

مجلة العلاقات العامة

الشرق الأوسط



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مجلة بحوث العلاقات العامة الشرق الأوسط

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التعريف بالمجلة:

مجلة بحوث العلاقات العامة الشرق الأوسط دورية علمية تنشر أبحاثًا متخصصة في العلاقات العامة وعلوم الإعلام والاتصال، بعد أن تقوم بتحكيمها من قِبل عدد من الأساتذة المتخصصين في نفس المجال، بإشراف علمي من الجمعية المصرية للعلاقات العامة، أول جمعية علمية مصرية متخصصة في العلاقات العامة (عضو شبكة الجمعيات العلمية بأكاديمية البحث العلمي والتكنولوجيا بالقاهرة).
والمجلة ضمن إصدارات الوكالة العربية للعلاقات العامة المتخصصة في التعليم والاستشارات العلمية والتدريب.

- المجلة معتمدة بتصريح من المجلس الأعلى لتنظيم الإعلام في مصر، ولها ترقيم دولي ورقم إيداع ومصنفة دوليًا لنسختها المطبوعة والإلكترونية من أكاديمية البحث العلمي والتكنولوجيا بالقاهرة، كذلك مصنفة من لجنة الترقّيات العلمية تخصص الإعلام بالمجلس الأعلى للجامعات في مصر.
- أول دورية علمية محكمة في التخصص على مستوى الوطن العربي والشرق الأوسط، وأول دورية علمية عربية في تخصص (الإعلام) تحصل على معامل التأثير العربي Arab Impact Factor بمعامل تأثير = ١,٤٨ بنسبة ١٠٠% في تقرير عام ٢٠١٨م للمؤسسة الأمريكية " NSP نشر العلوم الطبيعية " برعاية اتحاد الجامعات العربية.
- المجلة فصلية تصدر كل ثلاثة أشهر خلال العام.
- تقبل المجلة نشر عروض الكتب والمؤتمرات وورش العمل والأحداث العلمية العربية والدولية.
- تقبل المجلة نشر إعلانات عن محركات بحث علمية أو دور نشر عربية أو أجنبية وفقًا لشروط خاصة يلتزم بها المعلن.
- يُقبل نشر البحوث الخاصة بالترقيات العلمية - وللباحثين المتقدمين لمناقشة رسائل الماجستير والدكتوراه.
- يُقبل نشر ملخصات الرسائل العلمية التي نوقشت، ويُقبل نشر عروض الكتب العلمية المتخصصة في العلاقات العامة والإعلام، كذلك المقالات العلمية المتخصصة من أساتذة التخصص من أعضاء هيئة التدريس.

قواعد النشر:

- أن يكون البحث أصليًا ولم يسبق نشره.
- تقبل البحوث باللغات: (العربية - الإنجليزية - الفرنسية) على أن يُكتب ملخص باللغة الإنجليزية للبحث في حدود صفحة واحدة إذا كان مكتوبًا باللغة العربية.
- أن يكون البحث في إطار الموضوعات التي تهتم بها المجلة في العلاقات العامة والإعلام والاتصالات التسويقية المتكاملة.
- تخضع البحوث العلمية المقدمة للمجلة للتحكيم ما لم تكن البحوث قد تم تقييمها من قِبل اللجان والمجالس العلمية بالجهات الأكاديمية المعترف بها أو كانت جزءًا من رسالة أكاديمية نوقشت وتم منح صاحبها الدرجة العلمية.
- يُراعى اتباع الأسس العلمية الصحيحة في كتابة البحث العلمي ومراجعته، ويُراعى الكتابة ببنت (١٤) Simplified Arabic والعناوين الرئيسية والفرعية Bold، وهوامش الصفحة من جميع الجهات

