

## **The contribution of social networking to providing television newsrooms with information**

By

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### **Abstract**

The study dealt with the definition of the meaning of the contribution that social networks make to supplying TV newsrooms on the part of the communicator and to identify the most prominent roles and methods used in the new media environment within the television work environment, in which there are multiple types and an unprecedented abundance in the volume of news information, as it has become difficult to control what is selected and broadcast in TV news bulletins, in light of the dependence of many communicators on sources directly linked to social networks, whether at the level of people or media agencies that have public pages to transmit news and events. First of all, it includes large numbers of followers, most notably those in charge of producing news releases, and the study aimed to find out the extent to which the content of social networks contributes to supplying television newsrooms. The study included the concept of social networks and their different names according to different media sources, and the most prominent thing through which news information is delivered from the contact person to the recipient, by identifying the methods and methods that are followed and considered the best ways to obtain news from sources that are now characterized by speed Super easy to access. The study reached a number of results, most notably: that the contribution of these networks to the work of television newsrooms as a source of news gathering and interaction with current events showed that there is a great use of these networks by workers in television newsrooms and the wide scope of their adoption. What those responsible for the production of television newscasts and what is circulated in social networks are aware of is characterized by the speed of information circulation through its various media, in addition to the large space of freedom offered by these networks.

### **Introduction**

The emergence and spread of the Internet in the nineties of the last century represented a new revolution in the world of communication and communication, especially after the occurrence of a great desire to use it by the public receiving news information, as it is a means of communication and communication at the same time, as it changed many communicative concepts. Which was entrenched for decades, as its existence resulted in many new concepts and theories of communication. Despite the predictions of many researchers in the field of communication that the emergence of social networks will ravage traditional means or have a negative impact on them, what happened indicates other indicators, as the traditional means of communication that preceded the emergence of the Internet were not immune to this development and keep pace with it, On the contrary, it has exploited the existence of these networks to be a complement to the content they provide, especially the news ones. TV news production was on top of what was affected by the presence of social media networks and the extraction of news from their way. Influence has positive and negative dimensions. The news content that is produced for television has become richer and perhaps more accurate with the multiplicity of news sources on these networks, especially the trusted ones. Modern technologies in the field of media and communication, and the increase in their applications in

an unprecedented way, constituted a communication revolution whose dimensions and foundations must be identified, as new types of journalistic practices appeared with them, which changed the features of the contents. The news that is presented, especially on television channels, in terms of the nature of those in charge of production and the multiplicity of methods and modern technical means; To deliver content in line with the nature of the modern audience, given that empowering the audience communicatively enhances their confidence in the media and increases the acceptance of what is presented, which enhances the media position of the medium itself.

### ***The methodological framework of the research***

**1- Research problem:** With the large expansion witnessed by the use of the Internet, especially social networks, it has become necessary to address the level of contribution that these networks achieve in the television news work environment, given the innovations they present that deal with the professional and academic aspects, ie. At the level of technical innovations that newsletter producers must keep pace with, as well as the level of impact in terms of theorizing and framing in terms of communication research. Accordingly, the researcher observed that there is an increasing interest on the part of those in charge of producing television newscasts in following up on what is covered in social networks; To be a distinct content that displays the same importance of the contents in which the rules and methods of journalistic work are followed. Through this, we can ask the following main question: (What is the contribution of social networks to providing electronic newsrooms?) Through this question, the researcher thinks that a number of questions may be branched from it, the most prominent of which are the following:

- Do TV newsrooms depend on what is covered in social networks?
- What are the gratifications obtained from using TV newsrooms what is circulated in social networks.
- What is the level of impact on credibility achieved by TV newsrooms' use of social media content?

**2- Research hypotheses:** The researcher proposes a number of inevitable assumptions, which must be based on the subject of the research, including:

Social networks are an important source of content for television newsrooms.

- Those responsible for producing TV newscasts are informed of what is being circulated in social networks.

Multimedia occupies a great place in the production of newsletters because it is directly related to what is published on social networks.

**3- The importance of research:** The importance of this research comes from dealing with the most important means of mass communication, namely social networks, and linking them to a medium that has been of great importance for many decades, and finding the inevitable relationship between them in light of the enhancement of technology for multimedia.

