

## **The relines of Jordanian local radio stations on Petra news agency from the perspective of Jordanian journalists**

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### **Abstract**

The study aimed to know the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalist's point of view. The data was analyzed by the statistical analysis program (SPSS/Version 25), and the study came to the conclusion that local radio stations depend on Petra bulletin at a high level, as this field in the study received a total arithmetic average of (3.94), which is considered high.

**Key words:** Local radio stations, Jordanian News Agency (Petra), Jordanian journalists.

### **Introduction**

Petra is one of the main Jordanian media outlets that provides all media outlets with all the arts of journalistic work, including various news, press reports, investigations, and press stories, where local media depend on the agency's bulletin to elicit news and other different types of press. (Hijazin, 2022).

Petra broadcasts more than 100 news stories daily in Arabic and more than 40 daily in English, in addition to many reports and follow-ups that cover all the Jordanian arena in various Jordanian governorates and regions, in addition to the Capital Governorate, which is the capital of the most news-supplied governorates to the Agency's bulletin due to the presence of the Royal Court, ministries, Arab and foreign embassies, and leaders of the various security services in Amman. Petra owns a cadre of more than 150 journalists in various regions of the Kingdom, as well as correspondents in most Arab capitals and in countries active in international politics, which is reflected in providing the newsletter with news and press reports with a large number of daily. (Hijazin, 2022). Therefore, this study came to measure the degree of dependence of Jordanian local radios on Petra bulletin from the Jordanian journalists' point of view in broadcasting news from the bulletin in their news bulletins and on its various websites.

### **Previous studies**

(Tahat, 2021) "The degree of dependence of local newspapers on Petra's bulletin from the Jordanian journalists' point of view." The study sought to identify the degree of dependence of local newspapers on Petra bulletin. The study used the descriptive analytical method, and

the study came to the conclusion that local newspapers depend to a high degree on Petra bulletin, especially in its news bulletins.

(Al-Hamoud, 2020) “The degree of dependence of the Jordanian daily press on Petra” in obtaining local news.

The study, which adopted the survey method, showed that the Jordanian daily newspapers depend to a high degree on Petra bulletin for political news.

(Al-Turk, Arabi 2018), the international news agencies’ handling of the “great” return marches, a case study: AFP.

This study aims to identify the nature of the French News Agency’s handling of the Great March of Return, its contents, and the issues it paid attention to in publishing and the arts used in presenting it. And also the topic of the martyrs of the return marches, and it also focused on presenting these topics through the art of news with a percentage of (60%).

(Al-Tahat, 2016) entitled “The extent to which Al-Dustour newspaper relied on Petra bulletin.” A field study on Jordanian journalists “

The study aimed to identify the extent to which Al-Dustour newspaper relied on Petra bulletin. A field study on Jordanian journalists through the use of the descriptive analytical method on a sample of (250) individual Jordanian journalists.

(Al-Fleih, 2012) entitled “The Role of Petra in Making Local News from the Point of View of Journalists in the Daily Newspapers” The study sought to monitor and analyze the coverage of Petra for local news as one of the main sources of news and information for the Jordanian press. The study, which used the analytical journalistic method, concluded that the degree of reliability of local news broadcast by Petra is highly accepted by local journalists working in the four newspapers under study.

(Obeidat, 2009) Petra in forty years 1969-2009. The study dealt with the establishment stage of the agency and the stages of its professional, technical and human development and its role in the development of the Jordanian media. The researcher adopted the historical method in his study.

(William Ruga, 2004), Media and Politics in the Arab World. Aimed to reveal the roles of agencies in the foreign affairs of countries and reached the role of Arab news agencies, including Petra Agency, in drawing up the foreign policy of Arab countries. Communication between Jordan and other countries in the media and politics.

## **Study problem and questions**

Jordanian local radios are witnessing a significant expansion at this stage due to the spread of applications that carry the frequencies of these radios on smart phones, and the presence of radios in vehicles. Follow-up to the broadcasts by the public (Al-Momani, 2022). According to the statistics of the Media Authority, the number of licensed Jordanian radio stations reached 43 for the year 2022. Those in charge of these radio stations prepared various programs, including social, political, economic, and cultural programs, in addition to broadcasting news bulletins at the head of every hour. All this led to the dependence of these

radio stations on the news published by local media The Ministry of Foreign Affairs will broadcast it on its news bulletins, including Petra.

