

## **NEW APPROACHES TO IMPROVE THE MEDIA CONTENT INDUSTRY: A CONCEPTUAL APPROACH**

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### **ABSTRACT**

*This study comes as a conceptual approach to introduce the most prominent modern methods and methods that aim to improve media content, and how they affect and use them in the media field, and an attempt to help media institutions and journalists, especially in the Arab region, towards developing their skills and keeping pace with technical developments. The emergence of alternative media, represented by the enhancements of artificial intelligence and the use of mobile journalism, graphics, and robot journalism supported by data journalism, has come as an opportunity to develop media and find alternative publishing methods that enjoy a high degree of freedom, ease of use and low cost. As a result of the rapid technological developments in the media industry, many new technologies and methods have emerged that help journalists in their work, and work to enhance media content in a manner different from the traditional method. Hence, this study focuses on the most prominent modern methods that journalists can rely on to develop the materials they produce.*

**KEYWORDS:** *Media Content, Artificial Intelligence, Mobile Journalism, Robot Journalism, Data Journalism, Solutions Journalism*

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### **INTRODUCTION**

Recent years have posed a great challenge to media institutions in terms of the demand for paper press, the content of published content, the increase in the number of websites, and the ethics of electronic publishing, and this was manifested in the low numbers of printed newspapers distribution, and the decline in traffic rates for electronic newspapers and news sites, which made many media organizations hide The numbers of its users or camping to obtain advertisements and funding sources, and to try to gain the trust of readers.

This sharp decline was not the result of external factors; That are, outside the scope of institutional work, but unfortunately, this was due to the decline in the readership's demand for consuming traditional press and media content, and media organizations did not develop the content presented to the public, which made the public lose the desire to view it and publish it or exchange it with others.

Therefore, some media organizations have sought to establish content development units, without paying attention to the nature of content development, and recent trends and approaches in this field, as many journalists are still isolated from global trends towards media content development. Hence, this study reviews the most prominent recent trends and innovative approaches to improving media content, and how they affect the production of the press story.

## **ARTIFICIAL INTELLIGENCE TECHNOLOGY IN THE MEDIA**

Technological development in the field of communication has led to the crystallization of new media concepts and mechanisms that have been credited with the emergence of a modern communication map that combines visual, audio, and print that can transfer content very quickly to groups and individuals, and also creates a state of mutual interaction, and sometimes technology is assigned roles to play instead of Humans.

Artificial intelligence techniques have helped introduce a sophisticated concept in the field of media, known today as AI journalism or robot journalism, which is likely to lead to major transformations in the structure of media institutions and their methods of work, and it is expected that journalism using artificial intelligence systems will represent a unique case in news gathering. And writing it away from human effort, especially since artificial intelligence simulates human behavior by understanding it and transforming it into computer programs that can make decisions and search for solutions to specific problems by describing and inferring them through the information that was fed to the computer (Sharadga et al., 2022; Ozbay & Alatas, 2020).

AI journalism can be defined as: “a new era of media that combines with the technologies of the Fourth Industrial Revolution, creates new media tools, formulates more effective media content, maintains audience diversity and meets its aspirations, and creates channels for exchanging opinions and reactions in an interactive continuous 24 hours a day.” (Mitchell et al., 2013).

There is no doubt that the techniques of artificial intelligence and its applications and the developments witnessed by the world in this sector will lead to a technical revolution in the ability of the media to influence, address the public and form public opinion, which requires the various Arab media to prepare early for this matter, which will double the competitiveness and the frantic race for leadership. media in the Middle East and the world, because artificial intelligence applications will provide the media with smarter, more advanced, and faster tools for conveying the news to the recipient and people interacting with it (Sharadga & Safori, 2020; Brik, 2020).