### ***4- Research objectives***

- Knowing the extent to which the content of social networks contributes to supplying television newsrooms.
- Knowing the level of influence of social networks on television news work.
- Identifying the level of dependence of those in charge of television news production on social networks.

### ***5- Procedural definitions of terms***

- Contribution: It is meant the participation through which the production and development of news content in television channels can be produced and it performs multiple

tasks and deals with many technical issues.

Social networking: one of the terms that are found on interactive websites and applications available on the Internet, allowing communication between individuals and groups in a virtual environment, and achieving the functions of various media.

- TV newsrooms: the place where editors, correspondents and technicians gather for TV news production; To elicit news and select the most appropriate ones to display in the television news bulletins and briefs.

**6- Research method:** It is a collective method of acquiring knowledge based on inferences and defined procedures to investigate reality, and since scientific research always seeks to try to reach the specific results of the questions raised.(Angers:2017) Given the multiplicity of research methods in media studies, the researcher chose the survey method, especially with regard to applied research, as it is one of the most used methods in descriptive and exploratory media studies. The survey method also aims to record, analyze, and interpret various data related to media phenomena. (Bin Mursel:2003). It is a study of the conditions and needs of society, whatever its nature, by obtaining sufficient information for the purpose of conclusion. (Abrash:2010)

**7- Study tool:** Due to the scientific characteristics of the survey method, the researcher used the questionnaire tool, which is a document that includes a set of questions by dividing them into basic axes that include research hypotheses and the objective of them and answering them to reach the final results. (Al Gohary & Ibraheem:2002)

### ***Define terms and concepts***

1- Contribution: Linguistically it is defined as coming from the source contributed, i.e., contributed and participated in a work, and it comes from actual participation and cooperation. (Ibn Mandhur: 1988) We define it procedurally as participating in providing television newsrooms with information available on social networks.

2- Social Networks: A group of electronic pages containing a number of press, cultural and entertainment materials, and everything related to multimedia, appeared on the Internet, and its beginnings were electronic copies of the major newspapers in the world.(Alsudani:2016) We know procedurally that they are social networks that carry news information and that can be greatly benefited from in supplying TV newsrooms, due to the presence of pages documented in them and that are followed by a general audience representing the wider segment, and a special audience represented by those in charge of the communicative process.

3- TV newsrooms: They are an office or a place where news is prepared for dissemination or broadcasting through various television channels. (Webster:2021) It is defined procedurally as the place where the news broadcast in the news bulletins and news briefs for television is prepared using social networks and the news information received from it in order to achieve speed of completion from the direct sources of the persons or entities concerned with the events.

### ***Theoretical framework of the research***

The increase in interest in following the new transformations in the television news work environment is an important technical indicator for its effects on workers in this field and the content they provide, and the need for them to follow up on what is circulated in social

networks with its various names. (Adham:2006). Accordingly, what is known as the satisfaction achieved through the communication process occurs, which is done by the individual choosing a specific means and not the other available and available means, as this matter is more related to the means than to the content. Semi-social gratifications are complementary to social gratifications. (Almishmishi:2002)

Social networking is one of the social websites on the Internet, and it is the mainstay of the new media, as it allows individuals and groups to communicate with each other within the virtual environment. As a result of the development and growth of these networks, it has been used by more than two thirds of Internet users. (Othman:2008).

Social networking has become one of the original sources for television newsrooms, as it is characterized as one of the individual sources that enjoy sufficient freedom to transmit news information, even if it is not characterized by the nature of professionalism or political and propaganda employment that may be mocked for it. These networks are characterized by attracting news information seekers, specialized news sites, and major news channels, due to their great importance in transmitting correct news and the speed of its formation for public opinion.(Shahry:2022) Mass communication means compete to satisfy the public and the needs they serve, which form part of a comprehensive scope of the recipient's needs, which is what actually applies to social networks and the services and applications they provide to the public, and perhaps the high statistics in the percentages of users of these Networks is definitive proof of how competitive amongst them is.(Shaashou:2013).

