



Public broadcasting and social media challenges from the point of view of journalists

A field study in public broadcasting channels in Iraq

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ABSTRACT

This research presents, through its problem, objectives, and methodological procedures, a current vision of the extent of the challenge faced by journalists working in public channels in the face of media developments. Especially social networking sites that have developed over the past years and affected the audience of public channels. The study has reached important results, for example.

1. Lack of interaction with public broadcasting channels compared to social networking sites leads to a weak impact of public channels on the media audience.
2. The study also showed that there is a polarization of the public broadcasting audience in favor of social media.
3. Most of the respondents acknowledged that there is competition between public broadcasting and social networking sites. This is in addition to many other search results.

Keywords:

public broadcast, social media, Media Jobs, Public broadcast audience

Introduction :

public broadcast now faces many challenges, most notably:

1. Increasing the number of media channels as a result of the legislative reforms undertaken by some Arab countries to break the public sector's monopoly on broadcasting and change ownership patterns.

2. Intense competition between social media and public broadcast channels.

In order to determine the nature and reality of these challenges, it was necessary to conduct a field study to poll the opinions of journalists working in the Iraqi public channel and come up with results that clarify the problem and solve some of its aspects.

The research problem:

Journalists feel that they are facing great challenges due to the shift of media audiences from public broadcasting to social media, which has developed at an amazing speed in the past

seven years, and the audience has shifted almost completely from relying on public broadcasting to relying on social media. To take advantage of the information provided by these sites.

The television, radio, and press channels that form the backbone of public broadcasting are no longer able to influence the recipient and have lost their ability to attract them to their side. This problem can be formulated with the following question:

((To what extent can a journalist achieve media jobs in public broadcasting channels in light of the challenges of social media))

In order to answer this question, the following sub-questions should be asked:

Research questions

1. Does competition between public broadcasting and social networking sites affect media functions (news, education, oversight of government actions, etc.)?

2. Is there competition between public broadcasting and social media?
3. Are public broadcasters facing challenges due to social media?
4. Does the journalist rely on social media as a source of information?
5. Is there a lack of participation in public broadcasting compared to social networking sites that lead to a weak impact on the media audience?
6. Does social media provide an integrated news story for the journalist to benefit from?
7. Is there a need for legislation regulating the work of social networking sites to limit their negative impact on public broadcasting?

Research aims

This research seeks to reveal the problem of shifting the media audience in Iraq from public broadcasting to social networking sites from the perspective of the journalist and its reflection on well-known media jobs such as news, education, education, and advertising. And oversight of various state agencies...etc, given that public broadcasting is committed and responsible for achieving media functions, while social networking sites are often not committed to performing these functions .

Research importance

1. The importance of this research lies in the fact that it is a serious attempt to assess the ability of journalists to achieve media jobs in public broadcasting channels in light of the polarization and intense competition with social networking sites.
2. Contemporary scientific interest in reviewing and analyzing communication activity, especially digital communication activity, increases the importance of this subject.

Research Methodology

The researcher applied the descriptive method, which is a method that aims to describe characteristics, opinions, attitudes, or behaviors. (Jaber Abdel-Hamid, 1973)

Type of Study

This research belongs to descriptive studies aimed at analyzing and evaluating a sample of press workers in a specific situation.

The research tool

the questionnaire, which was designed by the researcher by taking advantage of the literary heritage and previous studies. It included a set of questions directed to the research sample.

The research community and its sample

The research community includes all journalists working for the state's public broadcasting channels (Iraqi Media Network). A simple random sample was selected to conduct the field study on (80) journalists, where 120 questionnaire forms were distributed, 85 of which were returned and 5 were rejected for incorrectness.

previous studies

The researcher surveyed the scientific heritage of previous studies and chose a group of studies related directly or indirectly to the subject of the research and chose the following studies:

1. a study by Shukri Mahmoud Jassim and Irada Al-Jubouri entitled ((Public Attitudes towards Environmental Issues in Public Broadcasting Service)) 2021 published in the Journal of the Media Researcher. This study focused on identifying public attitudes towards public broadcasting in following up on environmental issues in Iraq. In its conclusions, the study criticized the public broadcasting channels in Iraq if it revealed that the program (Environment and Life) broadcasted by the official Iraqi channel did not work (according to the criterion) of inclusiveness, which is based on the fact that the programs of the public broadcasting service are like a public forum that includes all members of the public broadcasting service. The community without exception, in terms of being limited to one language in broadcasting to the audience, as the members of the community in Iraq speak more than one language depending on their ethnic diversity, in addition to not using the channel and during the

presentation of the program to a translator in one language. Refer to people with special needs the deaf and dumb and those who are not They can understand the content program and its environmental issues. The study also reached many other important conclusions related to the conditions of public broadcasting