In recent years, it has become clear that automation has penetrated strongly global news organizations and succeeded in producing thousands of news stories without human intervention, starting with information gathering, categorizing, editing, and publishing, especially in the fields of sports and finance as well as weather conditions, and it is expected to expand to include areas of news coverage. All. So far, it appears that the uses of AI in journalism, according to existing global experiences, include five basic tasks (Safori, 2018b; Broussard et al., 2019; Túnuez-López et al., 2021; Al-Jalabneh et al., 2022):

- Quick and reliable fact-checking, and detection of fake news, such as the algorithms that Facebook has started to use to get rid of fake news.
- Keep track of breaking news and alert journalists with new information related to a topic.
- Correct spelling, grammar, and stylistics of the language automatically.

- Perform faster and more accurate searches, link information quickly and efficiently, and convert it into graphic forms.
- Automatically produce short news on topics based on statistical data.

Despite the fears of some that press institutions will abandon the human element in favor of the robot, many studies have confirmed that the trend towards using software in journalistic work does not aim to dispense with journalists, but rather an opportunity to free them from routine reporting production processes, providing them with more time. Time to undertake complex tasks and address important issues that require more focus, investigation, and analysis (Ali & Hassoun, 2019).

Artificial intelligence carries a development for the world of journalism and media in terms of quantity and quality, as it can be used to produce a huge amount of news stories, compared to what news agencies produce, by converting data and numbers into texts, as well as converting texts into videos that summarize the event, and artificial intelligence can be used to make Multiple templates address the same news from multiple aspects, such as making tweets and titles, a summary of the news story, and writing a biography about the heroes of the event, noting that artificial intelligence has entered the world of translation strongly by translating videos and texts into more than one language and producing them with multiple media to suit all platforms and devices Smartphones, and helping journalists identify the names of officials through image recognition techniques (Alkholi, 2020; Sharadga et al., 2022).

Several studies (Alkholi, 2020; Sharadga et al., 2022; Ali & Hassoun, 2019; Biswal & Gouda, 2020; Broussard et al., 2019) divided press and media workers into three categories according to their attitude toward bot journalism; The first category believes that robots will not replace journalists because they face critical deficiencies in the roles they can play at the journalistic level, especially since robots will not be able to understand the simple or subtle differences or read between the lines, which are the main steps in determining the elements of news stories. in addition to its inability to take responsibility for the content of the news stories it prepares; Because this process requires moral independence.

As for the second category of journalists, they reject bot journalism entirely and consider it a competitor and a possible reason for the poor quality of journalistic materials, in addition to rejecting ideas that indicate that the demand for bot journalism will allow journalists to focus on writing more in-depth articles and stories. The third category views bot journalism positively, among which is that bot journalism helps filter news stories emerge, develop in-depth news, and allows journalists extra time to do more important tasks than bot journalism can do.

Broadly speaking, AI functions in media can be divided into five basic functions: data mining and search optimization, topic selection and user experience personalization, understanding human reactions and audience comments, writing news texts, and combating fake news (Al-Jalabneh et al., 2022; Sharadga & Safori, 2020; Tùñez-López et al., 2021; Vadapalli et al., 2018).

## **CROSS-MEDIA**

The use of multimedia has become one of the most important communicative features of electronic media, and with technological development, press institutions have been able to use several elements such as sound, image, colors, video, and info graphics to present distinct press content that attracts the public's attention to this content away from traditional forms of presenting journalistic content. In newspapers, electronic news sites, and televisions, it has led to the creation of special sections for multimedia (Safari, 2018), and some of them have adopted modern models and strategies in providing journalistic content, such as the cross-media model.

The use of multimedia is an important and basic element in attracting attention to journalistic art and being easily aware of it, as it provides enrichment and deepening of information and presenting it in an effective integrated framework. The concept of "crossed media" is one of the modern concepts within newsrooms in many press institutions worldwide, especially after as a result of digital transformations, the audience has shifted from a mere passive recipient of media content to a primary and active hub in the media process (Peng et al., 2017a; Godulla & Wolf, 2018).

Media integration has influenced individuals' use of the media and their consumption of news, which are developments that prompted a review of many theoretical frameworks that explain the relationship of the recipient with the media, and then media institutions tended to rely on production, distribution, and cross-presentation of the media, which prompts users to adapt to that and form a mixture of Content from different mediums through which they build their cross-media media environments (Safori, 2018).

