

Media content in alternative journalism : (A field study of a sample of Iraqi journalists)

By

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Abstract

This research aims to find out the directions of alternative journalism for the production of media contents from the point of view of Iraqi journalists. The research relied on the descriptive survey method and an electronic questionnaire form, which was distributed to a deliberate sample of Iraqi journalists, numbering 300 individuals. One of the most important results of the research is: there is a statistically significant relationship between the most important source that alternative journalism relies on to obtain information to produce content and how it deals with the information sent from those sources, also the existence of a statistically significant relationship between the content most followed by the Iraqi public and the nature of the target audience in the alternative journalism. The method used by the alternative press affects the citizen's confidence in the media content, and the existence of a significant impact of the production of content in the alternative press in its future vision.

Keywords: Alternative journalism, media content production, Iraqi journalists, mass media.

Introduction

We are living today in the era of the new millennium, the era of speed and development, and the unique renaissance in the fields of science of all kinds in general and digital in particular, everything in this world had its share in keeping up with the requirements that made life go at a fast pace and in a way that is difficult to leave behind; since journalism or news transmission in its simple sense is subject to a race that makes the public satisfied with the service, journalism has gained the largest share in using these means by taking the world of numbers as a means of conquering the world and its science, and it has reached the excellence and uniqueness of the main means that compete with the world of news and serve the competitive media in general and journalism in particular, and this led to the emergence of Alternative press.

Alternative journalism provides an opportunity for specialized audiences to copy their entries, which gives these people more options in terms of viewing and reading, and opens up new horizons for news dissemination, through the technical components of new media, as digital journalists can provide a variety of media, such as audio, video and digital photography, so alternative journalism revolutionizes how society sees news, as online resources can provide fast, effective and accurate reports of breaking news in a matter of seconds, this allows society to take a look at events as they happen, as the event develops,

and journalists can provide information to online sources that help keep Readers are up to date with the latest information within seconds, and the speed of news dissemination can affect the accuracy of reports in a way that is not often the case in print journalism.

The problem of research

Alternative journalism has raised a gap of serious questions on the new style of media about users for the producers of media messages, the concept of an active audience has reached them from all sides, bypassing them from an active audience platform to an active sender of media content, and there is a big disagreement about the nature of the relationship between alternative journalism and traditional media, between Here we summarize the problem by answering the following main question: (What are the trends of alternative journalism in the production of media content from the point of view of Iraqi journalists?)

The importance of research

The importance of research stems from a theoretical point of view: with the advent of technological progress, and its great spread due to the technological and informational revolution, which enabled individuals to produce media content - even if they are not professional journalists - and publish media content on the internet, and even broadcast on television channels.

On the practical side, the importance is that researchers and journalists can benefit from the results of the research.

Research objectives

The research pursues the following goals:

- 1- Knowledge of the role played by alternative journalism in Iraq.
- 2- Shedding light on the professional status of alternative journalism from the point of view of Iraqi journalists.
- 3- Knowledge of the forms of media content produced in alternative journalism.
- 4- Identify the techniques used in alternative journalism by Iraqi journalists.
- 5- Knowledge of the orientations of alternative journalism to produce media contents from the point of view of Iraqi journalists.

Research hypotheses

The research is based on a set of hypotheses:

- 1- There is no statistically significant correlation between the most important source that alternative journalism relies on to obtain information to produce content and how it deals with the information sent from those sources.
- 2- There is no significant relationship between the content most followed by the Iraqi audience and the nature of the target audience in alternative journalism.
- 3- There is no significant moral impact of the method used by the Alternative Press on the citizen's confidence in the media content.

- 4- There is no significant moral impact of content production in alternative journalism in the future vision of alternative journalism.

Community and sample research

The research community is represented by Iraqi journalists, and the research sample consists of (300) journalists, which is a deliberate intention to try to benefit as much as possible from their points of view and obtain objective results.

Research methodology

The research was based on the descriptive survey method and describing the nature of the object by collecting data and information about the phenomenon (alternative journalism), categorizing it, then interpreting these data and extracting generalizations and conclusions to indicate the degree of integration between the means used to publish journalistic content, and revealing the mechanisms of media content production in alternative journalism.