2. Osama Zaidi's study entitled ((The use of the communicator of modern communication technologies in media performance)) 2022. The study focused on analyzing the performance of the communicator and his use of modern communication technology in conveying the media message to the audience of recipients to measure the impact of communication technology on the quality of the media message using the questionnaire form. The study aims to achieve several objectives, including highlighting the role of modern communication technology in improving the media performance level of the communicator. She emphasized that the use of modern communication technology has a role in improving the level of media performance, which means that the communication technology that individuals use on social networking sites raises a crisis in the face of the communicator, who may sometimes be unable to keep up with users on social networking sites.
3. Walid Abdel-Fattah Al-Najjar's study: ((The role of social networking sites in shaping the trends of Saudi youth and their relationship to electronic shopping)) 2021. One of the most important objectives of the study is to identify the extent of the respondents' exposure to social networking sites for electronic shopping. The study mainly addressed the problem represented by the way in which Saudi youth use social networking sites to satisfy their needs for electronic shopping.

It was a field study conducted on an intentional sample consisting of 437 Saudi youth in the Jizan region and used the descriptive approach and the questionnaire as a tool for data collection. Just for fun purposes. And that half of the sample surveyed found that shopping through social networking sites has become an indispensable matter and that the majority of them are satisfied with shopping through social networking sites, and this constitutes an attraction factor for these sites.

First: the challenges of public broadcasting

Public broadcasting, described in its simplest form, is the transmission of a work to the public by wireless transmission, including transmission via satellite. (<https://2u.pw/AIE6xh>)

But in another way, he can also know: that it is a broadcast that is presented, funded, and controlled by the state in the interest of the public, not commercial, and far from political interference and commercial pressures. And through public broadcasting, citizens are informed, educated, and entertained (Shukri Mahmoud Jassim and Irada Al-Jubouri, 2021).

In order for public broadcasting to achieve its goals, it must be able to reach members of the target community without any political, legal, or technical obstacles, and this was easy and possible in the past before the development of communications technology. With the development of this technology, public broadcasting at the local level faces difficult challenges in achieving its goals. Among the most prominent of these challenges, at least, is the challenge of directed media, and the challenge of developing communication technology and social networking sites.

On the media level, the international media scene was characterized by fierce competition as a result of the different media goals and technological levels between countries, especially between the countries of the North and the South. The media conflict increased during the Cold War and beyond, as the United States led with its allied countries the new world order that opened for the first time after the dissolution of the Soviet Union. The United

States, the Islamic and Arab countries, including Iraq, were the most exposed to these policies by the American and Western media.

Like many channels such as the British BBC, French 24, German DW, Al-Hurra Iraq, Al-Hurra Iraqi-American channel, and other well-known radio channels. (Nasr al-Din Buhiya and Talib al-Khul 2021)

In any case, the technological development of the media led to the widening of the technical gap between the countries of the North and the South, and as a result led to the abolition of the distance between the national media and the international media, which in turn led to the abolition of the national dimension. Privacy is what makes public broadcasting unable to keep up with, let alone confront, Western media.

As for social networking sites, the technological development that has been able to link the means of communication, media, and informatics has led to an increase in the number of social networking sites and an increase in the number of users.

The latest statistics state that there are approximately 4.74 billion active social media users worldwide. That is, 59.3% of the world's population uses at least one social networking platform. Last year, 190 million new users were added to the social networking site. And the Facebook platform is the most used among social networking sites, as the number of users for the past year 2022 reached more than 2.96 billion users all over the world, and each user spends approximately two hours and 27 minutes of communication time and more than 47 percent of Internet users in the world, according to For the latest survey, they say staying connected to family and friends is the most important reason people use social media, and the latest estimates show that the volume of e-commerce through social media is expected to grow to 17.4 billion in 2023. (<https://2u.pw/wP8H0J>)

In addition, the latest statistics indicate that Social media users spend an average of 69 % of their time on smartphones, and more than a million new users via those phones Do add them every day .(<https://2u.pw/sUfDBy>)

Second: the development of modern communication technology

There is no doubt that the continuous developments of the digital revolution that the world has witnessed in recent years have led to the creation of great competition and challenges, especially in the field of information and communications. This led to a major change in the communication habits and behaviors of all members of society. And he put forward a new media reality that began to impose itself on the media and journalistic arena, as the global information network (the Internet) provided the public with the opportunity to launch a new type of press and media services in new electronic forms such as electronic newspapers that were not known before (Ashraf Essam Farid Saleh, 2016). This type of electronic media has attracted most segments of society, especially the youth segment, the educated segment, and those who can use information technology.