Accordingly, the use of "cross-media" technology in presenting press content is no longer a luxury or luxury for press institutions, but rather it has become an important tool used by these institutions to keep pace with the steady shifts in the methods of producing press content in global newsrooms (Kwon et al. 2017; Goggin, 2020).

The concept of cross-media is called a specific product or service that mixes text, audio, photograph, video, infographics, graphics, and animation, and this expression goes beyond mere plurality in the use of media to the idea of merging and integrating these media in a way that attracts recipients and pushes them to be exposed to the media content presented in these communication messages, in addition to its contribution to constructing the meaning to be conveyed to these recipients (Peng et al., 2017b).

The term 'cross media' is seen as the creative interchange of traditional media, a communication tool including a story that encourages you to switch from one medium to another and back (Godulla & Wolf, 2018). The result is an added value to the concept; It can increase the depth of the story and make it interesting. Accordingly, cross-media is a process of communication and cooperation to produce news and other journalistic arts, and then participate in publishing content on several news platforms in an integrated manner to reach different readers and viewers (Goggin, 2020).

From the multiple concepts of cross-media, it is clear that it includes two aspects; The first is the process of producing press content, which starts from the idea presented by the press editor, through collecting and organizing information from various sources, conducting interviews, shooting video, taking photographs, editing audio and video, and ending with writing the press story to publish it. The second relates to the way content is presented across media platforms. Diverse in a way that achieves integration so that it becomes difficult to dispense with one of them, and the process of presenting the content needs great care by the newsroom because failure to choose the most appropriate way to display the content may destroy the content itself (Sharadga& Safori, 2020; COSTA, 2018).

At the audience level, in light of the consequences of the rapid technological development that led to media integration, the audience became the focus of content production processes as a result of the emergence of the concept of the active audience, which changed a lot in the concepts of journalists' control of the published news, as the audience was able to grant degrees of visibility to news only. Through their active participation on topics rather than others, if a journalist can publish a topic, the audience can ignore it and deny him access to dozens in a new news environment in which nominations depend on the rate of user interaction with the content (Peng et al., 2017a).

According to a number of studies that reviewed the concept of the active audience (Kleut, 2019; Peng et al., 2017a, 2017b; Picone, 2017), this audience does not tend to move from using one medium to another, but rather tends to use more than one means to elicit news with its different patterns. The ability of individuals to access content through multiple platforms or tools affected their use of that content and their expectations from this merger, and embedded devices became a huge market that gave people the ability to access different types of content.

Under the weight of this remarkable development and the clear change in each of the multimedia, which has become a dominant feature in newsrooms in recent years in the global media, and the nature of the audience and the development of its habits of receiving and interacting with media content, those in charge of newsrooms must use new methods and methods inspired by The experiences of international chambers, whether at the level of press content production or the way it is presented and presented to the public.

### **SOLUTIONS JOURNALISM**

Newspapers usually compete for excellence with their exclusive news and the continuous publication of their media materials on their websites, but some of them, in the paper newspapers' suffering from the tyranny of social networking sites and the control of false news, began to think and ask serious questions about the feasibility of continuing to publish negative news.

Solutions journalism differs from traditional journalism in that it is not satisfied with presenting the problem abstractly and neutrally in social issues and press stories but always follows it with the participation and interaction of readers to develop solutions and give examples that help reduce it, and prove it with reliable evidence (McIntyre, & Lough, 2021).

Solutions journalism is defined as “news reports that focus on people’s responses to social problems, addressing the questions of “Who?” and what? And when? and where?” which often identifies the problem, but places great emphasis on answering the question: What are people doing about it?” and thus reworks traditional journalistic approaches to reporting social problems as it seeks to engage readers and audiences, and provide a blueprint for change, and changing the tone of public discourse” (solutionsjournalism.org, 2021).