Previous studies

Fatima Al-Zahraa Ibrahim's study

"the impact of technological transformations in the production and presentation of content in the Egyptian press within the framework of multiple media platforms", Cairo University, 2015: the study aimed to monitor the analysis of the impact of technological change on the production of content in Egyptian news organizations, and monitor the changes that have occurred to press institutions in light of their transition from the concept of a press institution to the concept of a media institution, the purpose of which is to produce diverse content on many platforms.

Hany Mohamed Mohamed Ali's study

"the impact of the technical construction of journalistic forms on readers' attitudes towards journalistic content" Cairo University, 2004: is a semi-experimental study aimed at monitoring and analyzing the relationship between the technical construction of journalistic forms, readers' attitudes towards the contents of forms, the study concluded the failure of the use of evidence, report and journalistic content, and the journalistic talk that affects the researchers, the attitudes of the researchers are not affected by the content of the journalistic form journalistic talk and investigation can explain the discrepancy in the construction of the knowledge of the respondents towards the content of each of them.

Tilwa study

"the benefits and challenges of integrated journalism in the Kenyan media content industry", 2016: This study found that integrative media is an instant and interactive production that is constantly updated for multiple media platforms and the use of multimedia to reach the largest number of followers or users. The most prominent challenges are the credibility of the information provided by this type of media, and the difficulty of distinguishing between reliable and unreliable electronic platforms; as well as the transition of the role of gatekeeper from journalist to reader, the study also indicated that the future will witness more integration between traditional media and new media in light of the expectations of those platforms that they will become the most personal media.

The above-mentioned studies dealt with citizen journalism and integrative journalism, but they were absent from the basic journalism, which is alternative journalism, given the clarity of this term. These studies have been used in the theoretical aspect and in identifying and crystallizing the research questions in more detail about the variables.

Conceptual framework of alternative journalism and media content

Introduction to alternative journalism

Alternative journalism is defined as: "one of the multimedia tools through which articles, news and all media arts are published online regularly and serially, using many other interactive technologies and features, accessible to the reader via computer" (Suleiman, 2019, 53).

It is also defined as: "newspapers issued and published via the internet, whether they are a copy or an electronic version of a printed paper newspaper or an electronic newspaper that does not have printed paper editions, whether they are general or specialized newspapers and are updated from time to time according to the capabilities of the issuing authority" (Al-Labban, 2015, 24).

The importance of alternative journalism

The scientific and technological development has contributed to bringing about change in many fields and fields, including the field of media with all its visual, audible, and readable media, as alternative journalism has become a strong competitor to print journalism, which has been contributed to its development by many factors, such as the economic factor, which is represented by economic globalization, and the political, cultural, and other factors that accelerated the existence of alternative journalism (Mansar, 2018, 55).

The importance of alternative journalism lies in contributing to the process of educating citizens on multiple issues, acting as a censor, regarding the freedom of expression of individuals, and that this right is the property of every citizen, creating social ideals by providing positive models in all spheres of life and exposing multiple manifestations of corruption, providing equality, freedom and respect for laws, adopting intellectual, social, economic and political patterns, which people, democratize, and make an impact Positive in the masses (Ali, 2022, 29).

Characteristics and advantages of alternative press

There are characteristics of alternative journalism, as follows (Ibrahim, 2013, P 12):

Interactive alternative journalism

where you can respond to the conversation of individuals, as is the case during a conversation between two people.

Change in behavior patterns

alternative journalism has changed the behavior patterns of individuals in terms of attention to content.

Integration of alternative media

through alternative journalism, various media outlets have been integrated.

The existence of broad freedom

through alternative journalism, individuals are able to deliver their messages to all parts of the world, and news reaches individuals in place and time.

Recycling of information

so that the information can be produced through the newspaper's website on the internet and may be integrated with other things such as a video clip.

The existence of individuality

individuals have become involved in the creation and dissemination of information.

The user

individuals have become content producers to express their opinion.

