but its irony remains greater and its humor deeper in conveying its message effectively (Al-Mansour, 2017, 126).

The ability to detect defects: Caricature has a superior ability to reveal the advantages of some characters, but its greatest interest lies in revealing defects, and caricature is an artistic means that highlights the essence of the character and reveals its true aspects, and caricature takes the creation of humorous features of the character as a means of expression, as it exaggerates the depiction of defects or unique features in an exaggerated manner. Caricature manipulates the personal image to create a funny and humorous effect that highlights the intellectual or behavioral aspects that it specifically targets (Atta Allah, 2021, 93).

Humor and entertainment: One of the main goals of caricature is to bring a smile or laughter to the recipients, in addition to motivating them to think, the caricature aims to deliver a satirical critical message through humorous embodiment, the recipients reflect on this satirical embodiment, supported by their understanding of the characters and events that appear in the drawing, and open the doors to think about other meanings of personal and social facts and contexts (Al-Harbi, 2023, 194).

Simplified discourse: The art of simplification is one of the main means used by the caricature artist to convey visual information more clearly about the characters or topics he draws, and simplification in the art of caricature enhances the understanding of the recipients of the message in an easy and smooth way, as it is characterized by the ability to embody the prominent and distinctive aspects of characters or issues in a humorous and simplified way. Artists use exaggerated distinctive features, giving caricatures a unique artistic touch. This clever and creative simplification reflects the caricature's ability to shed light on key elements and reveal different aspects in a humorous way that captures viewers' attention (Al-Dawi et al., 2021, 90).

Expressive discourse and arousing the mind: Caricature addresses the mind before emotion, as it is a mental process that involves understanding and perception, and is characterized by the ability for



expressive speech that targets the mind before emotion. This art reflects an artistic strategy that addresses issues analytically and intellectually, as it aims to stimulate understanding and perception in recipients. Caricature directs its messages directly to the mind, using the language of images and symbols tightly to convey its vision and analysis of different subjects. By highlighting the intellectual and analytical aspects, caricature contributes to the spark of understanding and reflection in an interactive and interesting way (Hussein, 2023, 24).

**Symbolic discourse:** In the world of caricature, symbolic discourse appears as one of the salient features, as caricatures are the carefully chosen suggestive symbolic elements. These elements are represented by symbols and symbols that express certain concepts or ideas. Caricature innovatively employs these symbols to generate interpretations and explanations that reflect the intended meaning in a creative way. Symbolic discourse in caricature relies on the power of symbols to convey the message clearly and effectively, contributing to making it easier to understand and understandable for recipients (Al-Wahsh, 2022, 294).

**Immediate and sudden discourse:** Caricature is linked to the timeliness of the event, as the cartoonist keeps pace with events and presents them to the public, and they are recent in order to gain an aspect of credibility, so that the caricature image is trusted by the public, and thus it is a real-time art that keeps pace with the event at the time of its occurrence and is a witness to it (Younis, 2022, 37).

### **The third topic: analytical study**

#### **First: About the illustrator and Hella Sketchz comics page**

Caricature is a powerful means of expressing opinion and social and political criticism, as artists use this type of art to highlight important issues and communicate their messages in an attractive and easy-to-understand way.

In this context, the "Hella Sketchz" Instagram page is one of the most prominent pages in the world of caricature. The page attracts a large number of followers who interact with and share the graphics, which contributes to spreading awareness about the issues it raises.

**Iraqi painter Hala Ziad:** Hala Ziad is an Iraqi painter known for her distinctive artwork that reflects Iraqi heritage and culture. Born and raised in Iraq, Hala began her artistic career at an early age. Hala is known for her use of bold colors and complex designs that mix old and new, and express multiple themes including history, culture, politics and society, Hala studied fine arts and specialized in painting and design, and participated in many art exhibitions inside and outside Iraq. She has received several awards for her artwork and contributed significantly to the promotion of caricature arts in Iraq, based in the United States where she lives in North Carolina.