The term solutions journalism has been used by practitioners since the 1990s and has been defined as “the reporting of efforts that appear to succeed in solving specific social problems” (Lough & McIntyre, 2018), and today, solutions journalism is increasingly adopted by major newspapers, which devote Complete columns for stories that focus on solutions, in light of the changes that the world is witnessing, the roles of journalists are changing and many new things and tasks are being introduced to them, and breaking news is accelerating, but it is expected to calm down at some point, however, the situation in the world of journalism will not return to normal (McIntyre, 2019)

Solutions journalism is a journalistic reform movement whose primary goal is to inspire journalists to report on possible solutions to societal problems instead of standing at the reporting stage as most traditional journalism does, which merely points out that some problems exist and must be addressed. Therefore, solutions journalism represents a fundamental reorientation of what journalism is. Rather than envisioning journalism as a means of highlighting problems, he envisions journalism as a means of exploring solutions (McIntyre, & Lough, 2021).

Solutions journalism is characterized by several characteristics (Aitamurto & Varma, 2018; McIntyre, 2019):

- That the solutions dealt with in the story be in the context of the problem and seek to address it and not far from it.
- Solutions journalism, like traditional journalism, revolves around a specific topic and provides useful information on it. It must include some personalities who face several challenges, as well as address their experiences, successes, and failures, bearing in mind that they are related to the development of solutions to problems.
- Solution journalism is about an idea, its dimensions are determined where possible by a strong argument, and for emerging ideas the only evidence may be trusted viewers, this is the key to the story or report.
- Social issues are among the best fields that solutions journalism seeks to address, bearing in mind that every response and solution includes caveats, restrictions, and risks and that effective solutions journalism is not tainted by defects in addressing issues.
- Solutions journalism has not adopted specific models or ideas, but journalists seek through them to search and explore possible solutions by analyzing ideas and taking appropriate methods for each situation, as they are not driven by an agenda or a specific direction.
- There is a clear difference between solutions journalism and good news, where good stories tend to be celebrations, actions, and inspiring themes, while solutions journalism is about ideas that seek to get people to continue working and follow the consequences of that.

The researchers likened their approach to solutions journalism to other types of journalism, stating that it falls into a similar category called constructive journalism, which “involves the application of positive psychology mechanics to news work in an attempt to create more productive and engaging stories while retaining the core functions of journalism.” with peace journalism, civic journalism, conciliatory narratives, and advocacy journalism; Peace journalism encourages peace initiatives versus perceived media bias toward violence, civic journalism encourages democratic participation by giving journalists a direct relationship with citizens, and restorative narratives encourage coverage of the restoration and restoration process after a long period of high-impact tragedies, thus They share a common goal with these species of improving society, which requires the journalist to take a more active role in reporting the story (Aitamurto & Varma, 2018; McIntyre, 2019; McIntyre & Lough, 2021).

The most prominent keys to the sustainability of press institutions and journalistic work continue to strengthen deeper relationships with the public and deal with recipients as partners. In addition to preparing reports on how to rebuild and revive societies, and covering the collapses and problems that occur. Knowing that many of the leading newsrooms have been using these methods for years, and they have been able to achieve great success. The reasons are due to public support; Many followers have resorted to media platforms in these times, so it is important for news organization managers to understand the reasons for the arrival of a new audience, and to know how to support, attract and keep them among the permanent followers to maintain the continuity of the financial news organization. The second issue is the journalistic mission, where journalistic work is based on helping people in different and diverse societies to develop and progress at the individual level, and as a whole group, which requires journalists to ensure that they understand the information that people need and help them obtain it. The process of engaging the audience does not end with asking them some questions. This never-ending process must be repeated because the news does not stop (Lough, K., & McIntyre, 2018; Kleut, 2019).