As for the advantages of alternative journalism, they can be summarized as follows:

- 1- People have turned from just negative recipients to positive ones (Al-Kadwani, 2020, 380).
- 2- The speed of delivery of information and messages to the units, especially in times of crisis (Mohammed, 2019, 44).
- 3- The speed of deployment and access to the largest number of individuals in the shortest possible time and at the lowest cost.
- 4- It has become one of the most important means that people rely on to obtain information.
- 5- It has become an important means of making a qualitative leap in public relations and social interactions (Namus, 2020, 206).

The realism of media content in alternative journalism

Despite the high demand for the media contents of alternative journalism, as a source of entertainment, excitement and knowledge, there is a trend condemning alternative journalism and its media contents, because it works to destroy values, customs and morals and distort the minds of societies, being one of the tools of the cultural and intellectual individual and falsifying identity (Shuman, 2003, 1).

The media contents in alternative journalism can excite the reader's mind and draw his attention, and this represents a fulcrum, one of the starting points of meditation and awareness, the operation of the faculties of thinking, as well as the emotional-emotional aspect, which consists in the refinement of conscience, the development of emotions, emotions between sadness and happiness (Saleh, 2007, 120).

The role of alternative journalism has clearly emerged as one of the main means of media content for many issues related to the citizen, the environment, politics, culture and other contents (Al-Jubouri, 2014, 1).

The relationship of alternative journalism to media work

Specialized media work has become important in the communication process; therefore, Specialized Journalism had a specialized media style that includes specific topics that suit the reader's trends and inclinations, and they are presented in a simple and uncomplicated way, which contributes to the formation of a real semantic picture that is clear to the reader, as it addresses a specific sector, a special category, or deals with a topic (al-Abd, 2020, 70).

The communication environment has created modern forms of communication similar to alternative journalism that have appeared in many types and styles of journalism, such as websites owned by media outlets, independent electronic newspapers, blogs, media portals, etc. (Khasawneh, 2012, 47); modern means of communication have helped individuals to write and produce media content, even if they are not professional journalists, publish it via the World Wide Web, broadcast it on television and radio channels and the technological development of individuals to create media materials and contents, and publish them without censorship or pressure (Laban, 2011, 27).

Alternative journalism has a clear impact on media work and this is shown by (Alawneh, 2016, 821):

- 1- Cognitive effects: this is through the transfer of various media contents that have a clear impact on the beliefs of individuals and building the overall value context for members of the public.
- 2- Emotional influences: working to provide certain information that affects the feelings, attitudes and reactions of individuals is the goal of alternative journalism.
- 3- Behavioral effects, by causing behavioral changes in individuals and may be characterized by effectiveness or ineffectiveness.

Characteristics of media content published in alternative journalism

Alternative journalism is characterized by instant news broadcasting and monitoring the latest developments, which makes it competitive with other media such as television, radio and others, and its low financial costs through the establishment of newspapers via the internet, providing buildings, staff and editors. Alternative journalism contributed to the diversity of issues addressed to satisfy multiple levels of society, and is characterized by flexibility, unlimited geographical space, interactive, non-mass, non-synchronous and reverberation through the existence of real interaction between alternative journalism and readers (Al-Labban, 2015, 65).

Regulation of media content in alternative journalism

The organization of media content in alternative journalism is carried out through several steps, namely (Al-makhlani, 2005, 47):

- 1- Making a great effort and organized teamwork that includes high levels through which these media contents are prepared with high efficiency.
- 2- The media content is organized according to the best scientific bases and principles, from specialized media institutions.
- 3- Arranging all the overlapping and required media functions, and organizing the process of creating various media activities, in order to make the media contents of alternative journalism clearer and more accessible.
- 4- Choosing a media structure that contributes to facilitating the process of preparing, analyzing, producing and directing media content in accordance with multiple journalistic functions, as well as its ability to identify media features and qualities efficiently and effectively.

Applied framework of the study

Data collection tool

A special questionnaire was designed for the research, targeting the contact person in the media for which the Iraqi issue is a priority, and it consisted of four parts; the first part

dealt with the demographic information of the sample, and then the second part dealt with four questions about alternative journalism, the third part eight questions related to content production, and the fourth part includes six axes based on the five-point Likert scale. The stability of the resolution was tested.

