

The Digital journalistic directing for websites in the framework of the media richness theory

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Abstract

The research has discussed the nature of the relationship between electronic journalistic directing and the media richness theory in increasing its effectiveness by presenting a theoretical framework that includes a proposed model that can be applied in producing websites in order to enrich its interface by using the direction components and elements in a correct use that strengthens the look of the site and makes it the first choice for a browser Websites amidst the fierce competition witnessed by websites of all kinds in order to attract visitors view.

Keywords: Directed by an electronic journalist, media richness theory, websites, visitors.

Introduction

Journalistic directing is undoubtedly an important technical work that supports the published media contents. It performs a functional dimension and greatly affects every step of the journalistic work. It supports the main components of the editing process, and with the great technological development that overshadows media work and the emergence of new media aspects and formal means, and tools do not differ in their importance from the content, but rather their absence or negligence in their use is a great weakness and defect at a time when competition is fierce between large media institutions in order to reach the largest possible number of readers, so it was necessary to make maximum use of all these features in order to achieve the effectiveness of the output process. And with the wide spread of electronic media, information and communication technology, there have been new challenges It is imposed by reality, as the theory of media richness, or as it was previously called (media richness), was borrowed from the field of business administration. This theory was developed to see its suitability with modern communication channels. The theory that developed during the past few decades is applied in order to evaluate the advantages and disadvantages of new forms of media, including websites and the richness of the media, considers that the method is the most appropriate for conveying information based on whether the situation involves ambiguity and uncertainty, carried by the media, and on the other hand, confusion arises when there are different interpretations of the message that require confusion to disappear people agree on a common interpretation, while uncertainty requires people to create the necessary information. Therefore, it is important to consider the information richness of the medium before deciding to use it for communication.

The methodology of the study

The Problem of The Study

The two researchers formulated the problem of the study in a main question as follows: (What is the nature of the relationship between digital journalistic directing and the richness of the medium theory? Several branches out from this question:

- 1) What is the type of relationship between digital journalistic production and the theory of media richness?
- 2) What levels does the technical journalistic directing include in web design?
- 3) What is the degree of using the richness of the means in producing and designing the website?

The importance of the study

The importance of the research is manifested theoretically in the axes it discusses, specifically regarding the aspect of media richness theory, its types, methods of measurement, its relationship to technical journalistic output, and how to design it, which constitutes an addition to the scientific heritage and the public library. | Electronic of all kinds and determines the components and output elements that are best applied and the most priority in application. The study also represents a useful reference for researchers in studying the relationship between media richness and the website.

Aims of the Study

The study aims to achieve the following objectives:

- (1) To indicate the type of relationship between digital journalistic directing, and the theory of media richness. In designing websites, except.
- (2) knowing the levels included in the technical journalistic directing .
- (3) Determining the distinguishing factors of the richness theory in producing and designing the website.

Type of research

This study belongs to the descriptive research that relies on studying reality or the phenomenon as it, describing it accurately, and expressing it quantitatively and qualitatively to know its characteristics, size, and degree of association with other phenomena (Al-Haq, 2009, p. 223).

Descriptive research aims to describe certain phenomena, events, or things, collect facts, information, and observations about them, describe their circumstances, and report their condition as they exist in reality (Al-Zuhairi 2017, p.121)

Journalistic directing, its importance, Digital Journalistic directing

Journalistic Direction

Journalistic directing is a process of creation and ingenuity to build the artistic form of journalistic contents in a shape that connects the form and aesthetic values of these elements in a way that makes them legible. (Mahdi A. , 2013 ,p. 21)

It is a planning system that enables the directing person to influence in one way or another in the process of collecting, selecting, and distributing the journalistic material. It is a step related to the external appearance and technical form of the journalistic material, i.e. those

aspects related to the content, influencing it, and expressing it. Thus, it is the collection of elements and contents related to something that the director works to serve. Its appropriateness and presentation in a unified form in which the artistic quality and aesthetic creations appear, and its purpose is to highlight the thing in a convincing template for the mind and the pathology of taste. It is a fundamental and essential process. "The reader's judgment on the work presented always comes through the way it is presented, just as it comes through the content of the text and its writing style, because the first impression of the reader comes through the way it appears or the form in which the writing appearances, not through what the text says (Ismail, 2019, p.201).

At a time when media institutions took advantage of technology, especially computer technology, to produce easy and better-quality programs to support directorial work and start spending on public information to meet the desires and improve the media contents published on a daily basis (Alswaei, 1998, p. 45).

The Importance of Journalistic Direction

(Al-Ghani, 2005, p.132)

- 1) Helping the reader to read the news easily and comfortably while reducing the effort on him to understand the news easily.
- 2) Easy to understand, by making the form appropriate with the content.
- 3) The importance of having attractive elements as a complement to the media content.
- 4) Taking into account the impressions and habits of readers.
- 5) Consistency between font size, title, and charitable contents is important in leaving a good impressions.

The directing process is the one that presents topics in an attractive and interesting way, according to their importance, in a way that facilitates reading and understanding. It also aims to serve the content of the published journalist, also the journalistic directing aims to give a special directing personality so that the reader can distinguish the issues faster (Ibrahim 2015, p.39).