For this reason, newsrooms must be ready to reveal the most prominent needs and knowledge of audiences and communities, connect with groups that they have not previously used as regular sources, and create impactful reporting that responds to audience needs (McIntyre, 2019). Solutions journalism is also considered a process and not a project, as it does not end with preparing a report on a specific topic. Rather, the journalist must continue working in the same way and search for other issues and solutions, and determine what succeeded and what failed. When presenting the report to the public, the unsuccessful solutions should be highlighted so that they know this and benefit from the experiences. Therefore, newsrooms must identify, highlight and communicate the voices that need to be heard, build on and build from solutions journalism when looking at any proposed responses, and uncover key ideas that advance the solution search process while being aware of the limitations (McIntyre, 2019).

The idea of solutions journalism is the solution for media organizations; It is “two eyes” that does not deny bad news, but rather seeks to balance the news, and it is a press that does not oppose publishing problems but finds real and proven solutions, and it is a modest press that imposes a strict methodology, otherwise, it will fall to the opinion press or the naive press.

## **DATA JOURNALISM**

Not so long ago, it was hard for journalists to access databases except with their own hands, and in many cases, journalists follow traditional methods of collecting data themselves from paper records, but with the spread of the Internet and its penetration into the corners of the journalistic work, the rules of the game have changed. We are now living in the height of the digital age, in which data accumulates more in real-time than ever before, to the point that some call the data the term “new oil” because oil is available as long as we explore it, and data is also available if we seek to access it, so scarcity remains an issue relativity.

The relationship between data and journalism is getting stronger all over the world; In the data-intensive age, the increasing importance of data journalism lies in the ability of its practitioners to create content and clarity of vision, and perhaps most importantly, to find truth among the vast amount of data in the world. This does not mean that the media do not have an essential role today, quite the contrary. In the information age, we need journalists more than ever to oversee, verify, analyze, and combine information. In this context, data journalism is of paramount importance in society (Al-Quranet al., 2022; Abu al-Rub, 2019).

Data journalism is the journalistic field that is concerned with searching for data in its various forms, working on analyzing it, and arriving at appropriate explanations for it. Data journalism is a method that reflects the increasing role of the use of digital data in the production and distribution of information in the era of the digital revolution, and it reflects the increasing interaction between content producers (journalists) and many other diverse fields such as design, computer science, and statistics, and represents “an intertwined set of competencies derived from fields different” (Al Jwaniatet al., 2023; Stalph, 2018). Data journalism has been widely used to unify many concepts and link them with journalism, some see it as levels or stages leading to the transition from simpler to more complex uses of new technologies in the journalistic process.

Studies that dealt with design and directing confirmed that one of the most important means of attracting readers to newspaper websites and influencing their cognitive process is the quality of the directive methods offered by these websites, in addition to the forms of news presentation and the extent of their reliance on images, graphics, and

multimedia; Press text accompanied by animation is better than text that appears in black without pictures or graphics (Al-Falahi, 2019; Wright & Doyle 2019; Al-Quran et al., 2022), as well as news if it is designed in an animation that combines different interactive elements; Like the image and video, it increases the cognitive process of the information provided, and the press graphics stand side by side with the letters, whether the letters of the text or the titles in conveying the media message to the readers (Abdel Ghaffar, 2021).

It is noticeable that the electronic press, citizen journalism, and social networks led to rapid development in the field of press publishing, and created a new generation of readers seeking the simplest and fastest way to find the news (Safori, 2018), and as a result of that speed in the pace of life in general and in the process of transmitting news, and the acceleration of The same events have changed the nature of users of digital and electronic media, becoming bored and no longer able to read a topic whose words reach 700 words or more, and the “magic of words” is no longer as attractive as it was in the past (Stalph, 2018; Abu al-Rub, 2019; Al olaimat et al., 2022). The public is seeking something new, whether in the form of the presented informational material or the content and has also begun to refrain from going to the news sites it was accustomed to, due to the rapid coverage of the news by social networks.