Resolution stability

The results in the following table show that Alpha Cronbach scored a higher percentage than the accepted percentage (0.66), hence it can be said that the resolution is stable, and the following table shows the details of the Test at the whole and partial resolution levels:

Table 1: *resolution stability*

Themes	Number of questions	Cronbach-Alpha Value
Integration of alternative journalism with traditional journalism	4	0.753
Content production in alternative journalism	3	0.788
The method used by alternative journalism and citizen confidence in the media content	4	0.766
The future vision of alternative journalism	4	0.839
Legislation and ethics of alternative journalism	5	0.875
Technological techniques used in alternative journalism	4	0.826
Collection of questionnaire phrases	24	0.944

Demographic variables of the individuals of the research sample

The demographic variables represented by gender, age group, academic qualification, specialization and some other personal questions will be presented for the research sample of 300 Iraqi journalists, and the following tables and figures show the distribution of the sample of participants according to their personal data:

Table 2: *distribution of respondents by gender*

Percentage ratio	Redundancy	The level	The variable
%66	198	Male	Social gender
%34	102	Female	
100	300	Total	
43%	129	25 - 35 years old	Age
38%	114	36 - 46 years old	
19%	57	47 years and over	
100%	300	Total	
5.33%	16	Diploma	Education
54%	162	Bachelor's degree	
32.33%	97	Masters	
8.33%	25	Phd	
100%	300	Total	
51.0%	153	Press and media	Major

21.7%	65	Radio and television	
27.3%	82	Other	
100%	300	Total	
15.0%	45	Head of Department	
12.7%	38	Editor	
23.3%	70	Journalist	
12.3%	37	Citizen journalist	Journalistic work
5.7%	17	Professional	
18.7%	56	Amateurs	
12.3%	37	Other	
100%	300	Total	
29.0%	87	Less than two years	
24.3%	73	From two years to less than 5 years	Professional experience
46.7%	140	5 years and more	
100%	300	Total	
26.0	78	I didn't receive	The number of training courses you have received in the field of journalism
17.7	53	One session	
16.0	48	Two sessions	
40.3	121	Three or more sessions	
100	300	Total	

It is noted from previous data that the male category, which represents 66%, is more than the female category, estimated at 34% of Iraqi journalists. It was also found that the largest percentage (43.0%) and the number (129) of the sample are aged from 25 to less than 35 years. As for the educational qualifications of the various members of the sample, it was found that the highest percentage of Iraqi journalists are bachelor graduates, estimated at 54% (162 individuals).

Also, it turned out that the majority of the sample members are Iraqi journalists specialized in journalism and media, and their percentage is estimated at (51%) and their number is (153 individuals). As for the years of experience, it turned out that (46.7%) of the sample has more than five years of work experience in their specialty, and their number is (140 people), and (29%) of them have less than two years of work experience, and their number is (87 people), while (24.3%) of the respondents have work experience in the specialty from two to less than 5 years, and their number is (73 people).

Description and analysis of the results of field work

Analysis of the opinions of the sample vocabulary about alternative journalism

The following tables represent the results of the sample vocabulary assessment for alternative journalism through four questions:

Table 3: *shows the sample answers about what distinguishes alternative journalism from traditional journalism*

What do you think distinguishes alternative journalism from traditional journalism	Redundancy	% Percentage
The Iraqi public's feeling of the lack of independence of traditional media	113	%17.2
The interactive role of alternative journalism	151	%22.9
Obfuscation and concealment of information in traditional media	51	%7.8
Freedom via the internet and modern means of communication	177	%26.9
The speed of news arrival	154	%23.4
All of the above	12	%1.8
Total	658	%100

Previous data has shown that the main thing that distinguishes alternative journalism from traditional journalism is freedom via the internet and modern means of communication, which received 177 answers.

Table No. 4: *shows the sample answers about the satisfactions achieved by the Alternative Press*

The satisfactions of alternative journalism	Redundancy	% Percentage
Freedom of expression	107	%35.7
Interaction and keeping abreast of developments	124	%41.3
Participation in the media industry	69	%23
Total	300	%100

The previous data shows that (41.33%) of the sample find that interaction and keeping up with development are the most important gratifications achieved by the alternative press, of which there are 124 individuals.

