

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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