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## **Reality of the Using Digital Technology in the Egyptian Newspapers: A Study of Development Trends and Transformation Problematics**

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### **Abstract**

Today's, the printed newspapers are going through an existential crisis, as the sharp decline in distribution numbers represents the biggest challenge for newspapers, which has forced them to develop new strategies to facing the digital transformation battle in order to break the bottleneck, as the public's attention has shifted towards means of communication that depend on digital technologies, and this transformation has affected the print press and the extent of its follow-up and spread, and thus has a profound impact on its sales, creating deep crises for it. The print press today lacks the most important elements on which the digital age depends: direct and interactive moving image. It is expected that the digital transformation process will not be smooth and straightforward, but rather complex and full of obstacles.

Therefore, the transition will not be superficial by switching from an old technology to a new technology, but rather a radical transformation that requires a transformation in the content industry by changing the way it is produced and processed, and thus the way it is published, as well as a shift in technical and operational aspects that will require new skills, tools and methods, in order for newspapers to fulfill Printed requirements for digital transformation.

Within this framework, this study was intended to reveal the methods and trends of development that Egyptian press institutions have created, in order to keep abreast of developments in the digital journalism industry, and its impact on the structure, methods and functions of journalism, and the problems resulting therefrom.

The study was based on theory of the Media Convergence, and included conducting a qualitative study that relied on the tools of in-depth observation and interview, applying it to four press institutions including Al-Ahram, Al-Youm Al-Sabea, Al-Masry Al-Youm and Al-Watan, which are the interviews that reached Its consistency was (32) items ,which were drawn using the available sample method, and were distributed in an equal distribution system among the four press institutions by (8) items for each press institution. Observation procedures were based on visiting newsrooms of the study newspapers, their technical structure and following up on their work systems and problems.

The study found that, the technological transformations had a clear impact on various aspects of the Egyptian press industry, as it led to development of the management methods, methods of making decisions and making decisions, methods of organizing them, and did not stop there. Rather, the Egyptian press adopted new methods of production ,distribution and editing in order to maintain its position, and creation of new jobs such as video journalism, infographics, data, mobile journalism, and artificial intelligence journalism, in addition to launching new digital platforms, developing their electronic infrastructure, establishing an integrated digital archive, and in contrast to development trends, field research and supplementary interviews revealed several problems that affect the performance of newspapers. And the processes of producing and presenting content in digital form, the most important of which were weakness of the human competence, absence the of qualification and training, weakness of the communication structure, and the successive technological developments.

**Keywords:** Reality of the Using- Digital Technology- Egyptian Newspapers - Development Trends - Transformation Problematics .