Table 5: *shows the reasons for the transformation of a citizen from a recipient to a producer*

The reasons for the transformation of a citizen from a recipient to a producer	Redundancy	Percentage %
Freedom of expression and publication	97	%32.3
Lack of oversight	48	%16
Anonymity	25	%8.3
Freedom of expression and publication and lack of censorship	45	%15
Freedom of expression, publication and anonymity	26	%8.7
Lack of censorship and anonymity	6	%2
All of the above	53	%17.7
Total	300	%100

The previous data shows that the most important reason for the transformation of a citizen from a recipient to a producer is freedom of expression and publication, as it was repeated 97 times with 32.33% of the answers.

Table 6: *shows the sample answers about the new forms of journalistic art on which alternative journalism depends*

What are the new forms of journalistic arts that alternative journalism relies on	Redudancy	% Percentage
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Interactive format	181	%27.1
The format that depends on the slideshow	49	%7.3
Live chat	135	%20.2
Side stories	57	%8.5
Interactive multimedia format	91	%13.6
Audible stories	104	%15.6
Narrative presentation using slides	40	%6.0
All of the above	11	%1.7
Total	668	%100

Previous data show that the most prominent form of innovative journalism that alternative journalism relies on is the interactive form, where it was repeated 181 times at an average of 27.10% of responses (note that more than one answer to the question was chosen).

Analysis of the opinions of the sample vocabulary about the production of media content

The following tables represent the results of the sample vocabulary assessment for content production through eight questions:

Table 7: *shows the answers of the members of the research sample about the most important source that alternative journalism relies on to obtain information to produce content*

What is the most important source that alternative journalism relies on to obtain information to produce content	Redundancy	%Percentage
Eyewitnesses	98	%32.7
Social networking sites	99	%33
News agencies	75	%25
Networks	16	%5.3
Television channels	11	%3.7
Traditional newspapers	1	%0.3
Total	300	%100

Previous data show that the most important source that alternative journalism relies on to obtain information to produce content is social media sites, which come in at 33%.

Table 8: *shows the answers of the members of the research sample on how alternative journalism deals with information sent from these sources*

How does alternative journalism deal with information sent from these sources	Redundancy	% Percentage
published as It is	61	%20.3
Published after review and editing	188	%62.7
Published excerpts from it	48	%16
Not published	3	%1
Total	300	%100

The previous data show that the majority of respondents, 62.67%, believe that the information sent from previous sources is handled by the Alternative Press by publishing it after revision and editing.

Table 9: shows the answers of the members of the research sample about who are the majority of content producers in alternative journalism

Who are the majority of content producers in alternative journalism	Redundancy	% Percentage
Journalists	114	%38
Volunteers	56	%18.7
Amateurs	108	%36
Professionals	22	%7.3
Total	300	%100

Previous data shows that the majority of those who produce content in alternative journalism are journalists (38%).

Table 10: shows the answers of the members of the research sample about the most important contents focused on alternative journalism

What are the most important contents that alternative journalism focuses on	Redundancy	% Percentage
Political	214	%28.2
Social	154	%20.3
Cultural	69	%9.1
Prohibited issues	73	%9.6
Human rights	98	%12.9
Entertainment	129	%17.0
All of the above	20	%2.6
Other	2	%0.3
Total	759	%100

The previous data show that the most important content that alternative journalism focuses on is political content, as it was repeated 214 times, with 28.19% of the responses (although more than one answer to the question was selected).

Table 11: shows the answers of the members of the research sample about which of the previous contents are most followed

Which of the previous contents is the most followed by the Iraqi public?	Redundancy	% Percentage
Political	191	%63.7
Social	29	%9.7
Cultural	10	%3.3
Prohibited Issues	24	%8.0
Human rights	10	%3.3
Entertainment	36	%12.0
Total	300	%100

The previous data show that the most followed previous content is political content, where it was repeated 191 times with 63.7% of the answers.

