

Employment of the image in the tweets of Arab newspapers through Twitter (an analytical study of the Alsharq alawsat and alghad for the period from 1/1/2017 AD - 31/3/2017 AD)

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Abstract

This research sought to study Twitter, which is one of the social networking sites that enjoys the importance and wide spread among the public in its different categories, due to its many features and unique features and a special nature that provides the publication of focused texts in the form of tweets, in addition to the nature of this site allowing the publication of images On its different types with tweets, whether still images, motion images, caricatures, and this research came to shed light on the use of the image in the tweets of Arab newspapers via Twitter represented by the newspapers Al-Sharq al-Awsat and Al-Ghad as a model for Arab newspapers, and that the most important thing that he reached is: My newspaper worked on the research sample on Employing the image in their tweets via Twitter, by adopting three types of recruitment: media recruitment, advertising recruitment, and marketing recruitment. However, the two newspapers differ in the extent and size of this recruitment in their tweets through the aforementioned website, in line with the objectives of each newspaper

Keywords: Arab newspapers; Employment; Twitter(

Introduction

The press image is one of the typographical elements that have great importance for the means of communication and the recipient at the same time, which considered an indispensable factor of attraction and persuasion, also, the media and communication medium achieves many of its goals, whether it is propaganda, media or even marketing, therefore, it is employed in most cases to achieve what the communicator seeks, as well as the role it plays in strengthening the verbal content and drawing the reader's attention more to the content than the media and communication medium. The technical developments experienced by the world today and the emergence of new media made available by the Internet. There have been many social networks whose work has largely depended on the image, including Twitter, which is one of the social networking sites that are of wide importance to users, including Arab newspapers, which was keen to be present on these sites and tweet through tweets accompanied by pictures related to the facts, current accidents and various topics in the affairs of life in general.

The First Topic: The Methodological Framework

First: the research problem

the importance of the image and the multiple functions it performs, many tweets are keen to use the image with the tweet that represents the written text, including the tweets of Arab newspapers, but what is the nature of the use of the image by the two sample newspapers in their tweets on Twitter? so, the main problem of the research is determined, which can be formulated in the form of a set of sub-questions, which are as follows:

1. What types of employment did the two newspapers use for the sample in their tweets on Twitter? What are the types of recruitment used?
2. What is the content of the images used in the tweets of two sample newspapers on Twitter?
3. What kind of images did the two sample newspapers adopt in their Twitter tweets?

Second: The importance of research:

The importance of this research stems from the importance of the topic that it addresses, which is the use of the image in the tweets of Arab newspapers via Twitter, especially since it has become widely popular in many Arab countries. It is also of great importance due to its keenness to follow up on facts and accidents in different areas of life, which can enrich the knowledge side with regard to the topic it deals with and open the way for more scientific research on this topic, especially since the audience of these tweets is steadily increasing.

The importance of this research for media institutions comes from focusing on the employment followed by Arab newspapers represented by two newspapers, the sample for the image in their tweets via Twitter and its use in their media, communication, advertising and marketing messages.

As for its importance for society, it is represented in creating a new type of communication and interaction between Arab newspapers and the public, by taking advantage of the features provided by Twitter, to create a new atmosphere of communication and interaction.

Its importance for scientific knowledge is also represented in that it represents an addition to this knowledge, because the media research field lacks sufficient scientific studies in this field, which is clarified in the media library's lack of this type of topics that shed light on the uses of Arab newspapers for Twitter in general and their employment for the picture in her various tweets on this site.

Third: Research objectives

The research aims to achieve a number of goals, the most important of which are the following:

- 1- Identifying the nature and types of employment in the two newspapers, the sample of the research in their tweets via Twitter.
- 2- Determine the type of images accompanying the text of the sample newspaper tweets on Twitter.
- 3- Identifying the content of the images covered by the two newspapers, the research sample.

Fourth: The limits of research and its fields

- a- The spatial domain: It is the spatial boundaries around which the research revolves, which are represented by the sites of Arab newspapers via Twitter. The sites of the Saudi newspapers, Al-Sharq al-Awsat and Al-Ghad, were chosen as a model for this society, and they are widely available on the general features of this society.
- b- Time Domain: It is the time period specified for the analysis, and it was specified in the period from (1/1/2017 to 31/3/2017).