The Iraqi artist created a page for caricatures Hella Sketchz to publish her cartoons, where Hala addresses a variety of issues in Iraqi society, including women's rights and combating domestic violence, as well as political, social and economic issues, Hala has launched her Instagram page under the name "Hella Sketchz", where her works are gaining wide fame and great interaction. It also sells some products and designs through it in a paid manner, and it is gaining wide and international fame due to the quality of its work and its uniqueness from others.

#### **Second: Research community and its sample**

The study population consists of all the drawings presented on the page, which dealt with or treated

women or their image in one way or another during the previous two years, that is, during (2022-2023 AD), which is the community of this study, and therefore these works count in dozens. Based on the statistics carried out by the researcher, (108) posts were published on the Instagram page in 2022, and (83) posts in 2023.

The sample of the study is an intentional sample (Purposive) is includes a number of pictures and caricatures created by the artist Hala Ziad and is directly related to the image of Iraqi women and the researcher conducted a comprehensive inventory of the intentional sample numbering (137), and the researcher chose this work for the following reasons:

1- The images that have been selected are full of many female personalities, and they deal with issues directly related to the status and image of women in Iraqi society, and are exposed to the changes that have affected that status and image as a result of the development in communication technology and globalization in general and the new winds it has brought to Arabic societies in general, and Iraqi societies in particular.

2- The page and drawings by the artist Hala Ziad, and it is expected that being a woman will be more aware of some women's issues.

The drawings captured the attention of the Iraqi public and are still when their drawings are published.

## 2. Results and discussion

### Third: The results of the analytical study and their interpretation

#### (1) Iraqi Women's Image Category in Political Topics

Table No. (1) shows the relative distribution of the main categories of topics related to Iraqi women's images

Issue in 2023	Issue in 2022	Main category of image	M
12	18	Political themes	1
13	13	Social Themes	2
6	7	Technical Themes	3
8	8	Family and child themes	4
5	6	Scientific and cultural topics	5
5	8	Cooking and decoration themes	6
5	8	Technical and media topics	7
8	7	Women's Work Topics	8
62	75	Total	

Table No. (2) shows the category of the image of Iraqi women in political topics

Iterations for 2023	Iterations for 2022	Political sub-themes
5	7	The role of women in political life
3	3	Women's participation in political office
4	8	Encouraging discussion of women's issues
12	18	Total

Table (2) shows the distribution of Iraqi women's image categories in political subjects In this

table, data on political sub-topics show that there is a 18-fold frequency of a particular category of these subjects, making it ranked first among other categories.

Percentage (24%) shows that this category represents nearly a quarter of all political sub-topics that dealt with the image of Iraqi women. This distribution indicates the relative importance of this category in the political context, and reflects the prominent role played by Iraqi women in these topics during the year 2022. The data in the previous table also show that the category of Iraqi women's image in political topics for the year 2022 received a relatively large repetition, which reflects several important reasons, the reason may be the noticeable increase in the role of Iraqi women in the political arena, whether through their direct participation in elections and government positions, or through their influence on social and political issues, and the reason can be related to societal and cultural changes that encourage discussion of women's issues more broadly. With increasing awareness of women's rights and gender equality, it has become imperative to address the image of women in political topics as part of social change efforts. This increased interest reflects the positive shifts towards empowering women and giving them more space in public and political debates.

In her cartoons, the artist Hala Ziad deals with the presentation of the image of Iraqi women in political topics, political topics won the first place in the sub-topics of the content category, what was said? With a repetition rate of (18) times by 24%, the researcher attributes it to the importance of the topics dealt with in the cartoons, foremost of which is the issue of Iraqi martyrs and combatants. Her drawings reflect the role of women in steadfastness and resistance, and highlight the great sacrifices made by women, whether as mothers, wives or daughters of martyrs and warriors. It also highlights the strength of Iraqi women and their resilience in the face of challenges and difficult circumstances in the country, and uses caricature as a tool to express feelings of sadness, pride and hope for a better future.

Iraqi women struggle to prove the identity of their children after losing their fathers, as they face legal and administrative obstacles that complicate their lives and the lives of their children. Hala Ziad's drawings address this tragedy in detail, stressing the need to find legal and humanitarian solutions that guarantee the rights of these children and alleviate the suffering of their mothers in societies that require identity documentation and legal existence to protect the rights of individuals.