And with the global trend towards the knowledge economy, digital content has become a pivotal role in the developmental process in various fields, and after concentrating on developing the infrastructure to build an information society, the importance and impact of digital content has emerged. News, educational and entertainment in addition to means, software, and their applications. Digital content is any content in Arabic in digital form, whether it is text, image or video. It includes scientific, economic, entertainment, literary and administrative content on Internet sites. It also includes software, databases and supporting open source products, tools and programs. Arabic language processing, search browsers and translation sites. (Huda Aliwi, 2020, p.31)

Most of the disciplines that have benefited from this technological revolution and adapted the technologies made available by the Internet is the field of electronic design and production of journalistic websites. The press industry has entered a new phase controlled by digital technology. Designing a website for an electronic newspaper requires understanding the nature of the content, the quality and quantity of the information included in it, and the nature of the audience. Also its characteristics and changing reading habits, in addition to realizing the technical capabilities available to both the newspaper and the audience in terms of the technical level of society, the size of computer screens, the capabilities of transmitting a large

amount of information via the Internet rapidly and the amount of memory required to deal with those pages. (Rizk, 2009, p.23)

The development in the directing and design of websites on the Internet came in three phases: the first generation that started in the early nineties, the second generation from the mid-nineties until the beginning of the twenty-first century, and then the third generation, which is the real beginning of interaction design in websites and shows this type of interaction obviously in virtual community sites, information portals, games and e-commerce sites (Al-Ula, 2018, p.54).

The concept of digital directing

It is the process of organizing and arranging the directing constructive elements on the web page in a manner consistent with eye movement and design principles (Shafiq, 2009, p.3)

In the digital directing process, a set of precise and specific procedural steps are followed, starting with opening a folder for the pages of the newspaper or the website, opening a page and giving it standard specifications, especially the home page or the interface of the site, then calling from the storage unit images, graphics, logos, motifs, pictures and fixed elements that are placed in its pages, the numerous menus on the screen must be dealt with, so the fonts, the degree of their density, the floors, the method of filling them with a gradient of shadows are chosen according to a specific density, the page numbers and titles according to a specific font, and the place to put the date. All these procedures are important and necessary in the process of digital output. (Qeshta, 2018, p. 68)

The effectiveness of the media richness in producing journalistic websites

The media richness theory was first proposed in 1986 in a joint study by the researchers (Richard L. Daft and Robert Lingle), It started from a fundamental question: Why is information submit to processing within the institution? and the theory was developed to describe and evaluate the means of communication, and to clarify and interpret the information sent or transmitted through it inside and outside the institution (Abdul-Ilah. 2022, p. 72)

The communicative means, where they assumed the following that the means of communication have different absorptive capacities to clarify ambiguity and facilitate understanding between the communicative parties that people always want to overcome the ambiguity and confusion surrounding the communicative processes among themselves and therefore they use certain communicative tools that they consider better than others in a certain way that there are four levels of measuring The richness of the means begins with the highest (described as having power of wealth) and ends at the lowest (described as weak or less wealth)

These four levels are: (Saleh, 2019, p.508).

- 1) Possibility to get instant feedback on the message.
- 2) The ability of the medium to accommodate and transfer multiple forms of communication types.

The theory assumes that the information hierarchy and the media depend on the richness of the information using four distinct factors which are the ability of the medium to be echoed,

the number of channels used such as audio, image and video, the source of information whether personal or impersonal, and the diversity of language such as verbal and non-verbal language (Fouda, 2016, p. 146)

Media Richness Theory describes criteria for studying the choice between technological media according to the degree of its informational richness, and it clarifies that the effectiveness of communication depends on the extent to which the medium is used, and it focuses more on interactive forms of two-way communication between the communicator and the audience receiving the message, and according to the theory, the media that provide feedback is richest, The less ambiguity, the more effective communication takes place, so information visualization reduces the degree of ambiguity and creates an area of common meanings by using a specific communication method (Jaber 2015, p.314). This theory consists of two basic assumptions: (Ismail, 2018, p.60)

The first hypothesis

The technological means have a large amount of information, as well as the diversity of the content provided through them, and therefore these means can overcome the ambiguity and doubt that many individuals experience when exposed to them.

The second hypothesis

there are four basic criteria for arranging the richness of the medium, arranged from highest to lowest in terms of the degree of richness, which is the speed of reaction, its ability to transmit various signals using modern technological techniques such as: multimedia and focus personally on the medium and the use of natural language.

The emergence of new media led to a change in the concept of media richness. It has new standards based on the technical development of the method on one hand, and the services provided by this development on the other hand (Abdul Gawad Saeed Rabi' 2019, p.89)

The richness theory requires that in order to give rich information, the medium that transmits the information must provide immediate feedback and an accurate picture that can interpret the information to the audience, and they identified specific means that affect the richness of the mean (Gyamfi, 2018, p.119).

Conclusion

The theory of media richness has great importance in defining the relationship between digital journalistic directing and web designing if the foundations, principles, levels and types of measuring media richness are applied in terms of the extensive use of multimedia and the provision of advanced browsers that facilitate the visitor's time and effort in order to smooth navigation within the pages and links of web pages and thus the application of richness aspects to directing and designing websites helps to increase the effectiveness of the site and thus increase the number of visits and interaction and thus increase the expansion of the site locally and globally, and this is the goal that any website must take into consideration in order to reach it.

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