Fifth: The type and method of research

This research is a descriptive one that is used to study and describe the nature and

characteristics of a particular society, a particular situation or a particular group, and to know the frequency of the occurrences of various phenomena, The survey method is used, which made it possible to survey data and information related to the research topic. The tweets containing the images published by the Arab newspapers, represented by Al-Sharq al-Awsat and Al-Ghad newspaper, were confined to their official accounts on Twitter during the specified time period from 1/1/2017 to 31/3/2017, and subject it to analysis after classifying it, and the content analysis tool was adopted to analyze and classify the data to reach the results.

Sixth: Research procedures

The researcher followed a set of steps and procedures in analyzing the images that were published in the tweets of the two sample newspapers on Twitter, which are:

- 1- The images accompanying the tweets were limited to two sample newspapers during the time period specified for the analysis, which is three months from (1/1/2017 to 31/3/2017) and then determine the period subject to analysis using the method of the industrial week previously referred to the total number of images subject to analysis in the tweets of the two newspapers of the research sample was (1051) images in the tweets of both newspapers.
- 2- Subject the material identified in the tweets of both newspapers to analysis.
- 3- The researcher tabulated the main axes and extracted the main and then sub-categories and created tables for the analysis to calculate the frequencies and percentages for each newspaper to find out which categories got the largest number of repetitions and the highest percentage, and then which received wide attention by both newspapers in the field of research.
- 4- Interpreting and explaining the results by means of frequencies and percentages for each newspaper, so that the results are written and then the results.
- 5- The researcher also made the analysis honest: it is to make sure that the scale or test is focused on a specific topic accurately, and for the purpose of achieving this, the researcher identified the main and sub-categories and defined them accurately and included them in the analysis form, then it was presented to a number of arbitrators and experts, after its approval was approved, taking into account the notes and corrections that were made.
- 6- The validity of the analysis: for the purpose of conducting the analysis for stability, the researcher followed the method of time consistency, after the process of coding and analysis after the lapse of (3) months, in order to ensure consistency over time, where a slight difference was revealed between the results of the first and second analysis process. The researcher used the Holstey equation to measure the stability of the analysis, that reached (94), which is a very high degree of stability:

$$R = \frac{2(c1, c2)}{C1+c2}$$

Since: R = stability coefficient, c1, c2 = The number of categories agreed upon by the researcher during the two analyzes, c1+c2 = The sum of the number of categories analyzed in both times and by substitution and by converting numerical facts into results, the:

$$R = \frac{2 \times 175 \ 290}{186 + 186 \ 372} = \frac{350 \ 580}{372 \ 372} = 0.94$$

Seventh: previous studies

1. **Ahmed's study:** The problem of research on the issue of Arab refugees is summarized in the pages of international news agencies (Turkish Anatolia Agency, French Agency France-Press, Egyptian Al-Sharq al-Awsat Agency) on twitter, where the researcher relied on the survey method, using in its framework the method of content analysis and survey methods of practice using the tools of the observation method and the content analysis form, as the tweets circulated by the agencies limited the field of study in their Twitter pages, which dealt with the issue of refugees in its Arab and international context during the time period of research from 1/7/2015 to 1/7/2016. The most notable results are: The international news agencies keep pace with the technical and technological development of the media by creating official pages for them on Twitter sites to publish and circulate news through their tweets.

The second topic: Employing the digital image on Twitter

First: Twitter

The development of social networking sites and the increase in demand for them led to the emergence of social networking sites aimed at making communication simpler and easier, to become a part of the daily life of the individual and his activities, and one of these sites is Twitter, founded by Jack Dorsey, who made it possible in 2011 to share images directly through its services instead of relying on external services, which facilitated blogging and attaching images by users effectively and quickly (al-Karkhi, 2016, p. 91).

Twitter is one of the social networking sites, and it is defined as “a mini-service that allows tweeters to send short text messages that do not exceed 140 characters per message, and one may call it a short, condensed text with many details.” (Shaer, 2015, p. 46).

Second: the digital image in Twitter

The image on Twitter is digital that is published on the web, which represents a quoin in it, or outside the network and that is displayed on the computer and other display screens. Its appearance is only for the development of photography from traditional to digital, and digital photography is defined as “capturing and saving images in a digital format, that is, in the form of file formats that can be displayed using a computer, and this can be done with a digital camera or by inserting images into a computer.” The fastest way to obtain a digital image is to use digital cameras, or you can take pictures with a regular camera, develop them, print them, and use a scanner that can be converted into files (Sadiq, 2008, p. 341).