## (2) Iraqi Women's Image in Social Topics

Table No. (3) shows the category of the image of Iraqi women in social topics

Year 2023			Year 2022			Social sub-themes
Rank	Ratio	Iteration	Rank	Ratio	Iteration	
The first	38.46	5	Third	23%	3	Holidays & Occasions
Third	15.38	2	Fourth	8%	1	Bullying problems
The second	30.76	4	The second	31%	4	Harassment problems
Fourth	15.38	2	The first	38%	5	Drug problems
The first	20.96%	13	The second	17.3%	13	Total

Table (3) presents the distribution of Iraqi women's image categories in social topics for the year 2022. The table deals with several social sub-topics concerned with women, such as holidays and events, bullying problems, harassment problems, and drug problems. Drug problems appear to be the most frequent among these categories, being mentioned 5 times, making them the top spot. Harassment problems followed by 4 times in second place, then holidays and occasions with 3 times in third place, and finally bullying problems with one male in fourth place.

The total number of repetitions of these sub-themes is 13, representing 17.3% of all social themes that addressed the image of Iraqi women during 2022. This distribution suggests that drug problems and harassment are the most prominent issues in the social image of Iraqi women, which may reflect the significant challenges women in Iraqi society face in relation to these issues. Holidays and occasions show a lower frequency, indicating a greater focus on negative aspects and social challenges than celebrations and positive occasions.

Among the important social topics covered in the study are several cartoons about holidays and public events such as New Year's Day. Social themes with all their sub-themes ranked second with 13 repetitions (17.3%) These drawings reflect the atmosphere of celebrations and joy that accompany these occasions, and highlight how people share these special times regardless of their cultural and religious differences. Hala Ziad's drawings show the traditions and customs followed during these occasions, and highlight the spirit of unity and solidarity that prevails among members of society.

### (3) Iraqi Women's Image Category in Health and Beauty Topics

Table No. (4) shows the category of the image of Iraqi women in health and beauty topics

Year 2023		Year 2022		Sub Topics Health & Beauty
Rank	Iteration	Rank	Iteration	
The first	3	The second	2	Attention to mental and physical health
Third	1	The first	4	Awareness Tips
The second	2	Third	1	Plastic surgery
Fifth	6	Sixth	7	Total

The previous table shows the total total of these sub-themes is 7 iterations, making the Health and Beauty category the sixth among the topics that dealt with the image of Iraqi women. This distribution reflects the relative interest in educating women about health and beauty issues, with a greater focus on awareness advice, suggesting mentoring efforts to enhance women's awareness of the importance of maintaining their health and taking care of their beauty in proper ways. On the other hand, attention to plastic surgery appears as the least covered topic, which may reflect a more orientation towards health and educational aspects rather than focusing on aesthetic aspects only.

Among the health and aesthetic topics addressed by the study is the interest in mental and physical health, which are vital topics that greatly affect the quality of life of Iraqi women in particular and the rest of the family in general, as they ranked sixth in terms of the number of repetitions at a rate of (7) repetitions by (9.3%), and the study highlights the importance of mental health care and providing psychological support and treatment for people with psychological problems such as anxiety, depression and stress, and promoting awareness of the importance of mental health and its impact on daily life.

As for physical health, the study includes awareness of the importance of exercise, maintaining a balanced diet and a healthy diet, in addition to skin, hair and body care. Hala Ziad's cartoons reflect the importance of caring for the body and soul and highlight the close relationship between mental and physical health.

### 3. Conclusion and future scope

A study of the pages of caricature shows that the image of Iraqi women is complex and multifaceted. Sometimes it is portrayed as a symbol of strength and resilience, and sometimes as a victim of difficult circumstances. This contradiction reflects the complex reality of Iraqi women seeking empowerment amid significant social and political challenges.

Social media plays a crucial role in shaping public opinion about the image of Iraqi women, contributing to both positive and negative representation.

The art of caricature reveals the contradictions and conflicts faced by Iraqi women, and reflect the developments taking place on the issue of women in Iraqi society.

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