- (٢,٥٤)، ومسافة (١) بين السطور، أما عناوين الجداول (١١) بنوع خط Arial.
- يتم رصد المراجع في نهاية البحث وفقاً للمنهجية العلمية بأسلوب متسلسل وفقاً للإشارة إلى المراجع في متن البحث وفقاً لطريقة APA الأمريكية.
- يقدم الباحث عدد (٢) نسخ مطبوعة من البحث ونسخة إلكترونية على CD مكتوبة بصيغة Word مصحوبة بسيرة ذاتية مختصرة عنه.
- في حالة قبول البحث للنشر بالمجلة يتم إخطار الباحث بخطاب رسمي بقبول البحث للنشر. أما في حالة عدم قبول البحث للنشر فيتم إخطار الباحث بخطاب رسمي وإرسال جزء من رسوم نشر البحث له في أسرع وقت.
- إذا تطلب البحث إجراء تعديل بسيط فيلتزم الباحث بإعادة إرسال البحث معدلاً خلال أسبوع من استلام ملاحظات التعديل، وإذا حدث تأخير منه فسيتم تأجيل نشر البحث للعدد التالي، أما إذا كان التعديل جذرياً فيرسله الباحث بعد ١٥ يوماً من إرسال الملاحظات له.
- يرسل الباحث مع البحث ما قيمته ٢٠٠٠ جنيه مصري للمصريين من داخل مصر، ومبلغ \$٥٠٠ للمصريين المقيمين بالخارج والأجانب، مع تخفيض لمن يحمل العضوية العلمية بالجمعية. وتخفيض (٥٠٪) من الرسوم لطلبة الماجستير والدكتوراه. يتم بعدها إخضاع البحث للتحكيم من قِبل اللجنة العلمية.
- يتم رد نصف المبلغ للباحثين من داخل وخارج مصر في حالة رفض هيئة التحكيم البحث وإقرارهم بعدم صلاحيته للنشر بالمجلة.
- لا يزيد عدد صفحات البحث عن (٣٥) صفحة A4- في حالة الزيادة تحتسب الصفحة بـ ٢٠ جنيهاً مصرياً للمصريين داخل مصر وللمقيمين بالخارج والأجانب \$٥.
- يتم تقديم خصم من قيمة النشر العلمي لعضوية زمالة الجمعية المصرية للعلاقات العامة من المصريين والجنسيات الأخرى بنسبة (١٠٪) ولأى عدد من المرات خلال العام.
- يُرسل للباحث عدد (٢) نسخة من المجلة بعد نشر بحثه، وعدد (٥) مستلة من البحث الخاص به.
- ملخص رسالة علمية (ماجستير) ٢٥٠ جنيهاً للمصريين ولغير المصريين \$١٥٠.
- ملخص رسالة علمية (الدكتوراه) ٣٥٠ جنيهاً للمصريين ولغير المصريين \$١٨٠. على أن لا يزيد ملخص الرسالة عن ٨ صفحات.
- ويتم تقديم خصم (١٠٪) لمن يشترك في عضوية الجمعية المصرية للعلاقات العامة. ويتم إرسال عدد (٣) نسخ من المجلة بعد النشر للباحث على عنوانه بالبريد الدولي.
- نشر عرض كتاب للمصريين ٧٠٠ جنيه ولغير المصريين \$٣٠٠ ، ويتم إرسال عدد (٣) نسخ من المجلة بعد النشر لصاحب الكتاب على عنوانه بالبريد الدولي السريع. ويتم تقديم خصم (١٠٪) لمن يشترك في عضوية زمالة الجمعية المصرية للعلاقات العامة.
- بالنسبة لنشر عروض تنظيم ورش العمل والندوات من داخل مصر ٦٠٠ جنيه، ومن خارج مصر \$٣٥٠. بدون حد أقصى لعدد الصفحات.
- بالنسبة لنشر عروض المؤتمرات الدولية من داخل مصر ٨٥٠ جنيهاً ومن خارج مصر \$٤٥٠ بدون حد أقصى لعدد الصفحات.
- جميع الآراء والنتائج البحثية تعبر عن أصحاب البحوث المقدمة وليس للجمعية المصرية للعلاقات العامة أو الوكالة العربية للعلاقات العامة أي دخل بها.
- تُرسل المشاركات باسم رئيس مجلس إدارة المجلة على عنوان الوكالة العربية للعلاقات العامة - جمهورية مصر العربية - المنوفية - شبين الكوم - تقاطع شارع صبري أبو علم مع شارع الأمين، رمز بريدي: ٣٢١١١ - صندوق بريدي: ٦٦، والإيميل المعتمد من المجلة jpr@epa.org.eg، أو إيميل رئيس مجلس إدارة المجلة ceo@apr.agency بعد تسديد قيمة البحث وإرسال صورة الإيصال التي تفيد ذلك.

الافتتاحية

في العام السابع ومنذ بداية إصدارها في أكتوبر/ديسمبر من عام ٢٠١٣م، يتواصل صدور أعداد المجلة بانتظام ليصدر منها اثنان وعشرون عددًا متتابعين، تضم أبحاثًا ورؤى علمية متعددة لأساتذة ومتخصصين وباحثين من مختلف دول العالم.

وبما أن المجلة أول دورية علمية محكمة في بحوث العلاقات العامة بالوطن العربي والشرق الأوسط — تصدر بإشراف علمي من الجمعية المصرية للعلاقات العامة (عضو شبكة الجمعيات العلمية بأكاديمية البحث العلمي والتكنولوجيا بالقاهرة) — وجد فيها الأساتذة الراغبون في تقديم إنتاجهم للمجتمع العلمي بكافة مستوياته ضالتهم للنشر على النطاق العربي وبعض الدول الأجنبية التي تصل إليها المجلة من خلال مندوبيها في هذه الدول، وكذلك من خلال موقعها الإلكتروني. فقد تحسّلت المجلة على أول معامل تأثير عربي (AIF) للدوريات العلمية العربية المحكمة في تخصص (الإعلام) على مستوى الجامعات والمؤسسات العلمية التي تصدر محتوى باللغة العربية بمعدل = ١,٣٤، ومعدل ١,٤٨ في عام ٢٠١٨م، والمعامل تابع لمؤسسة النشر الأمريكية العالمية (NSP) دار نشر العلوم الطبيعية Natural Publishing Sciences وبرعاية اتحاد الجامعات العربية. والمجلة مفهرسة حاليًا ضمن قواعد البيانات الرقمية الدولية: (EBSCO HOST - دار المنظومة - العبيكان).

وفي العدد الثالث والعشرين من المجلة نقدم للباحثين في الدراسات الإعلامية والمهتمين بهذا المجال بحثًا ورؤى علمية للأساتذة ولأساتذة المشاركين والمساعدين كذلك الباحثين، مقدمة للنشر العلمي بهدف تكوين رصيد للباحثين من أعضاء هيئة التدريس للتقدم للترقية أو الباحثين لمناقشة الدكتوراه والماجستير.

ففي البداية نجد بحثًا مشتركًا باللغة الفرنسية مقدمًا من جامعة الجزائر ٣ من: أ. د. رضوان بو جمعة، د. نور الهدى بوزقاو، من الجزائر، اللذان قدما بحثًا عن: "ضبط وسائل الإعلام العمومية النسق والتشريعات في الجزائر".