The advent of electronic media has become a window that has opened many horizons in which information has become the property of everyone and a choice through which we define what we want to know by the means we want, whether written, visual, or audio, regardless of what social or cultural restrictions impose and what the state of governmental and self-censorship generated on the media.(Zaid Munir Suleiman, 2011)

A series of successful developments on the level of the Internet contributed to the emergence of a new form of media, whose definitions and classifications multiplied among researchers and scholars, and revolutionized media content by reducing the level of professionalism required to prepare and display content. It became possible for amateurs to prepare content and present it in an acceptable manner without the need for The complexities of preparation and production that require well-equipped media institutions to prepare them. This, in turn, bypassed the so-called control of the elites over the preparation of media content. (May Al-Abdullah, 2017).

Most researchers confirm this fact because it is considered that the use of the Internet now costs less than what is required to produce a paper newspaper. For example, the electronic

printing press has been dispensed with the funds it needs to provide buildings, printing presses, paper, and other printing supplies, not to mention the requirements for distribution, marketing, and a large number of employees, editors, and workers. (Fouad Ahmed Al-Sari, 2011).

Today social networking sites are a new way of interacting within the framework of the contemporary communication technology revolution, which is called new media, through which users engage in all activities. Interactive and participatory freely during the communication process, as it is no longer limited to being tools for communication, exchange of information, opinions and entertainment between individuals and communities only. Rather, it went beyond that to be one of the most important interactive media tools, as these networks allow their users the freedom to comment, share files, photos, and videos, create blogs, and post messages in addition to instant conversations. (Fatima Zahra Ammari, 2012).

Third: Factors Affecting the Communicator:

Today, the communicator works under complex conditions that lack freedom and independence. He either implements the policies of the private institution that reflect the philosophy of the owner, or he is subject to the policies and legislation of the country in which the channel or media institution is located. However, other challenges facing him today are greater than his mere compliance with the owner's will and philosophy and are sometimes described as challenges that threaten his existence.

In light of the development of modern means of communication and the emergence of social networking sites, satellite channels, especially public ones, are no longer the only source of news and information. In addition, there has been widespread competition with social media sites run mostly by people who are not journalists registered with unions and accredited trade union bodies. Social media is different and has special goals that it works to achieve, such as fame and profit.

business and advertising, and so they operate independently and set the rules or abide by the rules set by platforms and websites

As for the journalist registered with the syndicate and working in one of the institutions run by the public sector, his task is different, and one of the media experts described him as "everyone who practices journalistic work in a press institution in exchange for a fee and takes journalism as his profession." (Salih Abu Osbaa, 2017)

In other words, the journalist is the one who manages the communication process and performs multiple roles within an integrated format, starting from searching for information, choosing the content of the message, and placing it in a specific template until it is directed to the public. (Bouزيد Shaima, 2017)

According to these concepts related to the work of the journalist, he is considered committed to a set of legal and ethical conditions imposed on him by the traditions of the journalism profession, as well as the restrictions imposed on him by the nature of the institution in which he works. He is also committed to a specific nature of work that the journalist cannot bypass. But the online journalist does not belong to a press organization or an administrative body that runs a media organization because he is independent and works on his own. (Zaid Mounir Suleiman, 2011).

Among the above, we see that the journalist faces many challenges. In addition to the nature of his work that imposes legal and ethical conditions on him, and his subordination to the philosophy of the institution in which he works, another challenge has emerged

It was represented in the emergence and proliferation of social networking sites, which undermined the influence of the journalist's media message through public broadcasting channels.

Results of the field study:

The following is a presentation of the results of the quantitative analysis of the questionnaire prepared to measure the variables of the study, through which it focused on knowing the interests of the study sample and the goals that

the researcher wanted to achieve from the competition of social networking sites. With regard to public broadcasting channels, journalists evaluate the degree of attraction of social networking sites to the audience of public

broadcasting, rates of influence of public broadcasting on the audience, and the validity of the view that the influence of social networking sites on the audience is increasing over time.