Table 12: shows the answers of the members of the research sample about the most important forms of content published by the Alternative Press

What are the most important forms of content published by alternative journalism	Redundancy	% Percentage
Photos	171	%24.5
Videos	213	%30.5
Articles	51	%7.3
News	139	%19.9
Journalistic Editing	23	%3.3
Investigative journalism	40	%5.7
Interviews	48	%6.9
Others	13	%1.9
Total	698	%100

Previous data indicate that the most important forms of content published by alternative journalism are videos that were repeated 213 times, accounting for 30.5% of responses (considering that more than one answer to this question was chosen).

Table 13: *shows the answers of the members of the research sample about the most influential form of the previous forms in the Iraqi public*

What is the most influential form of the previous forms in the Iraqi public	Redundancy	%Percentage
Photos	44	%14.7
Videos	182	%60.7
Articles	5	%1.7
News	47	%15.7
Journalistic Editing	3	%1.0
Investigative journalism	14	%4.7
Interviews	5	%1.7
Total	300	%100

Previous data show that the most influential form of the previous forms in the Iraqi audience is videos, where they received 60.7% of responses.

Table 14: *shows the answers of the members of the research sample about the nature of the target audience in alternative journalism*

What is the nature of the target audience in alternative journalism	Redundancy	% Percentage
Youth	75	%25
Officials and politicians	31	%10.3
General public	194	%64.7
Total	300	%100

Previous data show that the majority of responses about the nature of the target audience in alternative journalism are the general public, and they come in at 64.67%.

Descriptive analysis of the results of the fourth part of the questionnaire related to the interlocutor

The first topic: How alternative journalism differs from traditional journalism

Table 15: *descriptive analysis of Axis paragraphs*

Rank	Orientation	Standard deviation	Arithmetic mean	
4	Agree	0.901	4.01	Alternative journalism is a source of traditional media 1.
3	Strongly agree	0.787	4.27	Alternative journalism involved more investigative reporting than traditional journalism 2.
1	Strongly agree	0.715	4.38	Alternative journalism allows more freedom than traditional journalism 3.
2	Strongly agree	0.824	4.30	Alternative journalism is a great competitor to traditional journalism 4.
	Strongly agree	0.613	4.24	The general arithmetic means of the axis differentiating alternative journalism from traditional journalism

Table No. (24) indicates that the axis of distinguishing alternative journalism from traditional journalism has achieved an arithmetic mean of (4.24) of the total scale area, with a standard deviation of (0.613), which indicates that the distinction of alternative journalism from traditional journalism is high, from the point of view of the members of the research sample.

The second axis: content production in alternative journalism

Table 16: *descriptive analysis of the paragraphs of the second axis*

Rank	Orientation	Standard deviation	Arithmetic mean	
1	Strongly Agree	0.755	4.31	Alternative journalism focuses on engaging and exciting media content for the public 1.
2	Strongly Agree	0.744	4.29	Alternative journalism is characterized by the immediacy and current in the publication of events 2.
3	Agree	0.805	4.04	Alternative journalism contributes to the formation of concepts and the construction of trends for the recipient 3.
	Agree	0.643	4.21	The overall arithmetic means of the axis of content production in alternative journalism

Table No. (25) indicates that the axis of content production in the Alternative Press has achieved an arithmetic mean of (4.21) of the total scale area, with a standard deviation of (0.643), which indicates that the level of content production in the alternative press is high from the point of view of the individuals of the research sample.

The third axis: the method used by alternative journalism and The Citizen's confidence in the media content

Table 17: *descriptive analysis of the paragraphs of the third axis*

Rank	Orientation	Standard deviation	Arithmetic mean
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1	Strongly agree	0.781	4.31	Photos and videos contribute to enhancing the credibility of alternative journalism	1.
2	Strongly agree	0.822	4.20	More interesting and attractive content production methods for the recipient	2.
3	Agree	0.855	4.04	Content production methods satisfy the reader's desire to receive the news	3.
4	Agree	1.090	3.57	Citizen journalist adheres to professional standards in his production of media content	4.
	Agree	0.686	4.03	The general arithmetic means of the third axis	

Table No. (26) indicates that the axis of the method used by the alternative press and The Citizen's confidence in the media content has achieved an arithmetic mean (4.03) of the total scale area, with a standard deviation of (0.686), which indicates that the level of citizen's confidence in the media content is high through the method used by the Alternative Press, from the point of view of the members of the research sample.