وقدّم كل من: أ. م. د. أحمد خميس خليل، من العراق، الجامعة الأمريكية بالإمارات، أ. م. د. ثريا السنوسي، من تونس، جامعة الشارقة، دراسة حالة عن: "تأثير استخدام شبكات التواصل الاجتماعي على الهوية" باللغة الإنجليزية.

ومن جامعة الشارقة قدمت صفية محمد صالح ، من الإمارات، دراسة باللغة الإنجليزية أيضًا ضمن متطلبات حصولها على درجة الماجستير بعنوان: "تأثير استخدام شبكات التواصل الاجتماعي على تطوير غرفة الأخبار بالإمارات العربية المتحدة".

وقدّم كل من: أ. م. د. مصطفى صابر عطية، من مصر، جامعة الزقازيق، د. غادة مصطفى البطريق، من مصر، جامعة الطائف، دراسة بعنوان: "الاتجاهات الحديثة في بحوث استخدامات الشباب العربي لوسائل الإعلام التقليدية والجديدة في الفترة من يناير ٢٠٠٩م إلى ديسمبر ٢٠١٨م".

أما د. عمر إبراهيم بوسعدة، من الجزائر، جامعة الملك خالد، فقد قدم دراسة نظرية بعنوان: "دور التقنيات الحديثة في إنتاج الأخبار التلفزيونية".

بينما قدمت د. داليا مصطفى السواح، من مصر، جامعة حلوان، بحثاً بعنوان: "دور مواقع التواصل الاجتماعي في دعم مفهوم المساواة الاجتماعية لدى الشباب الجامعي: دراسة ميدانية على عينة من الشباب المصري الجامعي في الجامعات الحكومية والخاصة".

ومن جامعة عجمان قدم د. نصر الدين عبد القادر عثمان، من السودان، بحثاً بعنوان: "دور الإعلام الجديد في الترويج للشائعات وآليات التصدي لها: دراسة ميدانية على أساتذة الإعلام والإعلاميين".

وقدم د. السيد عبد الرحمن علي، من مصر، جامعة السويس، دراسة تحليلية من المستوى الثاني لبحثه الموسوم بـ: "الدراسات الإعلامية العربية في مجال الأزمات".

ومن السعودية قدمت خديجة حماد حمدي الكبكي، جامعة أم القرى، دراسة استطلاعية في بحثها عن: "إستراتيجيات وكالات العلاقات العامة في إدارة أزمات المؤسسات التجارية". وأخيراً تضمن العدد ملخص أعمال ندوة: "العلاقات العامة والشائعات"، التي تم تنظيمها من قبل مجلة بحوث العلاقات العامة الشرق الأوسط والجمعية المصرية للعلاقات العامة بالتعاون مع الاتحاد الإقليمي للجمعيات والمؤسسات الأهلية بالقاهرة.

وهكذا فإن المجلة ترحب بالنشر فيها لمختلف الأجيال العلمية من جميع الدول. ومن المعلوم بالضرورة أن جيل الأساتذة وبحوثهم لا تخضع للتحكيم طبقاً لقواعد النشر العلمي المتبعة في المجالات العلمية.

أما البحوث المنشورة لأعضاء هيئة التدريس الراغبين في التقدم للترقي للدرجة الأعلى والطلاب المسجلين لدرجة الدكتوراه والماجستير فتخضع جميعها للتحكيم من قبل الأساتذة المتخصصين. وجميع هذه البحوث والأوراق العلمية تعبر عن أصحابها دون تدخل من هيئة تحرير المجلة التي تحدد المحكمين وتقدم ملاحظاتهم إلى أصحاب البحوث الخاضعة للتحكيم لمراجعة التعديلات العلمية قبل النشر.

وأخيراً وليس آخر ندعو الله أن يوفقنا لإثراء النشر العلمي في تخصص العلاقات العامة بشكل خاص والدراسات الإعلامية بشكل عام.

والله الموفق،،

رئيس تحرير المجلة

أ.د. علي عجوة

تأثير استخدام شبكات التواصل الاجتماعي على تطوير غرفة الأخبار بالإمارات العربية المتحدة

إعداد

صفية محمد صالح (*)

(*) باحثة ماجستير في كلية علوم الإعلام - جامعة الشارقة.

تأثير استخدام شبكات التواصل الاجتماعي على تطوير غرفة الأخبار بالإمارات العربية المتحدة

صفية محمد صالح

safia.alshehi@gmail.com

جامعة الشارقة

ملخص:

يمكن تعريف الوسائط الاجتماعية على أنها فئة من قنوات التبادل الإلكترونية المخصصة لنقل المعلومات، ومشاركة المحتوى، والاتصال بين المجموعات والمنظمات (Asur and Huberman، ٢٠١٠م)، وهي تشمل العديد من مواقع التواصل الاجتماعي البارزة مثل Facebook و Twitter و LinkedIn وما إلى ذلك، التي أخذها العاملون في وسائل الإعلام - ولا سيما محرري الأخبار - كمنصات لجمع الأخبار وتبادلها مع جمهور المتلقين.