Journalists are the most closely watched of all media outlets, and they are the ones working in press and media institutions. They are the ones who decide to choose the news that is suitable for broadcasting on the bulletins of the media institutions they work with, according to the editorial policy of each institution. Radio stations are part of these institutions.

From here lies the problem of the study, which we will put in the form of the following main question: What is the degree of dependence of local radio stations on Petra bulletin from the point of view of Jordanian journalists? The following sub-questions are derived from this question:

1. What is the degree of exposure of Jordanian journalists to local Jordanian radio stations?
2. What is the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalists' point of view?
3. What is the degree of dependence of local radio stations on Petra bulletin according to the gender variable?
4. What is the degree of dependence of local radio stations on Petra bulletin, according to the job variable?
5. What is the degree of dependence of local radio stations on Petra bulletin, according to the variable years of experience?

## **Objectives**

The main objective of the study is to know the degree of dependence of local radio stations on Petra bulletin from the point of view of Jordanian journalists, and other sub-goals branch off from this goal, which are:

1. What is the degree of exposure of Jordanian journalists to the local Jordanian media?
2. What is the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalists' point of view?
3. What is the degree of dependence of local radio stations on Petra bulletin according to the gender variable?
4. What is the degree of dependence of local radio stations on Petra bulletin, according to the job variable?
5. What is the degree of dependence of local radio stations on Petra bulletin, according to the variable years of experience?

## **Terminology**

### ***Jordanian local radios***

The local radio stations that have obtained an official broadcasting license from the Jordanian government.

### ***Petra***

Established in 1969 as an official news agency that broadcasts various press and media materials. It publishes about 100 stories in Arabic daily and 35 in English, in addition to news press materials such as reports, investigations, news stories, and some digital media materials.

### *Jordanian journalists*

They are journalists who are members of the Jordanian Journalists Syndicate, and their number is about 1,330 journalists working in the Jordanian press and media institutions, according to the figures of the Jordan Journalists Syndicate.

## **The theory used in the study**

The researcher used the theory of dependence on the media in this study because it focuses on the means and the degree of its importance for the sample of the study for their dependence on it to obtain information from it. The media plays an important role in collecting information and knowledge that the public needs to know, editing and publishing it on a continuous basis, which will increase its ability to achieve emotional, behavioral, and cognitive impact, and this ability increases when society is in a state of instability (Makawi, Al-Sayed 1998).

The theory is based on two main pillars: the first is that individuals strive to achieve personal and social goals due to access to information from media and non-media sources, and the second pillar is information sources, where media systems control the sources that achieve the goals of individuals and disseminate the information provided by the sources through many portals. And the stages such as preparing, arranging, coordinating, and publishing in different forms and images that express the original image that you submitted (Devler & Rokich, 2002). The public's dependence on the media results in three types of influences, represented by the following (Devler, Rokich, 2002).

1. Cognitive influences: It works to uncover ambiguities, identify trends, expand beliefs, and spread and preserve values.
2. Affective or emotional effects: these are the feelings and emotions that a person has towards the events that surround him, and this effect appears when certain information is published through the media that affects the feelings of the public and their responses. For example, the exposure of individuals to issues of violence in the media leads to emotional apathy and lack of acceptance of providing assistance to others, and moral support resulting from the media's playing important communicative roles, such as expressing society and its culture and raising the morale of the public as a result of their feeling of social integration and participation in community activities with the rest of the individuals (Al Saud, 2010).
3. Behavioral effects include the elements of activation and inactivity, and the element of activation is related to the individual doing something as a result of exposure to the media, such as taking a supportive behavioral stance such as: demanding social justice or opposition, such as engaging in violence and others, and for the element of inactivity, it means avoiding doing an action, such as: lack of political participation, such as elections and others. (Makawi and El-Sayed, 1998).

Based on the foregoing, the benefit of this theory is represented in its application and use in the current study, especially in defining the study's objectives and questions in order to know the degree of dependence of local radio stations on Petra bulletin from the point of view of Jordanian journalists.

