

Promotions (promo) for TV investigative reports Areej Network investigations for investigative journalism as a model

By

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Abstract:

The research seeks to know the nature of the promotions (promo) for investigative television published by the Areej Network for Investigative Journalism on YouTube, by knowing the methods in which they are presented and the contents it focuses on and the explanatory methods that they include, the research belongs to the type of descriptive research. The researcher adopted the analytical survey method and used the content analysis tool to reach the desired goals. In this context, he reached a set of results, the most important of which are: that ARIJ Network for Investigative Journalism focused, within the categories (what was said?) on social, health, environmental and political content in its promotional presentations related to investigative television to a higher degree than the rest of the content, while the categories (how was it said?) focused on presentation style (still picture + text), and presentation style (video graphic + text), in providing promotional presentations (promo) related to investigative television investigations, and in the framework of illustrations focused on (illustrative designs / symbols and graphics/documentation), and it focused within the time frame allotted for presenting promotions (promo) on (more than one to two minutes/more than two to three minutes), and within the highlighting elements framework (colors) it focused on (red with a white frame / black with a white frame), and highlighting elements (effects musical) on (used), i.e. they use them continuously, in the context of the compatibility of musical influences with the content, it focused on (largely agree / agree to some extent), which indicates the network's interest in the importance of diversifying the presentation methods for promotional offers (promo) and supporting it with everything that illustrates the basic idea of television investigative investigations for the recipient.

Introduction

Investigative reports, especially television, are of great importance. They are a type of journalist that is different from other journalistic types, with special characteristics that are characterized by them, and specific mechanisms that are implemented through them. In terms of qualities; Depth in dealing with the press story and accurate documentation of the information are important and required qualities. In terms of mechanisms, the journalist's involvement in the field, his search for information and his direct interaction with sources; Mechanisms are indispensable in investigative journalism. Despite the aforementioned characteristics and mechanisms that are required for the completion of investigative and television investigations, these types of press and television in particular are usually characterized by the length of time in which they are presented, sometimes exceeding (10) minutes or more. according to the nature of the story and the availability of sources, and thus most institutions and bodies interested in producing television investigative investigations have recently resorted to adopting the method of promotions (promo for short) to attract viewers to watch those investigations due to the length of the investigation, and because users

of the Internet and the mass media in general tend to receive the idea or brief information more than others, despite the importance of the topics of investigative journalism, and its response to issues of corruption and breach of public money, and the research was limited to the period from 10/1/2021 to 10/31/2021 and divided into three sections, the first included the methodological framework, the second included the theoretical framework, firstly, the concept of promotion and promotions, and secondly, the concept of television investigative investigations, and the third section included the presentation and interpretation of the results of analyzing the content of the promotions for the investigative investigations of ARIJ Network in the framework of categories (what did you say?), and categories (how?) It was said?).

The first topic: the methodological framework

First: The research problem and its questions

Based on the researcher's endeavor to study the nature of promotions for television investigative reports (promo), the research problem was identified in the main question: What is the nature of promotions for television investigative reports (promo) published on the channel of the Areej Network for Investigative Journalism on YouTube?

A set of questions derives from it, as follows:

- 1- What are the methods of providing promotions for ARIJ Network investigative TV investigations?
- 2- What are the contents of the promotions (promo) for the investigative TV investigations of ARIJ Network?
- 3- What are the illustrations used in the promo for ARIJ TV investigative reporting?
- 4- What is the time allotted for presenting promotions (promo) for ARIJ network investigative TV investigations?
- 5- What are the highlighting elements (musical effects and text color) used in the promo for ARIJ network investigative reporting?

Secondly: research importance

1- Objective importance represented in the novelty of the subject under study, which seeks to know the methods of presenting promotional offers (promo) for TV investigative investigations, the contents they focus on, and the illustrations used to support the idea.

2- Research importance represented in a systematic scientific addition to the media library, given the importance of investigative journalism, especially television, whose final product is investigations over a relatively long time, which calls for resorting to means of attraction and promotion that push the public to watch television investigative investigations.

3- It is important for researchers to arouse their interest in addressing such research topics that require understanding and developing them through research methods that keep

pace with developments related to content production techniques for television investigative journalism.