إن الهدف من هذه الورقة "تأثير وسائل التواصل الاجتماعي على عمليات غرفة الأخبار في الإمارات" هو تحديد تأثير الوسائط الاجتماعية الإلكترونية على طريقة بث غرف الأخبار للمحتوى، والتحقيق في المهام الجديدة التي تم تشغيلها بواسطة محرري الأخبار، كما توضح الباحثة فيها الأسباب من وراء قرارات المحررين بالانتقال إلى منصات التواصل الاجتماعي كمصادر للمعلومات، إضافة إلى النتائج المترتبة على ممارسات صناعة الأخبار الحديثة داخل العديد من غرف الأخبار في الإمارات.

وتكشف مراجعات الأدب السابقة أنه ونتيجة لتأثير وسائل التواصل الاجتماعي في صناعة الأخبار، تمر هذه العملية بتحول كبير ساهم في زيادة مطالبة الجماهير بجودة الطرح الإخباري أكثر من الكم. ولبحث النتائج السابقة قامت الباحثة أيضاً بجمع للبيانات الكمية وإجراء للمقابلات النوعية لتحقيق نظرة ثاقبة على العمليات الروتينية الأخبار التي يعتمد فيها محررو الأخبار على منصات وسائل الإعلام الاجتماعية.

تشير استنتاجات هذه المقالة إلى أن الاستراتيجيات التي تتبناها عمليات غرفة الأخبار بدولة الإمارات العربية المتحدة تهدف إلى المساعدة في تقديم الخدمات وزيادة قاعدتها المخصصة. تحمل هذه الملاحظات تداعيات مهنية وأخلاقية مهمة على محرري الأخبار العاملين في صناعة الأخبار اليوم، كما أنها تظهر كيفية ارتباط ترتبط الجوانب التكنولوجية والمهنية ارتباطاً وثيقاً.

كلمات مفتاحية: تطبيقات التواصل الاجتماعي، غرف الأخبار، محررو الأخبار، أخبار، تكنولوجيا.

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As an example, digital systems provide editors with an ability to develop their skills and tasks through the use of special visual effects in their news packages on the screen. Such visual effects play an important role in providing more opportunities to TV news editors, such as the ability to re-design, to add graphic designs, and to perform other creative tasks in a news bulletin.

According to Fares bin Hezam, Editor-in-Chief at Al Arabiya Channel, media Practitioners should be empowered by using technologies along with their professional training, and should have sufficient knowledge of subject matter (personal communication, 2018). Further, editors require backgrounds in politics and should be well informed on modern technology because they often produce their own material. Twenty years ago, one television report required four or five people to produce. Today, a TV report often relies on a single person, and this individual must be well educated. Techniques for selecting images, recording sound, and installing audio and video for a final montage require solid graphic capabilities; these are the prerequisites for a media practitioner serve as an editor.

Television news editors who wish to reach audiences in the future should adapt to this changing environment, and remaining relevant will therefore require investing in innovation and experimentation. In this way, they may learn much from established insights into organizational traits that enable innovation in digital news.

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figures are directly comparable to the decline in the circulation of newspapers in the new millennium. News shows are becoming a smaller part of what people watch on television, perhaps because individuals believe that because they have data they also have news. However, information provided from mobile phones has little to do with news. Many people's lives have become increasingly busy and many don't have time to sit and watch entire news bulletins or to read a newspaper. Applications of new technological are molding society into a future in which information is more easily, readily and specifically accessible, yet it is complex for the news media industry as service providers. The existence and functions of legacy news media organizations (also referred as *old* or *conventional* media organizations) continue to be challenged by highly audience-participatory attributes of new media through the use of User Generated Contents (UGC), media automation, and emerging digital media organizations such as BuzzFeed, Vice and more. As a result, conventional news productions are pressured to adhere to social demands through numerous forms of media automation and increased audience engagement, or to risk its existence as a player in news media.

With the public embracing online video and an increasing demand for mobile and social content, discussions about the future of the TV news Editors are required, including and they may survive in a revolutionary new environment. A critical point of the discussion includes an understanding of how different news providers have responded to changes – and should respond in the future – to the changes in the media environment, with Internet being the major competitor.

TV news editors are important to many television stations that rely on up-to-the-minute news. The roles of TV news editors require creativity, an ability to work well with others, and solid organizational skills. Broadcast news analysts and other TV news editors require social perceptiveness and knowledge of law and government. There are several editing positions within a television news crew, including news writers and broadcast news analysts, assignment editors and film editors.

The editor is typically an individual who is responsible for what information is published or broadcast, resolves grammatical errors, and determines whether the available information may be transformed into news. The editor also double checks the accuracy of information before delivering it to the public.

The role of editors often depends on their skills and creative ability to produce quality news items, and to deal with technology tools. The TV news editors who use the new tools are often able to organize and edit information into news packages as standard features of the modern newsroom. In this way, the use of new technology has impacted the workflow of news, and has changed the shape of the news production operation.

Correspondence in this manner is made easy by digital platforms because reporters working in the different media houses may report from any part of the world and provide real-time information. For instance, when reporters of a local media house travel, they must provide information they have gathered to their employers, and can do so despite the time and geographical differences in the country of origin and the host nation.

Factors to consider include the reliability of social media in properly influencing the operations of the newsrooms, while still highlighting technological developments that have been adopted by the industry. Most newsrooms in the UAE have engaged in social media operations to improve their ability to deliver services as well as to improve customer ratings and satisfaction in the long-term. This means that strategies adopted by the UAE newsroom operations are aim to help the delivery of services and increase their clientele base. Each social media platform is unique and provides different ideas that the social media marketer should use to maintain the leadership in the industry.