## **Methodology**

This study is based on the use of the media audience survey method, as it is the appropriate method that serves the study and achieves its objectives if this study aims to

identify the degree of dependence of local radio stations on Petra bulletin from the point of view of Jordanian journalists.

## The study population and its sample

The study population consisted of all Jordanian journalists registered with the Jordan Journalists Syndicate, whose number, according to the Syndicate's records, was (1330) journalists until 2022, where a simple random sample of (300) was selected. Statistical, due to incomplete responses or non-participation of the study sample members in filling out the questionnaires. The final sample was represented by 287 respondents, which represented a percentage of 96.3% of the main sample. The following is the demographic distribution of the study sample members according to gender, job description, years of experience, and follow-up by local Jordanian media.

**Table (1):** *Distribution of study sample members by gender*

<b>Gender</b>	<b>Repetition</b>	<b>Percentage</b>
Male	155	66.2
Female	132	33.8
Total	287	100.0

Table (1) shows that (66.2%) of the study sample are male journalists, and (33.8%) of the journalists are female.

**Table (2):** *Distribution of study sample members according to job title*

<b>Job Title</b>	<b>Repetition</b>	<b>Percentage</b>
Reporter	108	37.6
Editor	111	38.7
Editing Secretary	41	14.3
Editor in Chief	27	9.4
Total	287	100.0

Table (2) shows that 37.6% of the study sample members of the journalists work as (reporter), and 38.7% of them were editors, and it was found that 14.3% of the respondents worked as (Editing Secretary), and a percentage 94% of them are editors-in-chief.

**Table (3):** *Distribution of study sample members according to years of experience*

<b>Years of Experience</b>	<b>Repetition</b>	<b>percentage</b>
1-5 years	44	15.3
6-10 years	72	25.1
11-15 years	94	32.8
+16 year old	77	26.8
total	287	100.0

Table (3) shows that 15.3% of the study sample members of journalists had experience ranging from 1–5 years, and it was found that (25.1%) of journalists had experience ranging from 6–10 years. It was noted that a percentage (32.8%) of the study sample members had experience ranging between 11-15 years, and it was found that 26.8% of the journalists in the study sample had practical experience of plus 16 years.

**Table (4):** *Distribution of study survey participants based on Jordanian media follow-up*

<b>Follow up on the local Jordanian media</b>	<b>Repetition</b>	<b>Percentage</b>
Always	15	5.2
Much	50	17.4
Sometimes	113	39.4
Scarcely	109	38.0
total	287	100.0

Table 4 shows that 5.2% of the study sample members of journalists always follow the local Jordanian media, 17.4% of the study sample members frequently follow the Jordanian local media, 39.4% of the study sample members occasionally follow the Jordanian local media, and 38% of the study sample members rarely follow the Jordanian local media.

## Study tool

The study tool related to the degree of dependence of local radio stations on Petra bulletin was built from the point of view of Jordanian journalists. The study scale has two parts:

The first part includes demographic information, consisting of gender, job description, years of experience, and a follow-up of the local Jordanian media.

The second part, which includes the study questions consisting of ten paragraphs, all of which are related to the degree of dependence of local radio stations on Petra bulletin from the point of view of Jordanian journalists, and the tool was designed along the lines of the five-point Likert scale.

## Validity of the study tool

The validity of the study tool was confirmed by presenting it to a number of arbitrators, media specialists, experts, and members of the teaching staff in the field of journalism and media, who expressed their opinions on the sincerity of the content and the affiliation of the phrases to the scale and their suitability for measuring what was set to measure, and then amendments were suggested. The standard of 80% was adopted to indicate the validity of the paragraph, and based on the opinions of the arbitrators, some paragraphs were modified in terms of wording to increase their clarity, and others were deleted due to their similarity and closeness to their meaning with other paragraphs. As a result, the scale became composed of 40 paragraphs distributed over four main areas, which, based on the opinions of the arbitrators and their amendments, verifies the validity of the content of the study tool.

## Stability of the study tool

A test was performed to ensure the research tool's stability (the questionnaire). The Cronbach's alpha coefficient was used to compute the correlation coefficients between each item on the scale, and the value of the Cronbach's alpha coefficient for the scale items was 0.837, which is an acceptable value for the objectives of the current study.