First: the distribution of the sample according to gender.

Table1 shows the gender of the broadcast sample

class	Repetition	percentage
males	64	%80
females	16	%20
the total	80	%100

Table No. (1) shows the type of study sample, where the male category ranked first (80%) and the female category ranked second (20%). This indicates that the majority of the research sample of journalists was male.

Second: Answering the study questions:

The researcher prepared a number of questions, and they were presented to the journalists in the public broadcasting channels through a form prepared for this purpose, and the response of the sample members was the solution to the problem of this research as follows.

1. Public broadcasting channels are being challenged by social media

Table 2 shows the sample responses to the challenges of public broadcasting

class	Repetition	The ratio
OK	65	%81.3
neutral	13	%16.2
not agree	2	%2.5
the total	80	%100

Table (2) above shows that the research sample mostly agreed with a percentage of 81.3% that public broadcasting faces challenges due to social networking sites. While 16.2% of them answered, and a small percentage of them were neutral, that is, they either believe that other reasons create difficulties for public broadcasting that were not mentioned in the questionnaire, or they may not believe that public broadcasting faces challenges due to social factors. problems. networks. Additionally, 2.5% do not agree at all that social media is a challenge of any kind. However, public broadcasting is actually quite challenging from a researcher's point of view.

And as long as 81.3% of the journalists participating in this survey, which is a very high percentage, believe that public broadcasting faces challenges due to social networking sites, and as long as the general feeling or impression of workers is like this, it can be considered that the public broadcasting system faces real challenges because of social media sites. This requires social solutions by officials.

2. Social media attracts a public broadcast audience.

Table2 shows the rate of polarization of social networking sites

class	Repetition	percentage
OK	70	%87.5
neutral	8	%10
not agree	2	%2.5

With	the total	80	%100
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regard to the opinion of the sample about the audience polarization on social media for the audience of public broadcasting, it appeared from Table No. (3) above that 87.5% of the sample agreed that there is polarization in the audience of mass broadcasting through social networking sites, while 10% of the sample was neutral He may think that there are other reasons behind their stance on this question. And in the third place came the rate of 2.5%, which is the lowest percentage for those who do not agree with this question, and do not believe at all that social networking sites have attracted the audience of public broadcasts.

3. social media in public broadcasting are increasing over time.

Table No. (4) shows that the research sample of journalists believe, (80%), which is the highest

Table3 shows the rates of the impact of social media on public broadcasting over time		
class	Repetition	percentage
OK	68	%80
neutral	12	%15
not agree	0	%0
the total	80	%100

percentage in this question, that the rates of influence of social networking sites on public broadcasting increase with time, and this is reasonable. It is consistent with most studies showing a steady increase over time in the impact of public broadcasting. The greater the development of communication technology and the variety of applications, the greater the proportion of individuals who depend on social networking sites for news, entertainment, and information. However, (20%) of the sample chose to be cautious in accepting this result because they believe that reasons other than social media weaken communication between public broadcasting channels. No journalist objected to this result.

4.

Table4 shows the weak effect of public broadcasting on the audience compared to social networking sites		
class	Repetition	percentage
OK	44	%57.1
neutral	29	%37.7
not agree	4	%5.2
the total	80	%100

Public broadcasting has a weak impact on media audiences compared to social networking sites Regarding the question of the respondents about the fact that public broadcasting has a weak effect on the audience compared to social networking sites, the sample shows, according to Table (5), 57% supported this statement, while 37.7% of the respondents remained neutral, perhaps because they believed that public broadcasting is still at the forefront of the means Media that grabs the audience's attention. While 5.2% opposed and did not agree with this statement. Although the sum of the percentages of neutrals and opponents of this question is a large percentage of the respondents, the percentage of supporters remains significantly larger.

5. There is competition between public broadcasting and social media

Table5 shows competition rates between public broadcasting and social networking sites		
class	Repetition	percentage
OK	60	%75
neutral	13	%16.2
not agree	7	%8.8
the total	80	%100

Table No. (6) shows the results of the sample's opinion on the existence of competition between public broadcasting and social networking sites. The answer showed that 75% of the respondents answered yes, which is a large percentage compared to the rest of the neutral sample who reject this opinion. It was found that only 16.2% of the sample are neutral, meaning that the participating journalists may have reservations or do not want to answer the question in this way for reasons of interest to them, or they do not have an opinion in the present on this point. However, a small percentage around 8.8% answered that they do not agree with this question. In general, the majority of the sample believes that there is competition that must be recognized now.