Accordingly, a digital image is defined as: “An image made up of hundreds of thousands or millions of small squares that are known as image elements or pixels, and when the computer begins drawing the image, it divides the screen or printed page into pixels, then it uses the stored value of the digital image to give each pixel its color and brightness. This method is known as Mapping, and it is called the image (bitmaps) (Qurei, 2011, p. 232), its quality depends on the number of pixels that make up it, the more pixels, the better the quality and the less distortion caused by the pixels that make up the image.

Third: The importance of the digital image on Twitter

The merger between traditional and electronic media provided a new environment for the image, and what happened led to an increase in the number of contributors to its industry, starting with news agencies and photojournalistic service agencies, ending with ordinary amateurs, bloggers and others. The digital media image is defined as: “It is that media image that is dealt with digitally at any stage of its production, whether during capture, processing, editing, storing or archiving, it derives its components from the basic roles that the image plays

in media work, and from the components provided by digital communication technology” (Hassan Reda Al-Najjar, 2017, p. 187_188).

The media image and as a result of its special needs for the speed of achievement and as a mediator for the transmission of news and information through newspapers, magazines, web pages and others. It relied entirely on the digital image, but when the digital image is used, it is ready for publication on the Internet and anywhere in the world upon capture without the need for processing time and sending to the publisher (El-Din, 2009, p. 55).

The recent period has witnessed developments in the field of media image industry, as the image has become an art in its own right, regardless of any media medium, as it is a carrier of live, immediate and direct events, new specializations and fields appeared in the field of media that depend on the integration of technology and images, and thus increased competition between media outlets in the field of media image production to attract the largest possible number of audience in light of the spread of social networking sites. The emergence of websites specialized in the digital image, or even traditional media that have their own account on social media. The number of media and electronic sites that allow the sharing of fixed and motion images has increased, and the need for a variety of images that fit with the new needs in media work has increased.

The Third Topic: Presentation and Interpretation of The Results of The Content Analysis

First: The types of recruitment used in the tweets of Al-Sharq Al-Awsat and Al-Ghad newspapers:

Al-Sharq al-Awsat newspaper:

It is clear from Table (1) that (media) employment came in the first place, after it recorded (284) repetition and a percentage of (50.35%). It is the highest percentage within this table, meaning that it indicates the large concentration of media employment in the newspaper’s tweets compared to the volume of employment of other types, while it ranked second with a lower number of repetitions in (propaganda) recruitment after it scored (187) repetition and a percentage of (33.16 percent). As for (marketing) recruitment, it ranked third and last with a number of repetitions amounting to (93) repetition and a percentage of (16.49%), from the foregoing it appears that the media recruitment has had the largest number of repetitions.

Table (2) shows the types of employment for the image in the tweets of the Al-Sharq al-Awsat newspaper

No.	Employment type	Repetition	%	rank
1	Media	284	50.35	First
2	Propagandist	187	33.16	Second
3	Marketing	93	16.49	Third
	Total	564	100%	-

Al-Ghad newspaper:

Table (2) shows that (media) employment came in the first place with a number of repetitions amounting to (246) repetition and a percentage of (50.51%). It is the highest percentage within this table, which indicates the wide concentration of media use of the image in the newspaper's tweets. As for the second place, it was occupied by (propaganda) recruitment after it recorded (152) repetition and a percentage of (31.21%), which is close to what was obtained by the recruitment mentioned in the Al-Sharq al-Awsat newspaper. While the (marketing) recruitment came with a repetition of (89) and a percentage of (18.28%), meaning

that this type of recruitment was less than its predecessors for recruitment by Al-Ghad newspaper.

Table No. (3) *shows the use of the image in the tweets of Al-Ghad newspaper*

No.	Employment type	Repetition	%	rank
1	Media employment	246	50.51	First
2	Propagandist employment	152	31.21	Second
3	Marketing employment	89	18.28	Third
	Total	487	100%	-

Second: The type of image in the tweets of Al-Sharq Al-Awsat and Al-Ghad newspapers

It is clear from Table (3), which shows the type of image of the tweets of the two newspapers, Al-Sharq al-Awsat and Al-Ghad. The category that ranked first with the greatest number of repetitions is the category (fixed images), as it recorded (497) repetition and a percentage of (88.12%) in the Al-Sharq al-Awsat newspaper. It also ranked the same in Al-Ghad newspaper after recording (467) repetition and a percentage of (95.89). The motion pictures category came in second place in the Al-Sharq al-Awsat newspaper, after iterations amounted to (52) repetition and a percentage of (9.22), while it did not record any repetition in Al-Ghad newspaper, as the tweets of this newspaper did not publish any animated images in the form of (GIF).