## Study variables

### *Independent Variables:*

- Gender: (two levels)

- Job title: (four levels)
- Years of Experience: (four levels)

Dependent variable: the degree of dependence of local radio stations on Petra bulletin.

## Results

*The study relied on some descriptive and inferential statistical methods to extract the results of the study as follows:*

Results related to the first question: what is the degree of dependence of local radio stations on Petra bulletin? To answer the first question Arithmetic Means and Standard Deviations were extracted to identify the responses of the study sample members to the degree of dependence of local radio stations on Petra bulletin:

**Table (5):** *The SMA and SD of the research sample members' responses to the "degree of dependence of local radio stations on Petra bulletin" are ordered in descending order.*

No.	Paragraph	SMA	S.D.	Ranking	Level
1	Local radio stations depend on Petra bulletin for news issued by the Royal Hashemite Court.	4.29	0.91	1	High
2	Local radio stations depend on Petra bulletin regarding news issued by the Prime Ministry.	4.28	0.99	2	High
3	Local radio stations depend on Petra bulletin for political news.	4.15	0.88	3	High
5	Local radio stations depend on Petra bulletin regarding security news.	4.15	0.65	3	High
4	Local radio stations depend on Petra bulletin for economic news.	4.02	1.14	5	High
7	Local radio stations depend on Petra bulletin regarding court news. High	3.96	0.86	6	High
10	Local radio stations rely on Petra bulletin regarding press investigations.	3.76	0.92	7	High
9	Local radio stations rely on Petra bulletin for press reports.	3.75	1.13	8	High
6	Local radio stations depend on Petra bulletin regarding cultural news.	3.58	1.19	9	Mid.
8	Local radio stations depend on Petra bulletin regarding sports news.	3.50	1.05	10	Mid.
	total	3.94	0.67		High

The arithmetic average of the dependency degree of local radio stations on Petra bulletin varied between 4.29 and 3.50, with the field obtaining a total arithmetic mean of 3.94, which is at a high level, as shown in Table (5). The arithmetic mean of paragraph No. (1) was 4.29, with a standard deviation of 0.91, which is at a high level and the paragraph specified (local radio stations depend on Petra bulletin regarding political news). In the second place, paragraph No. (2) came with a mean of 4.28 and a standard deviation of 0.99, which is from the high level, as the paragraph states (local radio stations depend on Petra bulletin regarding news issued by the Prime Ministry). Finally, paragraph No. 8 had an arithmetic mean of 3.50 and a standard deviation of 1.05, which is at the average level, as mentioned in the paragraph (local radio stations depend on Petra bulletin regarding sports news). These findings can be explained by local radio stations' dependence on Petra bulletin for high-level political news and

on Petra bulletin for news provided by the Prime Ministry because the agency has a big number of press cadres in the news and editing directorates.

In addition to the other supporting directorates, compared to what the local radio stations own, is able to publish news with a larger number covering the whole Jordanian arena. The results of this study are in agreement with the results of the study (Tahat, 2021), the study (Al-Hamoud, 2020), and the study (Al-Tahat, 2016) study (Al-Fleih, 2012) in terms of the dependence of the various Jordanian media on Petra bulletin in obtaining news and press materials from.

***Results related to the second question: Are there statistically significant differences in the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalists' point of view due to the variables of gender, job description, and years of experience?***

An Independent Sample T-test and One-Way ANOVA, as well as Scheffe's test for dimensional comparisons, were used to answer the second question and determine the significance of differences in the degree of dependence of local radio stations on Petra bulletin from the perspective of Jordanian journalists due to the variables of gender, job description, and years of experience. The outcomes were as follows:

### ***Gender***

The Independent Sample T-test was used to identify the differences in the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalists' point of view due to the gender variable, and Table (6) illustrates this:

**Table (6):** *Independent Sample T-test to identify the differences in the degree of dependence of local radio stations on Petra bulletin from the point of view of Jordanian journalists due to the gender variable*

<b>Contrast source</b>	<b>gender</b>	<b>number</b>	<b>SMA</b>	<b>S.D.</b>	<b>df</b>	<b>t value</b>	<b>Sig.</b>
The dependence of local radio stations on Petra bulletin	Male	155	3.99	0.63	285	1.602	0.110
	Female	132	3.86	0.74			

According to the results shown in Table (6), there are no statistically significant differences at the significance level (0.05) in the degree of reliance of local radio stations on Petra bulletin from the perspective of Jordanian journalists due to the gender variable, where the statistic value (t) reached 1.602, which is a non-significant value at the significance level (0.05), and any differences between the arithmetic averages did not reach the significance level (0.05).