6. The competition between public broadcasting and social networking sites affects the achievement of the goals of economic, social, and cultural development.

Table6 shows the sample's opinion of the impact of competition between public broadcasting and social networking sites on achieving development goals		
class	Repetition	percentage
OK	37	%53
neutral	32	%45
not agree	11	%2
the total	80	%100

Table (7) shows that 53% of the research sample agree that the competition between social networking sites and public broadcasting channels to obtain opinions and follow the public affects in some way the achievement of economic and social goals, and cultural development because social networking sites began to capture the attention of the public broadcasting audience in Mostly, it does not have goals to support development plans, unlike public broadcasting channels that are concerned with achieving development goals.

As for the neutrals, their percentage reached 45% of the respondents, while the percentage of those who did not agree reached 2%, and those who did not agree at all with what both groups went to.

7. The competition between public broadcasting and social networking sites affects media functions (news, education, oversight of government actions, etc.).

Table No. (8) above shows that 66% of the sample agree that the competition between public broadcasting and social networking sites has greatly affected media functions such as news, education,

Table7 shows the impact of competition between public broadcasting and social networking sites on media jobs		
class	Repetition	percentage
OK	53	%66
neutral	18	%23
not agree	9	%11
the total	80	%100

entertainment, monitoring government actions, and others. And that 23% of the sample turned out to be neutral, and only 11% rejected the idea that social networking sites affect media jobs. However, it

can be said that the largest percentage of the sample, as is clear, supports that media jobs have been affected in light of the competition between social networking sites. and public broadcasting.

8. The mission of social networking sites is limited to being communication tools used to exchange information and opinions between individuals and communities, and not only for entertainment..

Table 9 shows that social media sites are only communication and entertainment tools.

class	Repetition	percentage
OK	15	%19
neutral	21	%26
not agree	44	%55
the total	80	%100

Table (9) above shows that a percentage of the research sample, amounting to 55%, went to reject the idea that social networking sites are limited in their importance and impact, as their effect is limited to entertainment only. The largest percentage of the sample voted that social networking sites are more important than that. The above table also showed that neutrals came in second at 29%. And in the third and last place came those who are loyal to the limited role of social media, with a rate of 19%. What is strange about these percentages is that journalists, despite their clear bias towards public broadcasting and its importance, as shown in the previously mentioned percentages of the questionnaire, still consider that there are other important functions that social media sites perform on behalf of the media.

9. Weak interactivity in public broadcasting compared to social networking sites leads to a weak impact on the media audience.

table 10 shows the sample's opinion on the weakness of interactivity in public broadcasting compared to social networking sites

class	Repetition	percentage
OK	48	%66
neutral	23	%32
not agree	9	%2
the total	100	%100

Table (10) above shows that 62% of respondents agree that public broadcasting lacks the required interaction compared to social networking sites. While part of the sample takes a neutral position on the subject of interaction, which comes in second place at a rate of 30%. Their position reflects either that they object to the wording of the question or that they have a different opinion in this regard. Opponents came in third with 8%. Their position may be explained by the fact that they may consider that interactivity is not a condition of interaction strength, or that public broadcasting has an idiosyncrasy that requires them not to compare it to social networking sites.

10. A journalist sometimes relies on social media as a source of news.

Table 8 shows the opinion of the respondents about the reliance of the communicator on social networking sites as a source of news sometimes

class	Repetition	percentage
OK	42	%55
neutral	25	%32
not agree	10	%13
the total	100	%100

Table (11) above shows that 55% of respondents support journalists relying on social networking sites as a source of news sometimes, while neutrals come in second place with 32%. And the third place is those who do not agree with what the sample went to, and their percentage was 13%, which is a small percentage, and this means that most of the respondents depend on social networking sites as a source of news

11. 11. The journalist relies on social media as a source of predicting events.

Table 12 shows the percentage of dependence of the communicator on social networking sites as a Source for predicting events.		
class	Repetition	percentage
OK	48	%64
neutral	26	%34
not agree	6	%2
the total	100	%100

Table (12) above shows that 64% of the respondents agree that the journalist relies on social networking sites as a source for predicting events, while 34% of the neutral sample who came in second place do not have an opinion in this regard. And the third place is those who do not agree to consider social networking sites as a source of prediction and sense of events, and their percentage was only 2% of the sample.