Third: Research Objectives

1- Knowing the methods of presenting promotional offers (promo) for ARIJ network's investigative television investigations.

2- Knowing the contents of the promotional offers (promo) for the TV investigative investigations of ARIJ Network.

3- Determining the illustrations used in the promotions (promo) for the investigative television investigations of the ARIJ network.

4- Calculating the time allocated for presenting promotions (promo) for ARIJ network's investigative television investigations.

5- Knowing the highlighting elements (musical effects and text color) used in the promotions (promo) of ARIJ Network's investigative television investigations.

Fourth: Research fields

1- The time range: set for one month in order to come up with a clear vision about the promotions (promo) published on the ARIJ Network for Investigative Journalism channel on YouTube, and it extends from 10/1/2021 to 10/31/2021.

2- Spatial domain: It is determined by the channel of the ARIJ Network for Investigative Journalism on YouTube, considering that it is the channel through which the promotions (promo) related to television investigative investigations are published by the network, where the researcher chose all the promotions (promo) published in the channel in an exclusive manner mass.

3- Thematic area: represented in the (70) promotions (promo) published by ARIJ Network for Investigative Journalism on its official YouTube channel. The researcher adopted the comprehensive inventory method, and subjected the promotional offers (promo) to analysis within the framework of the categories of what was said? How was it said? To come up with a product that achieves the research objectives.

Fifth: Research method and tool

This research belongs to descriptive research, and the researcher adopted the analytical survey method, which expresses the studied phenomenon quantitatively and qualitatively.

The researcher sought to know the nature of the promotional offers (promo) for the investigative television investigations published on the channel of the Areej Network for Investigative Journalism on YouTube by determining the methods of their presentation and the type of content, in order to obtain the required data and information specified within the objectives of the research and its questions, the researcher used the content analysis form as a methodological tool for data collection, which he prepared based on the indicators of the exploratory study he carried out on the promotions (promo) published in the Areej network channel in YouTube, the form included a set of categories, divided into subject categories (what was said?), which are related to the contents of the offers, and the format categories

(how was it said?), which are related to the methods of presenting promotions (promo) and the illustrations included in the offers.

Sixth: The research community

The search community was determined in the promotions related to television investigative journalism published on YouTube, and the researcher chose the research sample for the promotions (promo) related to television investigative investigations published by ARIJ Network for Investigative Journalism in a comprehensive inventory method, that is, all promotions (promo) for ARIJ network investigations and the adult There are (70) promotional offers (promo), which are indicated as promotional offers by the network.

Seventh: Honesty and reliability test

Honesty is concerned with the extent to which the phenomenon measuring tool is able to measure what was laid as a basis for its measurement (Abdulaziz, 2011, p. 195). . In this research, the researcher relied on the apparent honesty (content), as he designed the content analysis form in its final form, defining the categories with a precise procedural definition, and then presenting them to a group of specialized experts* to indicate their suitability for measurement, and to meet the scientific conditions, after presenting the form to the arbitrators, the researcher made the required amendments, and the percentage of agreement on the form reached (90.74%), which is a high percentage.

Stability means the degree of consistency of the analysis tool, and obtaining identical or similar results if the tool is used more than once in collecting data and information, whether used by a researcher, or several researchers in different times and circumstances. The stability of the analysis is achieved either by the method of temporal consistency, or by the method of consistency between the researcher and external analysts (Wamer & Domnik, 2013, p. 303), and the researcher chose the method of consistency between the researcher and external analysts*, where the external analyst re-analyzed after 15 days of the first analysis process, and found slight differences between the results of the two analyzes The first and second, and the stability percentage according to (Holsty) equation (92.59%), which is a good stability rate.

Eighth: Previous studies

1- (Dryady Study, 2017)*: The study sought to reveal the role of promotional offers in improving the image of the Algerian economic institution (Mobilis Corporation), and to measure the importance of the mental image on the success or failure of the institution. The study relied on the survey method, and used a questionnaire tool to collect data. To achieve the objectives of the research, and reached a set of conclusions, the most important of which is that the promotional offers offered by the Algerian economic institution (Mobilis Foundation), enjoy high interest and

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*) jumah Dryady. (2017). The role of promotional offers in improving the image of the Algerian economic enterprise. Oum El Bouaghi - Algeria: College of Social Sciences and Humanities - Larbi Ben M'hidi University.

confidence from customers, in addition to the promotional offers working to create a good impression on the public towards the institution.