As for the third place in the Al-Sharq al-Awsat newspaper, it came from the share of the (info graphic) category, with a number of (9) repetition, and a percentage of (1.60%), As for the repetitions recorded in Al-Ghad newspaper, they amounted to (6) repetitions and a percentage of (1.32%), and they are images that are designed through one of the design programs. It is distinguished by the fact that it contains symbols that express a topic and its colors are comfortable for the eye. The fourth and last place in the Al-Sharq al-Awsat newspaper came to the category (caricatures), after it recorded (6) repetition and a percentage of (1.06%), while it was recorded in Al-Ghad newspaper (14) repetition and a percentage of (2.87%), and it includes pictures of satirical cartoons that critically convey various incidents, issues and topics.

Table (4) *shows the type of image in the tweets of Al-Sharq Al-Awsat and Al-Ghad newspapers*

The newspaper		Al-Sharq Al-Awsat newspaper		Al-Ghad newspapers	
No.	Kind of image	Repetition	%	Repetition	%
1	Fixed image	497	88.12	467	95.89
2	Motion image	52	9.22	-	-
3	Info graphic	9	1.60	6	1.23
4	Caricatures	6	1.06	14	2.87
	Total	564	100%	487	100%

The content of the image in the tweets of Al-Sharq Al-Awsat and Al-Ghad newspapers:

It is clear from the table (4), which shows the content of the images in the tweets of the two newspapers, Al-Sharq al-Awsat and Al-Ghad, that the category that ranked first with the most number of repetition in the newspaper Al-Sharq al-Awsat is the category (political figures) with its frequencies of 122 repetition and its percentage of (21.63%), while it was recorded in Al-Ghad newspaper (101) repetition and a percentage of (20.74%), while the second place in Al-Sharq Al-Awsat newspaper came from the share of the category (Various Pictures) with its frequency of (78) recurrence and its percentage of (13.83%), while only 13 repetition and a percentage of (2.67%) were recorded in Al-Ghad newspaper, while the

category (extracts from newspapers) was recorded in Al-Sharq Al-Awsat newspaper (69) repetition and a percentage of (12.23%). As for Al-Ghad newspaper, it recorded (13) repetition and a percentage of (2.67%), while the category (security operations) in Al-Sharq Al-Awsat newspaper recorded (49) repetition and a percentage of (8.69%). While the Al-Ghad newspaper scored (33) repetition and a percentage of (6.78%), the category (celebrities of art and culture) in the Al-Sharq al-Awsat newspaper scored (35) repetition and a percentage of (6.21%). While it was recorded in Al-Ghad newspaper (12) repetition and a percentage of (2.46%), the repetitions recorded by the category (terrorist attacks and effects of destruction) in Al-Sharq Al-Awsat newspaper reached (30) repetition and a percentage of (5.32%). While it was recorded in Al-Ghad newspaper only (12) repetition and a percentage of (2.46%), and two categories were recorded in Al-Sharq Al-Awsat newspaper (24) repetition, and a percentage amounted to (4.26%). They are the category (public figures) and the category (currencies and economic markets), while the first category was recorded in Al-Ghad newspaper (89) and a percentage of (18.28%). As for the second category, Al-Ghad newspaper recorded only (3) repetition and a percentage is (0.42%).

Table (4) shows the content of the images in the tweets of Al-Sharq Al-Awsat and Al-Ghad newspapers

No.	Newspapers Image content	Al-Sharq Al-Awsat newspaper		Al-Ghad newspaper	
		Repetition	%	Repetition	%
1	political figures	122	21.63	101	20.74
2	Different images	78	13.83	13	2.67
3	Excerpts from images	69	12.23	13	2.67
4	security operations	49	8.69	33	6.78
5	Celebrities, art and culture	35	6.21	12	2.46
6	Terrorist attacks and the effects of destruction	30	5.32	12	2.46
7	public figures	24	4.26	89	18.28
8	Currencies and economic markets	24	4.26	3	0.41
9	sports figures	20	3.55	45	9.24
10	Cities, landmarks and tourist places	20	3.55	45	9.24
11	Caricatures of various characters	17	3.01	23	4.72
12	Various government facilities	15	2.66	30	6.16
13	armed persons	13	2.30	4	0.82
14	Flags of countries and slogans of ministries	11	1.95	9	1.85
15	The situation of refugees and displaced persons	10	1.77	7	1.44
16	inventions and science	9	1.60	4	0.82
17	Miscellaneous accidents	8	1.42	19	3.90
18	food recipes	5	0.89	12	2.46
19	Mobile Applications	5	0.89	14	2.87
	Total	564	% 100	487	100%