Many government institutions have tended to communicate with their audience through social networks, with the aim of planning and evaluating institutional performance and developing government services towards citizens, as well as keeping pace and enhancing modern technical aspects, so that technical communication with the public has become one of the most important assessment pillars for government departments and Its services provided, as these services are characterized by their easy costs, direct access to the first beneficiary, and the return of direct echo, which allows to avoid errors and reach a high degree of excellence and proficiency. It is also possible to take advantage of social networks to book appointments within government institutions, review instructions and procedures, communicate with concerned persons, and give an opportunity to express their opinions and suggestions. (Shahri:2022)

Some media professionals consider social networks to be the first news sources, especially urgent ones, and they rely on them mainly in their news work, and they realize that achieving the professional aspect in dealing with news sources requires them to be sure and certain of the information before publishing it. Journalism and communications are conducted before publishing, as no one can ignore the role of social networks in transmitting them on a regular basis to important events in many countries and describing them in reliable ways and methods. (Shattah:2007). Each person in charge of the communicative process has a role to play, and this role is explained by the behavior and his role in performing the role. The conduct of the communicator is explained by his various media roles during his interaction with others according to his acquired experience and his social relationship. The interaction between individuals is determined according to the different roles they perform. (Abdulhameed:2012).

Many parties, especially media institutions, have sought to benefit from Internet services economically and in the media, as there are many public and specialized websites and web pages that perform multiple services and tasks, especially with regard to sources of news services or the so-called options. Newsletter for Internet users. (Aldulaimi:2010).

After the emergence of what is known as citizen journalism, many people began to practice important aspects of journalistic and documentary work, and the topic took a great deal of attention about everything presented by television channels that have weight in the media. (Fadhil: 2005). The interaction that exists between the communicator and his audience represents the state of influence in the group and at the same time is affected by the extent of interest, morale and mutual trust between them and in terms of the level of interaction with a certain group of people repeatedly, resulting in the presence of a kind of behavioral expectations from the other side, any behavior It is customary. (Abdulhameed:2012). Among the prominent data, social networks have contributed greatly to the outbreak of many revolutions and popular protests that overthrew the ruling regimes and have become a source on which citizens and media institutions rely on enriching them with live visual and film materials from the heart of events, which has strengthened the support of journalists in strengthening Their news work and the realization of the principle of the small global village.(Majd El-Din:2005).

***The applied aspect of the research (the study of the communicator)***

The researcher sets out to investigate the practical side, both quantitatively and cognitively, as he asks questions related to the communicator in the production of television newscasts to answer the main question he put: “What is the contribution of social networks to providing television newsrooms with information?”. The scientific material by defining the original community of the game and then taking a sample from the workers in the TV newsrooms of the Iraqi News and INEWS channels. Extracting the results and comparing them with the hypotheses to reach the general results and come up with a set of recommendations.

**Research community:** The research community is represented by workers in the newsrooms of the Iraqi and Arab channels.

**Research sample:** The research sample is represented by 40 people working in more than 14 television stations, by distributing the research tool that was developed to achieve the desired goals in electronic form.

**Research tool:** The researcher relied on the questionnaire tool, which is a document that includes a set of questions in the form of basic axes that include research hypotheses and the aim of which is to reach the final results after analysis, and the form included the following:

- 1- Personal data.
- 2- The first axis: includes a set of closed questions that revolve around the contribution of social networks to providing information to television newsrooms.

**Time frame of the research:** The time frame is determined by the period in which the research was completed, which is the period from 2-4-2022 to 24-4-2022, and the period for distributing the form was set for one week during the mentioned period.

***Presentation of the tables in the field study and their analysis***

**Personal data axis:** In this axis, the researcher dealt with the distribution of the sample members according to gender, which is represented by “male and female” as well as the age represented by “under 20 years, 20-29, 30-39, 40-49, more than 50 years old.” Then the educational level “primary, secondary, university, high school” as well as the level of per capita income “weak, average, good”.

**Table (1):** *shows the distribution of sample members by gender*

Gender	Frequency	Ratio
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Male	29	72.5%
Female	11	27,5%
Total	40	100%

From Table (1) we notice that the percentage of males is greater than the percentage of females, as the percentage of males reached 72.5%, compared to 27.5% of females, and this difference is significant, which shows that both types derive news from social networks to present them in bulletins. and news briefs even if there is a gender disparity for TV newsroom workers.