### ***Job title***

SMA and SDs were extracted, and one-way ANOVA was used to find variations in the degree of reliance of local radio stations on Petra bulletin from the perspective of Jordanian journalists related to the job attribute variable, as shown in the table:

**Table (7):** *S.M.A. and S.D. to identify the differences in the degree of dependence of local radio stations on Petra bulletin the perspective of Jordanian journalists due to the job attribute variable.*

	<b>Number</b>	<b>SMA</b>	<b>S.D.</b>
The dependence of local radio stations on Petra bulletin	Reporter	108	4.01 0.64
	Editor	111	3.95 0.73
	Secretary	41	3.80 0.60
	Editor in Chief	27	3.91 0.69
	Total	287	3.94 0.67



It is evident from Table (7) that there are apparent differences between the arithmetic averages in the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalists' point of view due to the job attribute variable. To detect the significance of the differences, the One-Way ANOVA was used, the results of which are shown in the following table (8):

**Table (8):** *One Way ANOVA to identify the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalists' point of view due to the job attribute variable*

Source		sum of squares	df	mean squares	f value	Sig
The dependence of local radio stations on Petra bulletin	between groups	1.292	3	.431	.948	.418
	within groups	128.497	283	.454		
	total	129.789	286			

Table (8) indicates that there are no statistically significant changes in the degree of reliance of local radio stations on Petra bulletin from the perspective of Jordanian journalists owing to the job characteristic variable at the significance level (0.05). Where the F value is 3.161, a function value at or below the significance threshold (0.05).

#### ***Years of Experience***

SMA and SDs were calculated, and the One Way ANOVA test was used to determine disparities in the degree of reliance of local radio stations on the Petra bulletin from the perspective of Jordanian journalists with varying years of experience, as shown in Table (9).

**Table (9):** *SMA and SD to identify the differences in the degree of dependence of local radio stations on Petra bulletin from Jordanian journalists' perspective due to the years of experience variable*

		No.	SMA	S.D
The dependence of local radio stations on Petra bulletin	1-5 y	44	4.09	0.70
	6-10 y	72	3.88	0.68
	11-15 y	94	3.92	0.68
	+16 y	77	3.95	0.65
	total	<b>287</b>	<b>3.94</b>	<b>0.67</b>

Table (9) demonstrates that there are significant differences between the arithmetic averages in the degree of reliance of local radio stations on Petra bulletin from the perspective of Jordanian journalists due to variable years of experience, and to reveal the significance of the differences, One-way ANOVA was used, the results of which are shown in the following table (10)

**Table (10)** *The One-Way ANOVA test to identify the degree of dependence of local radio stations on Petra bulletin from the Jordanian journalists' point of view due to the variable years of experience*

Source		sum of squares	df	mean squares	f value	Sig
The dependence of local radio stations on Petra bulletin	between groups	1.343	3	.448	.986	.400
	within groups	128.446	283	.454		
	total	129.789	286			

The results in Table (10) indicate that there are no statistically significant variations at the significance level (0.05) in the degree of reliance of local radio stations on Petra bulletin from the perspective of Jordanian journalists, where the value of (F) approaches (0.986). It is a non-significant value at the significance level (0.05) or less, and any variations between arithmetic averages did not reach statistical significance.

## Recommendations

1. This study recommend Jordanian local radio departments increase their press cadres to increase their ability to publish news and press reports in their newsletters and websites.
2. The researchers also regularly recommend the cadres of local radio stations in training courses to increase their professional and technical capabilities to be able to cover the events on the Jordanian scene.
3. The researchers recommend training local radio cadres on the foundations of digital media so that these radio stations can cover events in a professional manner.

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