Therefore, "data journalism", which is one of the forms of journalism that has spread on websites, emerged as an attempt to attract the reader and as a means of competition between media outlets. Data journalism is a type of journalism characterized by its ability to attract a large number of readers by simplifying information and numbers and presenting them in interactive visual forms. Therefore, there is an urgent need to study this new field to identify its most important applications in addition to the programs and tools used in the production of related topics, as well as to monitor the role played by data journalism in facilitating the process of assimilation and analysis of the numbers and statistics contained in the journalistic story, and monitoring the skills and requirements that it needs. The communicator working in the field of data journalism and the challenges it faces (Wright & Doyle, 2019).

The biggest challenge for the journalist has become how to use this data to present an interesting journalistic story that contains a large volume of data that is easy for the reader to obtain and discover through the visual presentation methods that the journalist relies on to tell the story. Now, awareness of the importance of data journalism is rising all over the world day by day, and data journalism has become an urgent need for press organizations that want to stay at the forefront of the scene and continue to have an impact on public opinion, especially with the media industry moving at a rapid pace and the continued emergence of new methods of telling news stories. Take advantage of the storytelling style and presentation of the content.

## **ROBOT JOURNALISM**

It seems that the development of artificial intelligence techniques and the improvement of the capabilities of creative robots is going faster than we expect, as many media outlets have recently been able to engage in competition in this field, including international news agencies and major media organizations using “smart robots to help them carry out some tasks.” Journalists for leadership in the media field.

Robot journalism is an innovation in the field of journalism, and it means using algorithms to generate automatic news without human intervention. After the algorithm performs the first programming, and once developed, it allows to automate of every step of the news production process from collecting and analyzing to publishing news (Višňovský & Kubíková, 2020). The media industry has begun using algorithms to produce news from structured data and without human



intervention. For example, in 2015 the Associated Press began using algorithms, beginning with Wordsmith, a software tool developed by Automated Insights, to produce news reports on corporate earnings (Thurman et al., 2017).

Robot journalism is a new concept that has occurred in media work, as a result of the tremendous technological progress in artificial intelligence, the ability to analyze big data, and the use of algorithms that help collect, organize, and analyze data, and thus form news stories without human intervention. Robot journalism, bot journalism, or algorithm journalism refers to the creation and delivery of stories and news from structured data automatically (Aljazairi, 2016). Robot journalism can be defined as “the process of combining algorithms, data, and knowledge emanating from the social sciences to complete the accountability function in journalistic work. Journalism to achieve the factor of accuracy (Hamilton & Turner, 2016) In another direction, robot journalism can also be defined as collecting, classifying, and writing information in the form of complete news and news reports in an automated manner, dispensing with known human intervention during the news gathering and editing process (Caswell & Dorr, 2018).

Robot journalism has brought new press processes to produce newspaper output, which has a huge impact on human resources and the journalism profession as such. At the same time, giving reporters the freedom, space, and time to care about scanning and searching for contacts, robot journalism works on the principle of analyzing large amounts of data, from which texts, animations, and information graphics are generated through algorithms (Višňovský & Kubíková, 2020).

The term "robot journalism" refers to technologies that use artificial intelligence to create news articles based on pre-models and big data that are provided to programs, to be analyzed and automatic learning, using them to produce news, articles, and reports at record speed without relying on the human factor (Saad & Issa, 2020). It also refers to the media's use of artificial intelligence techniques and the innovations of the Fourth Industrial Revolution, such as high-resolution 3D imaging techniques, high-speed Internet, the Internet of Things, and robotics, to produce their media content and perform specific tasks in the news industry (Caswell & Dörr, 2018).

So far, robot journalism has focused on weather reports, sports match results, money, and election results, which explains why these programs rely on numbers and statistics in generating reports and news mainly, assigning them daily routine tasks and leaving the function of commenting, analyzing, dialogue and asking questions to journalists because they are still not qualified. This is what prompted some news agencies and newspapers to use these programs in pursuit of qualitative journalistic work.

## **DRONALISM**

Drone journalism is journalism that covers and deals with the use of drones. The use of drones in press coverage and treatment is a novelty in international press institutions, and institutions have begun to employ this technology because of its great value and importance in presenting events and collecting information uniquely.