Radio news coverage has seen substantial changes as a result of recent innovations, particularly with the advancement of workflow generation, conveyance of modern communication instruments, and radio dynamics transformation. Starkey and Crissell (2009) stated that radio news coverage is a critical movement of media well associated with daily paper and TV broadcasting improvement amid the 20th century.

Conclusion:

To conclude, this study offered recommendations for media owners, managers and journalists. Most importantly is that social media is a permanent fixture in society those who can harness it effectively will be able to stay ahead of competition.

Television news is still a widely used and important source of news, and will remain so for many older individuals for years to come. However, if television news providers do not respond to the decline in traditional television viewing and the rise of online video – in particular on-demand, distributed, and mobile viewing – they risk their content becoming irrelevant. However, the full implications of changes we identified in the present study may not be felt immediately, as current viewers are expected to continue to watching for years to come. But the challenge needs to be addressed and acted upon if television news providers wish to reinvent their products and find an audience that increasingly prefers digital media to television, and increasingly embraces on-demand, distributed, and mobile video distributed online.

Television viewing in technology savvy markets such as the US and the UK has been declining since 2012, with a 16% and 10% decrease respectively. These

were derived from reputable publications that addressed the impact of social media on the newsroom in the UAE. Many scholars and other stakeholders have studied the topic of social media to understand the influence it has on the wellbeing and performance of different organizations, with a bias on the newsroom. The information contained in the present study is rich in content and contains information from peer-reviewed articles that met high academic standards, meaning that they are reliable and contain up-to-date information about the social media effects in the industry.

The study on the social media elements and their use in the newsroom indicates that countries worldwide have opened up their virtual borders and are sharing information with each other. It also acknowledges that social media has made work easier for many newscasters as the spread of information, both negative and positive, occurs quickly after dispatching from the source. Technology changes in the media industry have also helped to draw attention to social issues affecting people in different geographical areas, with the aim of generating help and solutions to social issues. However, the issue of personal security has not completely been addressed, leading some users to fail to secure their privacy. Social media platforms have provisions for users where they can provide personal and intimate information which spreads across the platforms once released. Online communication and news platforms can store information about a person, and others can easily access that information, even after the individual who posted the private data deletes it.

The literature reveals that as a result of social media elements in the news industry, print media has lost much of the allure that once commanded. Many individuals have access to the Internet and can easily receive news on their personal phones or laptops, which reduces the need to purchase hard copies of newspapers to read the same information. In addition, because social media outlets present information in real-time as opposed to papers, which report information that took place on a previous day, has justified the preference of customers regarding the platform as a source of information. However, to compensate the differences between print and digital media, newsrooms often maintain an official online page which allows their customers to access real-time information. This aids competition from other media houses, and helps to promote and maintain the relevance a company has in the industry despite the number of entrants in the industry.

Changes in the ICT sector has led digital broadcasting to go through a transformation, causing audiences to demand quality as over quantity. Most media houses use online venues which allow their audience to log in and interact with each other. This takes place in the form of commenting and presenting ideas on ways in which the media houses can improve the content they provide.

ranked by participants. This is despite that many news channels live stream through YouTube.

In-depth interviews with a group of media practitioners from the UAE key media were conducted to identify the role of social media among media professionals and journalists. The interviews aimed to gain insights into the impact of social media on the activities of media professionals and journalists, and how the online platforms may influence the news content and dissemination.

The Social Media Impact survey was presented to a group of journalists and professionals to facilitate dialogue about social media, a topic that is gaining importance. Journalists widely use social media posts for their jobs, despite having doubts about the reliability of information on the online platforms. At the same time, media professionals believe that news is becoming less reliable as journalists do less fact-checking.

Responses to the questionnaire also revealed that a majority of journalists felt less bound by journalistic rules on social media. Social media are increasingly being used as a means of engaging in dialogue. All journalists responded that social media posts are not a reliable source of information, although many journalists indicated that Twitter is their main source of information. Further, news editors believe that journalism can no longer operate without social media.

The results of the study were largely consistent with the Review of Literature. The literature reviewed revealed that social media has affected the ways in which organizations deliver their services to consumers. Newsrooms also experiences this phenomenon, and many have strongly relied on social media platforms to deliver quality and timely services. As a result, audiences receive news immediately after it occurs. Continuous changes in the telecommunication industry have caused newsrooms to adopt new ideas to improve quality while reducing costs and ensuring that audience can access the services on time. One of the requirements of the newsrooms to ensure that they keep up with market demands is to train employees so that they may keep up with the market trends. Today, audience can access news from their mobile phones due to the development of social media platforms. Journalists are no longer to always move from one place to another as they accumulate their news. Rather, they are required to have the knowledge and skills of utilizing the electronic devices create and transmit their reports to newsrooms.

The most commonly used methods in research include case studies which highlight experiences of different service providers in the media room. The methodology used in the present study secondary research methods, which relied on other recorded information from other researchers. The sources of information

recorded for later analysis. This method was done to provide valid and reliable data.

Population and Sample:

The population for the study was the news center in the UAE. The aim of the study was to assess any impact of social media on the newsrooms, indicating that the entire population of interest was the media industry. However, it would be impossible to interview the entire population as a point of focus, which justified the need to select a sample of participants from the population, which are then implied as interests of the entire industry population.

Results and Discussions:

The findings of the study indicate that the majority of journalists have embraced the use of social media in gathering and transmitting news, and use social media to reach news sources. It is notable that even the few who responded having not used social media to reach out or get information from news sources, did have social media accounts. Moreover, most of the respondents reported having posted news stories on social media platforms.