12. Social media does not provide a complete news story that benefits the journalist.

Table No. (13) shows the opinion of the sample that social networking sites do not provide news that the journalist benefits from in public broadcasting.		
class	Repetition	percentage
OK	43	%64
neutral	23	%34
not agree	14	%2
the total	100	%100

Table (13) above shows the sample answers about the fact that social networking sites do not provide complete news that a journalist working in public broadcasting channels can benefit from in his journalistic work. The largest percentage of the sample (64%) agreed with this view, while the neutrals came in second place at 34%, and those who do not support or deny this view. The lowest percentage, which came in third place, does not agree, as it reached only 2% of the sample, and it is clear from their answers that social networking sites do not provide complete news that the journalist can benefit from in his work.

13.

Table 14 shows a sample of answers about the possibility of social media sites providing an exclusive, but inaccurate source of news.		
class	Repetition	percentage
OK	60	%75
neutral	18	%23
not agree	2	%2
the total	100	%100

Social media can be an exclusive source of news but it is not accurate.

Table 14 above shows that most respondents agree 75% that a social media site can be an exclusive source of news for a journalist on public broadcasters, but it remains undocumented or accurate. Then

the neutrals came in second place with 23% who do not express their position on this matter neither positively nor negatively. We believe that they may have needed more time to review their position on this issue before responding to the questionnaire. The third place comes to those who rejected this idea and voted disapproved, as their percentage was very small compared to those who approved or were neutral, at only 2%.

14. There is a need for legislation regulating the work of social networking sites to limit their negative impact on public broadcasting.

Table 15 shows the sample's responses to the need for legislation regulating the work of social networking sites to reduce the negative impact on public broadcasting.		
class	Repetition	percentage
OK	65	%81
neutral	12	%15
not agree	3	%4
the total	100	%100

Table 15 shows that most respondents, 81% of journalists, expressed the need for additional legislation to protect public broadcasting and social media regulation. Neutrals came in second with 15%, perhaps because they could not assess the level of current legislation whether it was effective or not, or whether more legislation was needed to regulate social media sites and therefore they were hesitant and remained neutral. The third place was for those who did not agree to increase the number and scope of the legislation, and they constituted 4% of the sample.

Results

- 1- The study showed that (81.3%) of respondents support that public broadcasting faces challenges due to social networking sites.
- 2- The study also showed that there are (87.5%) of the respondents support the existence of attracting the public broadcast audience through social media.
- 3- The study also showed that the rates of influence of social networking sites on public broadcasting increase over time.
- 4- The study also showed that (57%) of the respondents support the weak impact of public broadcasting on the media audience compared to social networking sites.
- 5- The study also showed (75%) of the sample members admitted that there is competition between public broadcasting and social networking sites.
- 6- The study also showed that the competition between social networking sites and public broadcasting channels to acquire opinions and follow the public affects in some way the achievement of economic, social, and cultural development goals.

- 7- The study also showed (66%) of the sample members that the competition between public broadcasting and social networking sites to acquire the media audience significantly affected the functions of the media such as news, education, entertainment, control over government work, and other jobs.
- 8- The study also showed that (55%) of the sample members considered that social networking sites are not only communication tools used in the exchange of opinions and information between individuals and communities, and not only a means of entertainment.
- 9- The study also showed the support of the members of the study sample (62%) that the weakness of interactivity in public broadcasting channels compared to social networking sites leads to a weak impact on the media audience.
- 10- The study also showed that (55%) of the respondents support that journalist relies on social networking sites as a source of news sometimes.
- 11- The study also showed that (55%) of respondents support the adoption of journalists

on social networking sites as a source of news sometimes.

12- The study also showed that (64%) of the respondents agreed to adopt the journalist on social networking sites as a source of information.

13- The study also showed that (64%) of respondents agree that social media sites do not provide a complete news story that can benefit the communicator in his journalistic work.

14- The study also showed that (75%) of the sample considered that the social networking site could be an exclusive source of news for the communicator in public broadcasting channels to benefit from, but it remains an unreliable source.

15-Finally, the study showed that (82%) of the sample found that there is an urgent need for additional legislation to protect public broadcasting by issuing legislation regulating social networking sites.

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