It became easy for journalists to tell the news in a way that we did not know before, and the use of drones facilitated the process of collecting information by taking snapshots of places that were difficult to reach, so this machine came to carry out this process in an easier, faster and at a lower cost (Vobič, 2019). Drone technology has been relied on by many press organizations (Safari, 2018b). The BBC began using it in 2013 until it had a team specialized in drone journalism, and in 2016 the Federal Aviation Administration issued rules allowing journalists without a pilot's license to use aircraft. Accordingly, CNN in the same year announced the launch of the “CNN AIR” section specialized in displaying press coverage of news through remote scenes, whether they are still images or video reports, and depends The section is

mainly on the use of drones (Sharadga& Safori, 2020; Kreimer, 2018; Yegen, 2018).

With the entry of drone technology into the world of journalism, it has become possible to rely on it to make a complete photo report on various topics such as covering the places of conflicts and conflicts and places of natural disasters, and accidents to reach news that was difficult for the newspaper to obtain. Among these events that were covered using a drone was the earthquake in Nepal in 2015, where some press organizations relied on drone technology to cover the earthquake and its aftermath. This earthquake was considered one of the huge natural disasters, which resulted in the death of about nine thousand people and the injury of twenty-two thousand others. With the introduction of drone technology in the press coverage of the events of this earthquake, it was easy to obtain various snapshots of what resulted in the destruction of homes and the death of several people. The team was able to send the drone in no more than five minutes to investigate the events, while it is to reach the site itself by car would have required more than three hours (Ntalakas et al., 2017).

Despite the newspapers' tendency towards the use of drones as a new mechanism in the press, this use has been somewhat limited under legal and ethical frameworks, as various laws have been established to regulate the use of drones in most Arab and foreign countries, due to what some see as the danger in using this mechanism, whether In terms of the privacy of individuals or to preserve military places that are prohibited from photographing, these laws have restricted the scope of press institutions in their use of drone press (Goldberg, 2018). Despite this, the press and educational institutions continue to discover this new trend in the journalistic treatment and try to employ it whenever possible.

## **MOBILE JOURNALISM**

The Smartphone has turned into an integrated media tool, and mobile journalism has become in a stage of growth thanks to the development of new technologies and applications. Smartphones continue to invade the world, confirming their position in contemporary and modern times. Recently, they entered the media field and revolutionized the world of journalism, films, and photography. Capable of producing integrated media works. A small movement has excitingly crystallized the concept, and its rapid rise and success are reminiscent of the explosion in mobile video consumption.

Smartphones entered the field of media work gradually, starting with urgent messaging services, several years ago, and began to develop until the mobile became a complete institution for the news industry (Alananbah,2018), and even on television, through which a full dialogue could be carried out, technical operations “montage and sound” and broadcasting. office and money are no longer needed (Tahat, Al-Ananbah, & Safori,2020; Sharaf, 2021).

The wide ability that modern technology enjoys today can remove all barriers to accessing the media and create close links between them, to the extent that all techniques are used from preparing and directing films and adopting them in the field of journalism, while journalism has crossed the barriers towards films, the same thing It applies to the relationship of journalism with photography (Al Jazeera, 2017).

The mobile press revolution has begun to materialize on the ground, threatening the traditional ways of working. In traditional newsrooms, a large number of workers gather around their offices, using computers, printers, and papers, and are immersed in the search for a story worthy of being shown on the screen, to come out after That editor with the technical team to record the required press story, while nowadays press and media institutions no longer need a huge media team to produce one press story, digital production has become easier and faster than before (Issa & Radwan, 2019; Al-Najjar & Abdel-Hadi, 2019; Al olaimatet al., 2022; Al Jazeera, 2017).