According to Talal Al Hindasi from Abu Dhabi Media, main sources of social media information come from the agency's account, and also from government agencies, decision-makers, and field correspondents (personal communication 2018). The data here includes responses from 23 participants, of whom 74% were male. Approximately 74% of participants were between 26-45 years old, most had BSc/BA degree (74%), and 22% had postgraduate education. About half (52.2%) of the participants specialized in Media/Journalism while 17.4% specialized in Political Science, 17.4% specialized in Arabic/English languages, and 13% specialized in Management. About one-third (35%) of participants had 10-15 years of experience and approximately 61% of participants had 10-20 years of experience.

According to results, many participants performed more than one job role. For example, editing news substance may be done by an editor in chief, an editor, an editor/announcer and/or an editor-reporter. All participants had social media accounts, and about 61% used smartphones to access the Internet. The majority of the participants had Twitter accounts (87%), followed by Instagram (78%) and Facebook (70%). However, the latest survey in Dubai 2017 indicates that Facebook was positioned at the top of social media sources (Admin, 2018). Each participant had at least one account on a social media platform. These percentages indicate that some participants may have several social media accounts.

For reading and gathering news, Twitter was used most frequently followed by Instagram, while YouTube scored only 2.78, indicating a 55% importance as

group and individual communication spaces including chat rooms, online forums, and blog sites in which researchers may communicate with single readers or larger audiences.

Additional definitions of interactivity include communicating across archaic boundaries of time and space between media Practitioners and consumers, or activities which cultivate elements of user control over content. Shoemaker and Vos (2009) further suggested gatekeeping has been redefined as a result of the global influence of the Internet. Because gatekeepers can rely on audience demographic information to control the flow of information through gates, globalization further complicates gatekeeping. Additionally, because digital media has shifted in relation to the audience dynamic and how the shift relates to professional gatekeepers and as the audience themselves act as gatekeepers, the movement of information has grown beyond unidirectional paths (Clark, 2015).

The changes above refer to existing routines and practices, but another aspect of convergence is also greatly affecting the modern newsroom. As more and more news organizations have developed a presence on the Internet, a new form of journalism has appeared. Pavlik (2001) hails online journalism as having potential to be a better form of journalism because it provides the capacity to engage audiences who have become more distrusting and alienated. Similar voices of enthusiasm about the new medium highlight the advantages of Internet news as a multimedia format of interactivity, personalization, global accessibility, and instantaneous reporting (Konstantinos & Roger, 2008).

Methodology and Design:

The methodology section outlines methods that the researcher used to collect information from the different sources. It also specifies the research design with the aim of highlighting the methods that the author used to source information that was analyzed in the following chapter. A detailed outline of the methodology ensures that the researcher remains within the required objectives, by ensuring that sources which provide quality and relevant information related to the study were used. It also ensures that all information used in the data collection step is relevant and at the end of the study provides rich content. The methodology chapter defines the research design, methods of collecting data including the secondary research methods, and description of the population and sample.

qualitative interviews were conducted to emphasize the active participation of the interviewer, and the importance of giving voice to participants. Furthermore, the interview questions were semi-structured. All media practitioners who participated in interviews were asked the same questions, and all interviews were

exceptionally changed the ways in which workers present and strategize news creation in their news production processes (Paterson & Domingo, 2008). Remarkably, this change has prompted the production of another type of media practitioners in work regarding multi-media, mastery, and multiple tasks inside the newsroom. In this way, these adjustments in innovation have led to more opportunities for newsroom media practitioners.

Singer (2011) contend that the advancement of innovation, specifically the digital news bundle into a more contemporary online packaging, has achieved emotional changes in the field of news coverage. In this specific circumstance, Usher (2016) argued that subspecialty and changes in abilities have risen from the mix of an assortment of components including design, photography, information representation, designs, maps, calculation, and delineation of present-day news-casting. Eminently, these aspects of news-casting converge in an assortment of procedures and strategies, which bolster the new state of intuitive news casting in the digital age. Machin and Niblock (2014) further recognized that innovation changes in the news creation process are connected to the conveyance of PCs and programming frameworks.

Another noteworthy impact in news delivery may be found in TV media. Conspicuously, shading channels were prominent among the notable changes amidst the twentieth century. Straubhaar (2007) contended that the progression of new developments in appropriating and making TV has spread worldwide in the present years.

Innovation changes and improvements have additionally prompted advances in cutting-edge online news coverage which was created, modified, and dispersed by the web. The term *online reporting* alludes to news content which is accessible and available through the Internet (Brake, 2014). The researcher contended that online networks make it conceivable to transfer data anywhere and to anyone who has access to a cell phone, a PC, or other electronic innovation. These progressions have substantially affected how media Practitioners work in numerous ways, including how they manage their audience. In this unique situation, Domingo and Paterson (2011) contended that the innovation of online news coverage marks a divergence from focusing on innovation to an individualized innovation with the capability of contacting a larger audience without being callous to the characteristics of the individual new consumers.