**Table (2):** shows the distribution of sample members by age group:

Age Group	Frequency	Ratio
25-18	16	40%
35-26	14	35%
36-45	6	15%
46 and above	4	10%
Total	40	100%

Table (2) shows that most of the sample members are young people, and this shows that most of the workers in television newsrooms are in an age group that uses social networks extensively in their personal and professional lives, in contrast to those over 45 years old. As they constitute a small percentage compared to the youth group.

**Table (3):** shows the distribution of sample members by educational level

Educational level	Frequency	Ratio
Elementary	0	0%
secondary	6	15%
Bachelor's degree	23	57.5%
Postgraduate	11	27,5%
Total	40	100%

It is clear to us from Table (3) that the percentage of specialists in the field of media within university achievement far exceeds their percentage of those who are not specialists, and this matter is positively reflected by sufficient knowledge and academic experience to choose reliable news sources and investigate credibility and accuracy in what is published on Social media networks, and they have the process of obtaining news as an easy matter within the automatics of their media work.

**Table (4):** shows the most used social networks by workers in TV newsrooms

Social Network	Frequency	Ratio
Facebook	5	12.5%
YouTube	1	2,5%
Instagram	2	5%
Twitter	10	25%
News channels on Telegram and WhatsApp	22	55%
Total	40	100%

From Table (4), we notice that more than half of the respondents within the research sample put groups and news channels on WhatsApp and Telegram at the forefront of what is being followed up, given that these channels give instant notification to all subscribers through a voice alert and the possibility of arranging news contents according to the nature of The

medium used, while social networks such as Twitter and Facebook ranked second and third, and this is due to the advantage that Twitter enjoys and its popularity in the political milieu, as it allows the publication of text tweets with an amount of up to 140 characters, while Facebook allows unlimited freedom. By dealing with the media, and this is what helps workers in TV newsrooms to follow the official pages of prominent personalities or sober institutions with different affairs and specializations, and accordingly, Instagram and YouTube came in the last two ranks, due to the nature of the followers of these two networks, which often is for entertainment and entertainment purposes and to stay away from serious news content.

**Table (5):** shows the correlation between the type of social networking with the most exposure and the causes of exposure:

network used Reasons for exposure	Facebook	YouTube	Instagram	Twitter	News channels on Telegram and WhatsApp
Speed of information circulation	2	0	0	3	9
Freedom from censorship	1	0	1	3	11
Possibility to go to a large number of audiences	1	1	1	2	0
Freedom of opinion and expression	1	0	0	2	2
Total	5	1	2	10	22

It is evident from Table (5), which represents the correlation between the type of social networking networks that are most exposed and the causes of exposure, and here it is clear that the largest percentage was within the reason for freedom from censorship, which is what groups and channels enjoy on Telegram and WhatsApp, and then Twitter resolves. Within the same reason, given that its policy is completely different from the rest of the social networking sites, and the speed of information circulation is what distinguishes these networks in general, but the failure in these results is evident in YouTube and Instagram, given that these two networks need to prepare content suitable for the nature of the film or visual application in general, which takes more time to prepare this type of content. We also cannot neglect other important issues related to the reasons for using these networks, especially freedom of opinion and expression and the possibility of going to a large number of users, which were accepted in most social networks by workers in television newsrooms.

### ***Comparing the results of the research with the hypotheses***

1- Verifying the first hypothesis: which represented that social networks are an important source of information in television newsrooms: the contribution of these networks to the work of television newsrooms as a source of news gathering and interaction with current events leads us to verify this hypothesis, which is what. The validity of the hypothesis is confirmed by analyzing Table No. (4), which shows that there is a large use of these networks by workers in television newsrooms and the wide scope of their adoption.

2- Verification of the second hypothesis: it is what those responsible for the production of television newscasts are aware of from what is circulated on social networks. And this is due to many reasons that were clarified in Table (5) of the speed of information circulation in its various media, in addition to the large space of freedom offered by these networks.

3- Verification of the third hypothesis: It is represented by the great position that multimedia occupies in the production of news releases because it is directly related to what is

published on social networks. This is, of course, due to the technical aspect of social networks, which is today a strong competitor to television, as it collects all media (texts, images, video, sounds, graphics), which provides a great opportunity for workers in television newsrooms using these materials without the need to extra production effort.

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