2- (Awad Study, 2018)*: The study aimed to know the effect of promotional offers on the relationship between the electronic marketing mix and the intention to buy among Saudi youth, and the effect of the elements of the electronic marketing mix on the intention to purchase among Saudi youth, and the study relied on the descriptive analytical approach, to describe the relationship between The elements of the marketing mix, the intent to purchase, and the promotional offers as a modified variable of the relationship, and the study reached a set of conclusions, the most important of which is the effect of the elements of the marketing mix on the intent of the sample's purchase was in a large proportion, which is the result of the effect of the promotions.

The second topic: Promotional offers in investigative journalism

First: the concept of promotion and promotions

Promotion means introducing or educating something; That is, in order to facilitate its sale, (Kotler) also defines promotion as the activity that takes place within the framework of the marketing efforts taken by the establishment to communicate its products to the minds of consumers and persuade them to buy it (Al-Abdali, 2011, p. 19).

Promotion, in other words, means the practice of news, persuasion and communication, i.e. the process of influencing the behavior of others through the sharing of ideas, information and feelings (Buchnon, 2013, p. 3).

Therefore, promotional offers (promo) are the media methods adopted by institutions, companies, and centers for the purpose of advertising a specific product and attracting the audience to watch it, and therefore it is a form of introducing the media product with the aim of attracting the individual to watch it, except for a set of specific production methods and techniques that simulate developments In the field of media, especially digital media, and usually in a relatively short time sums up the basic idea of the product.

Also, the promotional offer is basically an abbreviation of the word (promotion), which is literally translated from English and means an offer or presentation. These promotions include the most important information in the investigation, as well as the axis of the story for which the investigation was conducted. It is presented in multiple innovative ways and with a time ranging from less than one minute to three minutes or more, according to each investigation and its topic. Therefore, the media and institutions interested in investigative journalism resorted to diversifying the methods of presenting promotions for investigative investigations to attract viewers and arouse their interest in watching.

Institutions, especially the media, by relying on promotional offers (promo), aim to achieve a number of goals, including (Hafez, 2009, p. 22):

1- Introducing the public to the offered good or service, as achieving this promotional goal is necessary in order to deepen the public's relative loyalty towards the good or service.

*) Mahmoud Mohamed Awad. (July, 2018). Promotional offers as a modified variable for the relationship between the elements of the e-marketing mix and the intent to purchase through e-marketing sites. Journal of the College of Commerce for Scientific Research

2- Attempting to convince the public of the benefits or benefits provided by the good or service.

3- Providing various information and data about the good or service to the public through appropriate promotional means.

4- Working to ensure that the attitudes, opinions and attitudes of the public are positive towards the promoted good or service.

Second: The concept of television investigative investigations

Television investigative investigation is the visual investigation based on a news, idea, problem or issue that the journalist picks up. It forms the head of the thread and begins the difficult task of monitoring everything related to the topic and searching for the reasons and social, economic, political or intellectual factors that lie behind the news, issue, problem or the idea or phenomenon around which the investigation revolves (Al-Sangari, 2015, p. 35).

And investigative television, from another angle, means that it is a visual media method that aims to reveal new and specific issues and problems after in-depth research, accurate documentation and systematic work that depends on the effort of the journalist himself or his team in collecting facts to shed light on the systematic and institutional deficiencies in various areas of life with the aim of serving the public interest (Institute, 2020, p. 7).

Television investigative reporting is considered one of the most difficult editing arts that require high ability and efficiency from the editor, as it is a practical and professional work that requires hours, days, and long weeks of research and investigation using exploration and analysis techniques in a highly professional process (Hunter & Nells, 2009, p. 10).

The third topic: Presentation and interpretation of the results of analyzing the content of the promotional offers of the investigative investigations of the ARIJ Network

First: Categories what was said?

Table (1) below shows the main categories of content for promotional offers (promo) for the investigative television investigations of the Investigative Journalism Network ARIJ, as the social content category ranked first, with a percentage of (35.71%), followed by the category of health and environmental content in the second place, with a percentage of (28.58). %, the political content category ranked third, with a percentage (14.29%), followed by the security content category in the fourth rank, with a percentage (11.43%), then the economic content category ranked sixth, with a percentage (7.14%), and the legal content category ranked seventh and last, with a percentage of (2.86%).