Communication technologies can open new gates and show the need for new studies to measure changes in gatekeeping and, in turn, to help develop new theories. New technologies such as cellular phones with cameras allow anyone to take newsworthy images and to share them with media providers. The term *interactivity* is used to describe the process by which people engage in communication over the Internet. Interactivity may also be defined as the use of

Digital media platforms and self-reporting mechanisms, such as citizen journalism, enable audience members to create news and to participate in information production and cultural exchange in a novel way that best suits their fast-paced culture. However, as Gitlin (2002) outlined, the question remains as to who or what drives the *news machine*. Given that there are gatekeepers on the Internet and specifically on social media platforms, it is important to understand what implications there may be if there are only a few gatekeepers for a wide and global audience. Further, we must question whether different media forms limit interactivity between gatekeepers, newsmakers, and news receivers as a way to increase their own control of online information. (Chin-Fook & Simmonds, 2011)

The advancements of the Internet and other new technologies have challenged scholars to reexamine the concept of information gatekeeping, especially its applicability to today's technology-mediated environment. Indeed, some researchers argued that after journalism lost its monopoly in news production and distribution and the majority of information is now readily available on the Internet, gatekeeping became an obsolete concept. According to this view, virtually every online reader is a gatekeeper with an ability to pass, share, and comment on news items posted on organizations' official websites and social media channels. Yet other scholars disagreed that gatekeeping is a twentieth-century relic, and Shoemaker and Vos (2009) contended that gatekeeping as relevant as it ever was.

The researchers' updated concept includes three gatekeeping components: *sources of information* (e.g. experts, witnesses), the *mass media outlets*, and perhaps most recently, *the audience* that creates digital pass-along readership. Shoemaker and Vos (2009) noted that their revised model demonstrates the complexity of the contemporary gatekeeping process in which the flow of information is not one-way and top-down, but rather in which information flows more fluidly among channels (p. 128). That is, not only editors and editors, but also online readers are (potentially) active actors in the process of determining what becomes news. To Bruns (2008), this shift in the process of news production and distribution signals that gatekeeping has been transformed into *gate watching* in which online readers review news sources, then compile and share information, and thus publicizing news rather than publishing it. Gate watching is a continuous and collaborative effort as users weigh in by critiquing and expanding upon the initial report (Erzikova, 2018)

Literature Review:

Changes prompted by the innovations in the TV newsroom have been a key part of advancements in the broadcast industry. Notably, since television newsrooms embraced newly automated frameworks in the digital age, it has

released to the market is true. As such, reporters still have a role in ensuring that they collect and affirm the information that they gather from multiple sources.

Expectations of the future include that social media will soon become the only reliable channel for distributing information from various sources. It will replace traditional media methods including print media because most consumers have abandoned the purchase of hard copies of newspapers, and have incorporated the concept of relying upon and trusted social media information, even though some of the information may not originate from reliable sources.

Gatekeeping theory addresses how the news messages that circulate throughout society are selected and shaped. Given the large number of events that occur each day, and the virtually countless number of ways to report them, some question why certain news messages spread like wildfire while others are left untold. To understand this phenomenon, an important factor is to understand the people, organizations, and institutions which control the most far and wide reaching communication channels, including television, newspapers, and online platforms such as Facebook and Twitter. The individuals that control these channels may be conceptualized as gatekeepers, referring to their power to decide which messages may and may not pass through their channels (Kasper & Michaël.2018).

It is the gatekeeper who decides which information will go forward, and which information will not. That is, a gatekeeper in a social system decides which of a certain commodity – materials, goods, or information – may enter the system. It is also important to understand that gatekeepers are able to control the public's knowledge of actual events by allowing some stories to proceed through the system while keeping others out. Gatekeepers may also include entities such as institutions or organizations. Even in a political system there are gatekeepers - individuals or institutions which control access to positions of power and regulate the flow of information and political influence. Gatekeepers exist in many areas, and their choices have the potential to portray mental pictures that are subsequently created by people's understanding of what is happening in the world around them. Media gatekeeping showed that decision making is based on principles of news values, organizational routines, input structure and common sense. Gatekeeping is vital in communication planning, and nearly all communication planning roles include some aspect of gatekeeping.

The speed of communication at online networks such as Facebook, Twitter, and LinkedIn further complicates gatekeeping theory. As Gitlin (2002) observes, the flow of information and creation of news is a critical part of capitalist societies, and the speed of information flow translates directly to capitalistic gain. Real-time, digital engagement has produced an audience which expects immediate turnover of information that flows through information gates in a multidirectional movement.

Theoretical Framework:

The herein thesis builds on the *New Media Theory* theoretical framework, which is based on the assumption that social media has had an effect on the media landscape and demand for traditional media. Media have gone through a change over recent years because of demands of consumers who expect high quality work. The revolution in the media industry has led to the development of the Internet as a main platform for delivering news. The new media concerns the shift from conventional methods of delivering news to innovative delivery systems such as using electronic media, including social media. Additional justification for the acceptance of the new media theory in newsrooms is that consumers of information would no longer accept the previous passive ways of receiving news, as they now prefer an active participation, such as social media platforms allow. This justifies the inclusion of social media platforms as a regular and reliable method of interacting with customers. Scholars who have adopted the new media theory include Compton and Benedetti (2010) and Mierzejewska (2011), who argued that in the management of media, innovative and creative ideas of reaching the client must be adopted, so that the audience may feel that they are part of the news. The revolution in the media industry is indicative of models which allow users to demand channels through which they can communicate with newsrooms, including Twitter as a main channel (Moon & Hadley, 2014).

Subscribing to the New Media Theory as a viable theoretical framework requires understanding that it is easy to argue in the print media operations because newsrooms are constantly embracing new technology to improve service delivery. There is also increased accessibility to information by potential clients who rely on newsrooms as the only source of information from local and international markets. In the past, scholars used the new media theory as a theoretical framework and provided reliable results that contributed to the literature. For instance, Brake (2014) used the New Media Theory in his study and concluded that adoption of social media had brought changes in the newsroom.