The fourth axis: the future vision of alternative journalism

Table 18: descriptive analysis of the paragraphs of the fourth axis

Rank	Orientation	Standard deviation	Arithmetic mean		
2	Agree	0.890	4.08	Content production in alternative journalism will outperform traditional journalism	.1
4	Agree	0.969	3.94	Alternative journalism will strengthen democracy	.2
3	Agree	0.890	3.99	In the future, the production of media content will be the responsibility of the citizen journalist	.3
1	Agree	0.863	4.11	The technological imperative contributes to the decline of traditional media and the growing phenomenon of alternative journalism	.4
	Agree	0.741	4.03	The general arithmetic mean of the fourth axis	

Table No. (27) indicates that the axis of the future vision of alternative journalism has achieved an arithmetic mean of (4.03) from the area of the total scale, with a standard deviation of (0.741), which indicates that the level of the future vision of alternative journalism is high from the point of view of the respondents.

The fifth axis: legislation and ethics for alternative journalism

Table 19: descriptive analysis of the paragraphs of the fifth axis

Rank	Orientation	Standard Deviation	Arithmetic Mean		
1	Strongly Agree	0.724	4.24	The content produced in alternative journalism is bold and exciting	1.

3	Agree	1.070	3.55	The content produced in alternative journalism is characterized by credibility and accuracy	2.
5	Agree	1.110	3.45	The content produced in alternative journalism is subject to publishing standards and ethics	3.
2	Agree	1.038	3.60	The citizen journalist is independent	4.
4	Agree	1.045	3.45	A citizen journalist is objective	5.
	Agree	0.821	3.65	The general arithmetic means of the fifth axis	

Table No. (28) indicates that the axis of legislation and ethics for alternative journalism has achieved an arithmetic mean of (3.65) of the total scale area, with a standard deviation of (0.821), which indicates that the level of legislation and ethics for alternative journalism is high from the point of view of the members of the research sample.

The Sixth Axis: technological techniques used in alternative journalism

Table 20: *descriptive analysis of the paragraphs of the Sixth Axis*

Rank	Orientation	Standard deviation	Arithmetic mean		
1	Agree	0.684	4.44	Technical and technological development is the main reason for the emergence of alternative journalism	1.
4	Agree	0.876	4.12	Citizen journalists can fill the gap in covering events through technological tools	2.
3	Agree	0.742	4.24	Modern technology contributes to the creation of new modes of communication message	3.
2	Agree	0.746	4.33	The immediacy and speed of response and interaction with the contact person are factors of the richness of alternative journalism	4.
	Agree	0.620	4.28	The general arithmetic means of the Sixth Axis	

Table No. (29) indicates that the axis of content production in the Alternative Press recorded an arithmetic mean of (4.28) of the total scale area, and the standard deviation was (0.620), which indicates that the level of content production in the alternative press is high, from the point of view of the individuals of the research sample.

Hypothesis testing

The first hypothesis: there is a significant relationship between the most important source that alternative journalism relies on to obtain information to produce content and how it deals with the information sent from those sources.

Table 21: *chi-squared test for testing the first hypothesis*

Chi-squared Test	
Moral significance	Chi-squared value
0.000	47.760

The Chi-Squared test shows that there is a statistically significant relationship between the most important source that alternative journalism uses to obtain information to

produce content and how it deals with the information sent from those sources. The chi-squared value was 47.760, which is a function at a significance level less than 0.05; therefore, the hypothesis was confirmed to be correct.

The second hypothesis

there is a significant relationship between the content most followed by the Iraqi audience and the nature of the target audience in alternative journalism.

Table 22: *chi – squared test for testing the second hypothesis*

chi – squared test	
Moral Significance	Chi-squared value
0.381	10.708

It is clear from the chi-squared test that there is no statistically significant relationship between the content most followed by the Iraqi audience and the nature of the target audience in the Alternative Press, where the chi-square value was 10.708, which is not significant at a significance level less than 0.05; therefore, the hypothesis was rejected.