Table (1) shows the main categories of promotional content (Promo) for ARIJ investigative journalism television investigative reporting.

No.	Type of content for the main categories	Repetitions	Percentage
1	Social	25	35.71%
2	Healthy and environmental	20	28.58%
3	The politician	10	14.29%
4	Security	8	11.43%
5	Economic	5	7.14%
6	Legal	2	2.86%
	total	70	100%

Table (2) below shows the sub-contents of the main category (social content), where the category (marriage of minors) ranked first, with a percentage (24%), followed by categories (problems of children and minors / employment and expatriates) in the second place, with a percentage (20%).) for each of them, then the category (sexual and physical violence) ranked third, with a percentage (12%), and the categories (migration and displacement / people with special needs) ranked fourth, with a percentage (8%) for each, and categories (social security / Women's Rights) ranked fifth and last, with a percentage of (4%) for each.

Table (2) shows the sub-category of the main category (social content) of the promotions (promo) for ARIJ network investigative TV investigations.

No.	Type of social sub-contents	Repetitions	Percentage
1	Underage marriage	6	24%
2	Problems of children and minors	5	20%
3	Employment and expatriates	5	20%
4	Sexual and physical violence	3	12%
5	Migration and emigration	2	8%
6	People with special needs	2	8%
7	Social Security	1	4%
8	Women's rights	1	4%
	total	25	100%

Table (3) below shows the sub-contents of the main category (health and environmental content), where the category (repercussions of the Corona pandemic) ranked first, with a percentage (40%), followed by categories (forbidden antibiotics / water pollution) in the second place, with a percentage (15%) for each, and the categories (children's metabolism / health of health workers / amputations / oil leaks / toxic gases / pollution of public places) ranked third and last, with a percentage of (5%) for each.

Table (3) shows the sub-category of the main category (health content) of the promotions (promo) for ARIJ network investigative TV reports.

No.	Sub-health content type	Repetitions	Percentage
1	Corona pandemic repercussions	8	40%
2	Forbidden antibiotics	3	15%
3	Water Pollution	3	15%
4	Children's metabolism	1	5%
5	Health of health workers	1	5%
6	Limb amputations	1	5%
7	Oil leak	1	5%
8	Toxic gases	1	5%
9	Pollution of public places	1	5%
	total	20	100%

Table (4) below shows the sub-contents of the main category (political content), where the category (nepotism and political monopoly) ranked first, with a percentage of (55.56%), and the category (neglecting public property) ranked second, with a percentage of (33.33%), The category (political misinformation of public opinion) ranked third and last, with a percentage of (11.11%).

Table (4) shows the sub-categories of the main category (political content) of the promotions (promo) for ARIJ network investigative TV investigations.

No.	Sub-type of political content	Repetitions	Percentage
1	Nepotism and political monopoly	5	55.56%
2	Neglect of public property	3	33.33%
3	Political misinformation of public opinion	1	11.11%
	total	9	100%

Table (5) below shows the sub-contents of the main category (security content), where the category (arrests and security restrictions) ranked first, with a percentage (44.44%), while the category (financing and accusation of terrorism) ranked second with a percentage of (33.33%). The categories (imprisonment and absenteeism / killings) ranked third and last, with a percentage of (11.11%) for each.

Table (5) shows the sub-category of the main category (security content) for the promotional offers (promo) for the TV investigative investigations of ARIJ Network.

No.	Type of security sub-contents	Repetitions	Percentage
1	Arrests and security restrictions	4	44.44%
2	Financing and accusation of terrorism	3	33.33%
3	Imprisonment and Absenteeism	1	11.11%
4	Killings	1	11.11%
	total	9	100%

Table (7) below shows the sub-contents of the main category (economic content), where the categories (money transfers and suspicious balances/money laundering and leaks) ranked first, and at a percentage of (40%) for each of them, and the category (imposing taxes by illegal methods) came in the second and last rank. legal), and at a percentage (20%).

Table (7) shows the sub-categories of the main category (economic content) of the promotions (promo) for the TV investigative investigations of ARIJ Network.