News in the digital era has made it easy for consumers to enjoy a wide variety of options, which ensures that once information is released to the public, it reaches a wide audience and recipients are informed of activities taking place in the local and international scenes. Media houses are also in a position to interact with their consumers and to have them provide feedback, which can positively impact the operations of news firms. According to Fenton (2009) technologies exist which enable organizations to improve their performance and to increase their coverage in the clientele base. When making news, news editors consider the impacts of their stories and take caution to ensure that every piece of information

Study Objectives:

- To assess how working in the newsroom is affected by the Social Media.
- To determine how social media editors frame the news and interact with the audience.
- To evaluate how social media are changing the news landscape concerning social networking platforms, social media newsrooms, and mobile technology.
- To assess how news stations utilize different social media platforms to transmit content.
- To determine how mobile technology has worked to a newsroom's advantage and how has it affected revenue and viewership.

Study Questions:

- How are the newsroom operations affected by Social Media?
- How do social media editors frame the news and interact with the audience?
- How is social media changing the news landscape regarding social networking platforms, social media newsrooms, and mobile technology?
- How are the news stations utilizing different social media platforms to transmit content?
- How is mobile technology working to a newsroom's advantage, and how has it affected revenue and viewership?
- What adjustments are the newsrooms making to accommodate the use of social media?

The Significance of the Study:

As the news industry grasps the different types of online networking to enable them to remain competitive in their marketing strategy and news production, some scholars have asserted that these media are substantially affecting how journalists work (Dickinson, 2011). This paper investigates the advancing practices of reporters in newsrooms and analyzes the degree and nature of impacts of online networking on their work. The significance of the study is that it adds to the body of research that has already been conducted by other scholars. Additionally, it addresses areas that previous scholars have not included, with the aim of increasing the knowledge that exists about the topic at hand. The study was conducted in the UAE.

Introduction:

Social media can be defined as a class of online interchange channels dedicated to group-based information, content-sharing, connection, and association (Asur and Huberman, 2010). Several prominent social networking venues include Facebook, Twitter, LinkedIn, Wikipedia, Pinterest, and Reddit. Technological innovations are increasing the limits of these community circles; different media are additionally changing how individuals communicate and associate with each other. For example, individuals do not just utilize Facebook to remain connected to family and friends, but also, to "like" specific group pages, famous people's profiles, and TV shows. Remarkably TV is no longer, a restricted medium but an intelligent one. Individuals are urged to tweet content, or to vote for candidates for everything from singing contests to matchmaking tries—overcoming any issues amongst individual lives and entertainment.

In social media today, breaking news is everywhere. Editors monitor social media and bring breaking stories to their readers by using multiple social media sources. The gathering and reporting of news has changed in that typewriters have been replaced by computers, telephone-based tips have been replaced by Tweets and Facebook posts, data validation & fact checking are streamlined to the Internet, and reporters can be their own cameraman with smartphones in their hands. (Schaap, 2017)

Study the Problem:

This study aimed to determine the influence of social and computerized media on the way newsrooms air their news, and how the public receives this news concerning social stages, online networking newsrooms, and versatile innovation. The ordinary tasks of a newsroom will be investigated, from substance and fragments to staffing and crowd sharing.

Online networking is influencing the ways in which TV stations present news to the public and how viewers receive that news (Lasorsa et al., 2012). Before long, web-based social networking may make substantial headway in the way news stations air their stories and how different people receive that information. Hamburger and Vinitzky (2010) noted that recent changes make it unique regarding how information is collected and presented today because social media has become more depended upon by users in all parts of their normal daily existence (Hamburger & Vinitzky 2010). Notably, online networking has changed the way individuals impart information upon each other, making for an inexorably open condition in the Internet since 2008. Usually, this new wonder would influence how local information and news affects and are received by and presented to shareholders (Kumar, 2010) on every social stage.

The Impact of Social Media on Newsroom Operations in the UAE

Safia Mohammad Saleh

safia.alshehi@gmail.com

College of Communication,

University of Sharjah

Abstract

Social media can be defined as a class of online interchange channels dedicated to group-based information, content-sharing, connection, and association (Asur and Huberman, 2010). Several prominent social networking venues include Facebook, Twitter, LinkedIn, etc.

Media practitioners, in particularly news editors, have taken these platforms to gather, report and share stories to their audience. The goal of this paper” **The impact of social media on newsroom operations in the UAE**” is to determine the influence of social and computerized media on the way newsrooms broadcast their news and to investigate the new tasks that have been operated by news editors in the newsroom. The researcher clarifies the reasons that underlie editors’ decisions to turn to social media platforms and the consequences that these applications have had on the news making practices inside several newsrooms in the UAE.

The literature reviews reveal that as a result of social media elements in the news industry, news operation goes through a transformation, causing audiences to demand quality over quantity. Also, collecting data and qualitative interviews were conducted to study and gain insight into news editors’ routines and their everyday usage of social media platforms.

The conclusions of this article suggest that strategies adopted by the UAE newsroom operations are aim to help the delivery of services and increase their custom base.

These observations carry important professional and ethical implications for news editors navigating today’s news making industry, and show how technological and semiprofessional aspects are tightly linked.

Keywords: social media accounts, UAE newsroom, news editors, news, technology.

The Impact of Social Media on Newsroom Operations in the UAE

Safia Mohammad Saleh⁽¹⁾

⁽¹⁾ Master Researcher in the collage of Communication at University of Shariqa.

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