Although the mobile has been associated with news distribution, being a publishing platform through which news is delivered to millions of users who are receiving short newsletters, browsing digital versions through their smartphones, or subscribing to applications designed specifically for them (Alananbah, 2018), the mobile has been associated with news distribution. It also produces news through the concept of mobile journalism or the use of mobile in preparing news, where journalists use their smartphones to take photos and videos and conduct video interviews, as well as the possibility of providing live broadcasts from mobile to the web directly, and publishing summary addresses on social media, which are practices that its importance increases with events that require momentary coverage such as elections, and journalists who perform these tasks are called "Mojos", meaning the mobile journalist (Westlund & Quinn, 2018; Safori et al., 2016).

The growth of this style of news production has helped the great development of smartphones and tablets, both in terms of the quality of their cameras or the speed of their systems, as well as the release of specialized applications that help journalists not only in recording audio and video and writing texts but also editing them (Perreault & Stanfield, 2019; Karhunen, 2017), which are developments that have affected the structures of newsrooms and the creation of the so-called newsrooms based on mobile coverage, which depends on field editors who use mobile for coverage completely, and editors in the room's headquarters who carry out editing, final preparation, and broadcasting, which is the pattern that works best in models that rely on citizen journalists (Burum & Quinn, 2015).

At a time when events are accelerating, journalists need to take pictures and videos faster than in the past, which has offered coverage using mobile phones as a convenient alternative to traditional press coverage, and recently many software programs have appeared specifically made to assist the journalist in his work (Al Jazeera, 2017). Many events have proven the importance of the mobile phone in coverage, especially in emergency incidents, and the importance of learning media coverage at any time and from anywhere using a mobile phone (Cervi et al., 2020), and "microblogging" is the new style of phone coverage. Mobile journalists should always include custom hashtags or other ways to interact with microblogging services, crafting short messages and headlines with direct, searchable content so that viewers can find them easily (Karhunen, 2017; Al Jazeera, 2017; Cervi et al., 2020).

The use of a mobile phone in preparing press reports today has become imperative for journalists and not an indispensable option. The rapid events and competition in the speed of news transfer require taking advantage of the tremendous technological developments that intersect with journalism often. Although mobile phone journalism constitutes an intermediate alternative to traditional methods, it does not depart from the editorial policy and from the rules of preparing press reports such as news narration, verifying information, and moving from the big screen to the small screen, in addition to respecting the ethics of journalism, which does not differ in different applications.

## **CONCLUSION**

The emergence of alternative media, represented by artificial intelligence enhancements, mobile journalism, and robot journalism supported by data journalism, has come as an appropriate opportunity for the public and media workers as alternative publishing media that enjoy a high degree of freedom, ease of use and low cost, to get rid of the media elites' control over traditional media.

The Internet, its development, and its current high speed, which is increasing day by day, in addition to the development of assistive digital technologies, have increased the importance of these new methods for improving media content, especially since Internet pioneers are no longer just passive recipients, but rather have become an active element

and an active audience participating in the stages of producing media materials. Sometimes they become the source of information.

These new technologies and methods opened wide horizons for the active audience to serve their local culture and identity, and it became possible for any individual to become a journalist, publisher, and communicator, and newspapers competed in their performance of the interpretation function, as the network is filled with opinions and analyzes in multiple sectors, which requires those in charge of The print press should catch up to maintain its position in the press hierarchy, and news agencies should strive to reach this kind of distinction by establishing video news centers in response to the change brought about by video and multimedia sites in the media environment.

Digital media technologies, including video journalism, which has recently spread through global websites, give a new feature to the world of journalism and media, which is to keep pace with the event at the moment it occurs, which requires media institutions to move in this direction as the media of the future, this method of journalism is "video journalism". Presenting a large aspect in terms of professionalism, credibility, attractiveness, and increased viewership, today video journalism is seen as a move beyond filming news for television, as it is the production of graphic news by an individual who writes, edits, and portrays news stories using digital technologies and broadcast them on a large scale via the Internet.

With print newspapers becoming less read and watching the news on TV in comparison to the roles of social media and digital media technologies, newsroom editors must take care to embrace new technology that is seen as part of the future of news, with increased interest in text, which remains the cornerstone as an explanation of the news video when uploaded to the Internet and social sites.

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