The third hypothesis

the method used by alternative journalism affects the citizen's confidence in the media content.

Table 23: *single sample test for testing the third hypothesis*

Single sample testing			
Morale level	Test value = 3 The level of freedom	T value	Paragraph
.000	299	29.113	1.
.000	299	25.287	2.
.000	299	21.000	3.
.000	299	9.109	4.
.000	299	26.021	The method used by alternative journalism and citizen confidence in the media content

It is clear from the test of one sample that the significance level for all the vertebrae of the third axis and the overall rate of the axis are (0.000), which is smaller than the significance level (0.05), and this confirms the validity of the hypothesis.

The fourth hypothesis

there is a moral impact of content production in alternative journalism in the future vision of alternative journalism.

Table 24: *simple linear regression test of the fourth hypothesis*

The value of the determination coefficient R2	The value of the correlation coefficient R	Sig.	F Value	The model
0.524	0.724	0.000	327.416	Content production in alternative journalism

It is clear from the test results that the calculated value of (f) reached a value of (327.416) at the level of morale (0.00) and within the limits of confidence (0.95%), that is, the existence of an explanation for (content production in alternative journalism) in (the future vision of alternative journalism), this proves the validity of the hypothesis, as the correlation value reached (72.4%), which is a strong positive correlation between the two variables, and the interpretation value reached (0.524), that is, the content production in alternative journalism explains 52.4% of the change in the future vision of alternative journalism.

Results

1. Alternative journalism, by disseminating information and ideas among citizens, contributes to increasing knowledge and its stock among all categories of people. It can also improve the way governments work by helping citizens communicate with their governments, and allows them to direct attention to their rights. Alternative journalism protects and promotes these rights, as it provides a free platform for extensive discussion about all the challenges facing citizens.
2. Interaction and keeping abreast of developments are one of the most important gratifications achieved by alternative journalism, both online and offline. This contributes to the prosperity of Democracies and encourages citizens to keep abreast of developments and interact with them based on their basic human right, without fear or fear of censorship.
3. The freedom of expression and publication has transformed the citizen from a recipient to a producer, which has allowed every human being to hold opinions without any interference from anyone, he is free to receive news and ideas, receive and transmit them, by any means he sees fit without being restricted by Time, Space and geographical boundaries, and this is what alternative journalism ensures.
4. Social media sites are important in breaking all boundaries and exceeding them internally and externally, and their influence and role in creating a "global citizen" that is not affected in shaping its orientations, ideas and principles, and this is what alternative journalism focuses on in obtaining its information and producing its contents, based on eyewitnesses, which indicates credibility, reliability and interactivity.
5. That journalistic work is no longer the exclusive preserve of journalists or those who work in the press only, but it has become possible for every citizen to publish videos and convey his opinions and observations of an event or situation through social media and alternative journalism, and these videos have a great impact on the Iraqi public.
6. Alternative journalism has important roles in the political field, as it is a clear mirror reflecting the entire society, and it has a direct impact on the general public, because it is a media capable of covering events and covering political, social, and economic issues ignored by the official media, where the space for freedoms is narrowed and replaced by misinformation of the ruling political regimes, while in alternative journalism all issues are discussed with complete transparency.

Recommendations

1. Iraqi journalists should be highly professional in conveying reliable and truthful news, and producing content in alternative journalism that is not subject to the dictates of authority or parties, especially in media coverage.
2. The Iraqi journalist in the alternative press should enjoy impartiality and objectivity and be balanced in providing products and contents, adhering to international and national standards in the production of media content, which makes him more credible in reporting events.
3. Give space to active journalists and opinion writers due to the need of Iraq for such people and educate the security and executive authorities, and raise their awareness about the role of the journalist and the media, his right to have his right to express his opinion and what is happening on the scene in Iraq.
4. Providing the support that an Iraqi journalist needs, which is to secure protection, guarantee his freedom, and enable him to reach decision-makers from politicians and dialogue with them.

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