Two categories participated in Al Sharq newspaper, each of which recorded (20)

repetition and a percentage of (53.55%), which are the category (sports personalities) and the category (cities, landmarks and tourist places). As for Al-Ghad newspaper, each of them recorded (45) repetition and a percentage of (9.24%), and the category (caricatures of various personalities) was recorded in the Al-Sharq al-Awsat newspaper (17) repetition and a percentage of (3.01%), while it was recorded in Al-Ghad newspaper (23) and a percentage of (3.72%), as for the category (various government establishments), it was registered in Al-Sharq Al-Awsat newspaper (15) repetition and a percentage of (2.66%), while it was recorded in Al-Ghad newspaper (30) repetition and a percentage of (6.16%), the category (armed elements) recorded (13) recurrence and a percentage of (2.30%) in Al-Sharq Al-Awsat newspaper, while it recorded (4) repetition and a percentage of (0.82%) in Al-Ghad newspaper, while the category (state flags and slogans of ministries) recorded (11) recurrence and a percentage of (1.92%) in Al-Sharq Al-Awsat newspaper, while (9) repetition and a percentage of (1.85%) were recorded in Al-Ghad newspaper.

The number of repetition recorded by the category (Refugees and Displaced Persons) in Al-Sharq Al-Awsat newspaper reached (10) and a percentage of (1.77%), as for the number of repetitions recorded in Al-Ghad newspaper, it reached (7) repetition, and a percentage of (1.44%), the category (Inventions and Science) in Al-Sharq Al-Awsat newspaper recorded (9) repetition and a percentage of (1.60%), while it was recorded in Al-Ghad newspaper only (4) repetition and a percentage of (0.82%), as for the category (miscellaneous accidents), it was recorded in Al-Sharq Al-Awsat newspaper (8) repetition and a percentage of (1.42%), while it recorded (19) repetition and a percentage of (3.90%) in Al-Ghad newspaper, the categories (food recipe) and (mobile phone applications) recorded (5) repetition for each of them in Al-Sharq Al-Awsat newspaper, and a percentage of (1.89%)) for each category, as for Al-Ghad newspaper, the first category recorded (12) repetition and a percentage of (2.46%), while the second category recorded (14) repetition and a percentage of (2.87%).

Conclusions

- 1- The nature of the employment used in the two newspapers, the research sample for the image in their tweets, was media, advertising, and marketing employment, with each newspaper differing from the other in the extent to which it used an employment method at the expense of the other in line with its communication message via Twitter.
- 2- The image that was used in tweets on Twitter is of four types: the static image, the motion image, the info graphic, and finally the caricature. So that the fixed image ranked first in both newspapers with the different number of repetitions in each newspaper, so that Al-Sharq Al-Awsat newspaper ranked first, and then Al-Ghad newspaper.
- 3- The content of the images published in the tweets of the two newspapers via Twitter varied according to the topic they highlighted, and after studying and extracting the results, it was concluded that political figures ranked first in the two newspapers in the field of research by including the tweets in the two newspapers' accounts on pictures of political figures from different countries of the world, to occupy the rest of the ranks with multiple contents as reached by the study and in different proportions.

Recommendations

For Asharq Al-Awsat newspaper, the researcher recommended the following:

- 1- The newspaper should pay more attention to the topics that are published, and not be satisfied with focusing on political, security and military issues only, and to pay more

attention to social issues, so it did not raise social issues that concern the Arab community.

- 2- The newspaper should not be satisfied with its minimal use of info graphics and caricatures and should receive the same attention in publishing as still and motion images.

As for Al-Ghad newspaper, the researcher recommends the following:

- 1- To shed light on artistic and cultural topics more than its interest in political, military and security issues only, that the newspaper is not satisfied with presenting issues related to Arab and Jordanian affairs in particular, and work to create a kind of balance in its coverage of Arab and global affairs.
- 2- For the newspaper to publish, through its tweets, animated images, and not only to publish still images, and to use very little info graphics and caricatures, which thus helps to increase the number of followers on Twitter.

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