No.	Type of sub-economic content	Repetitions	Percentage
1	Suspicious money transfers	2	40%
2	Money laundering and laundering	2	40%
3	Taxation	1	20%
	total	5	100%

Table (8) below shows the sub-contents of the main category (legal content), where the categories (lawlessness and neglect of its application / legal violations and lack of justice) ranked first with a percentage (50%) for each.

Table (8) shows the sub-categories of the main category (legal content) of the promotions (promo) for the investigative television investigations of the ARIJ network.

No.	Sub-legal content type	Repetitions	Percentage
1	Absence of the law and neglect of its application	1	50%
2	Legal violations and lack of justice	1	50%
	total	2	100%

Second: Categories how was it said?

Table (1) below shows the categories of methods for presenting promotions (promo) for the TV investigative investigations of ARIJ Network, where the category of style (still

picture + text) came in the first place, with a percentage (27.1%), and the category of style (video graphic + text) came in the second place, with a percentage (21.4%), the style category (video graphic+ still picture + text) ranked third, with a percentage (18.6%), and the style category (video graphic+ still picture + voice over + text) ranked fourth, with a percentage (15.7%), and the style category (video + still picture graphic + voice over + text) ranked fifth, with a percentage (11.4%), and the style category (video + voice over + text) ranked sixth, with a percentage (5.7%).

Table (1) shows the methods of providing promotions (promo) for ARIJ network investigative television investigations.

No.	Promotion style type	Repetitions	Percentage
1	SP+T display style (still picture+ text)	19	27.1%
2	V+G+T display style (video graphic+ text)	15	21.4%
3	V+SP+G+T style display (video graphic+ still picture + text)	13	18.6%
4	SP+G+VO+T style display (video graphic+ still picture +voice over+ text)	11	15.7%
5	V+SP+G+VO+T style display (video + still picture graphic +voice over+ text)	8	11.4%
6	V+VO+T style display (video +voice over+ text)	4	5.7%
	total	70	100%

Table (2) below shows the categories of illustrations used in the promotions (promo) for the TV investigative investigations of ARIJ network, where the category (illustrative designs) ranked first, with a percentage of (39.6%), while the category (symbols and graphics) ranked second, with a percentage of (27.9%), the (documents) category ranked third, with a percentage of (13.6%), and the category (shapes, graphs, and numbers) ranked fourth, with a percentage of (11.1%), and the (maps) category ranked fifth and last. percentage (7.8%).

Table (2) shows the categories of illustrations used in the promotions (promo) of ARIJ Network investigative television.

No.	Illustrations in the promotion	Repetitions	Percentage
1	Illustration designs	61	39.6%
2	Graphic icons and graphics	43	27.9%
3	Documents	21	13.6%
4	Shapes, graphs and numbers	17	11.1%
5	Maps	12	7.8%
	total	154	100%

Table (3) below shows the categories of time duration for promotions (promo) for ARIJ network investigative television, where the category (more than one to two minutes) ranked first, with a percentage (50%), it was followed by the category (more than two to three minutes), with a percentage (27.1%), and the category (less than one minute to one minute) ranked third, and with a percentage (21.5%), and the fourth and final rank came in the category (more than three minutes).), and by a percentage (1.4%).

Table (3) shows the categories of the duration of the promotions (promo) for the investigative television investigations of ARIJ Network.

No.	Duration of the promotional offer	Repetitions	Percentage
1	More than a minute to two minutes	35	50%
2	More than two to three minutes	19	27.1%
3	Less than a minute to one minute	15	21.5%
4	More than three minutes	1	1.4%
	total	70	100%

Table (4) below shows the text color categories used in the promotional offers (promo) for the TV investigative investigations of ARIJ network, where the categories (red with a white frame / black with a white frame) ranked first, with a percentage (29.5%) for each, while the category (White with a red frame) ranked second, with a percentage of (19.8%), and the category (white with a black frame) ranked third, and with a percentage (18.6%), and the category (blue with a white frame) came in the fourth and last place with a percentage of (2.5%).

Table (4) shows the text color categories used in the promotions (promo) of ARIJ's TV investigative reports.

No.	The color of the text used in the promotion	Repetitions	Percentage
1	Red with white frame	70	29.5%
2	Black with white frame	70	29.5%
3	White with red frame	47	19.8%
4	White with black frame	44	18.6%
5	Blue with white frame	6	2.5%
	total	237	100%

Table (5) below shows the categories of the extent to which musical effects are used in promotions (promo) for ARIJ TV investigative investigations, where the (used) category ranked first, with a percentage of (91.4%), while the (not used) category ranked second and last. and by a percentage (8.6%).

Table (5) shows the categories of the extent to which musical effects are used in promotions (promo) for ARIJ Network's investigative television investigations.

No.	Extent to use music effects in the promotion	Repetitions	Percentage
1	Used	64	91.4%
2	Do not use	6	8.6%
	total	70	100%

Table (6) below shows the categories of the compatibility of the musical effects used in promotions with the content (promo) of the TV investigative investigations of ARIJ network, where the category (high agreement) ranked first, with a percentage of (65.7%), while the category (agreement to Somewhat) ranked second, with a percentage of (31.4%), and the sub-category (incompatibility) ranked third and last, with a percentage of (2.9%).

Table (6) shows the categories of the compatibility of the musical effects used in promotions with the content (promo) of the TV investigative investigations of ARIJ Network.

No.	Compatibility of the musical effects used in the promotion	Repetitions	Percentage
1	Highly compatible	46	65.7%
2	Somewhat agree	22	31.4%
3	Incompatibility	2	2.9%
	total	70	100%

Conclusions

1- ARIJ Network's interest in investigative journalism in its investigative television investigations, as reflected in the contents of the promotional offers (promo) to address various violations and abuses of public order, whether in the social, health, political or any other sectors related to society, which reflects the network's keenness to take Investigative journalism plays its role as a practice that stands up to the perpetrators of violations and shows what is happening to public opinion.

2- The focus by ARIJ Network for Investigative Journalism on the importance of diversifying the presentation methods for the promotional offers (promo) of television investigative investigations because of their importance in attracting the public to watch the investigations, as well as breaking the monotony and getting out of the defined routine in presenting ideas for investigations in a variety and brevity that does not violate the meaning and leads To achieve the desired goals, the most important of which is to attract and interest the viewer.

3- ARIJ Network for Investigative Journalism is not limited to the promotional presentations (promo) of investigative television investigations to one explanatory method, but rather includes promotions with various explanatory methods that support and enhance the delivery of the basic idea of the investigation, in order to break the monotony in the narrative and avoid repetition of a specific media, in addition To the importance of giving a preliminary idea of the part contained in the investigation.

4- The interest of ARIJ Network for Investigative Journalism in promotions (promo) for TV investigative reports that the time period of the promotional presentation does not exceed three minutes and not less than a minute, which is an appropriate time period to convey the basic idea of the investigation, given that the investigative television investigation usually takes a long time and contains no information It can be ignored What requires for the promotion to take an appropriate time that can be understood by the audience, and attract and not alienate them

5- ARIJ Network's interest in investigative journalism in promotions (promo) for TV investigative investigations by diversifying the colors of the texts in the promotions, in line with the content displayed in the show. In addition, the colors must be prominent in order to be easy to read, as they appear and disappear rather quickly to be in bold colors.

6- The interest of ARIJ Network for investigative journalism in the promotions (promo) of television investigative investigations by including them with musical effects, and that these effects are compatible with the nature of the content of the promotion (promo) so as not to cause a kind of split between the content and the accompanying audio in the show.

Recommendations

1- Calling on institutions and bodies interested in investigative journalism to adopt the method of promotions (promo) to promote television investigative investigations because most of the audience is not interested in them or does not have prior knowledge about them, which calls for an elaborate promotion process through promo promotions that summarize the idea of investigations. It gives a preliminary perception about it, and achieves its spread and acceptance among the public.

2- The importance of diversifying the methods of presenting promotional offers (promo) for TV investigative investigations and including them with all that enhances the idea of the investigation in terms of illustrative methods, as it is published on social networking sites that the audience desires for this type of content, is not limited to a specific method and takes into account the interests and preferences of the audience.

3- The duration of the promotional presentation (promo) should not exceed three minutes and not be less than a minute so that the caller can present the basic idea of the investigative television investigation, which is usually of a long time and contains all information of high value that calls for reference in Promotion (promo).

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