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## **The artistic construction of the brief news bulletins for the Al-Etijah news channel page on social networks**

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### **Abstract**

The research aims to find out the technical methods of presenting news in brief bulletins dedicated to social networks. the researcher used the. the researcher used research tools (content analysis form, observation, personal interviews) that help to know a number of aspects related to the research topic, researcher used the comprehensive inventory method from 1-10-2022 to 31-3-2023 The sample size was 90, and a brief bulletin published by the channel on social networks appeared during this period, where the researcher studied this sample in full to achieve the research goals.

### **Keywords**

technical construction, news bulletins, social, pages,

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## **Introduction**

Satellite channels are interested in delivering their news to the largest audience, so they opened pages for them on social networks and were keen to provide news content in various templates that attract the audience, and from this point of view, the news channels provided brief bulletins dedicated to social networks characterized by brevity and a lot of news in a record time may not exceed one or two minutes, including Which the researcher chose as a research community for his study As one of the most news channels that seeks to influence the audience and deliver its news to it by diversifying the methods of presenting news on their pages on these networks to display the best content that keeps the audience connected with them because the audience tends to follow the news in networks that provide them with News more quickly than they follow TV, which requires them to wait for bulletins to find out the events .

### **Chapter I: methodological framework**

#### **First.first.The problem**

After the great development in social media networks and the ease of access of the public to a large amount of news in a short time, the news channels provided brief bulletins dedicated to social media networks, and here the researcher was motivated to find out how the technical construction of these bulletins is carried out, so the research problem was a major question is (what are the methods of technical Brief news bulletins of the trend channel's news page on social networks From this question, there are sub-questions such as the following:

- 1.What are the technical methods of presenting the news in the summary bulletin**
- 2.What are the methods of publishing and displaying brief bulletins on the page of the trend channel on social networks**
- 3.What is the method used to arrange the news of the brief bulletin**

#### **Secondly.Importance of research**

The importance of this research is reflected in the following:

### **1. Academic significance:**

The importance of this research comes from the scarcity of messages that dealt with the technical construction of brief news bulletins on social networks, as it is considered from the academic side, attempt to highlight the technical construction of brief bulletins dedicated to social networks, which are provided by news channels as a modern method after the public has become a receiver of news from these networks.

### **2. Practical importance:**

From the field point of view, the research reviews the methods of artistic construction so that the Bulletin is appropriate with social media networks in terms of time and style of presentation and publication in order to produce the Bulletin in the best image for the audience received by satellite channels.

As well as from his handling of an Iraqi channel artistic construction took an important aspect in the forms of news content that you expose to the public .

### **Third. Research objectives**

- 1. Identify the technical methods by which the news was presented.**
- 2. Determine the methods of publishing and displaying brief bulletins on the page of the trend channel on social networks.**
- 3. Find out the method used in arranging the news of the brief bulletin.**

**Fourth. The to compile and analyze the summary bulletins as a descriptive research, through which the objectives and questions of the research are achieved to find out how the technical construction of the summary bulletins allocated by satellite channels to social media networks.**

In his study, the researcher used the content analysis form tool, which helps to find out a number of aspects related to the research topic, in addition to using the observation tool, which is one of the important means to find out the details of the news channels as well as in following up the brief news bulletins broadcast by the channel.

### **Fifth. Boundaries and areas of research**

**1.Spatial domain:**the researcher has identified the spatial domain of the study in the news channel direction.

**2.Time domain:** the researcher has determined the duration of the research to include the limited period between 2022-10-1 to 31-3-2023

**Sixth.Content analysis procedures**

**A. Research community**

The researcher identified the research community with the brief newsletters dedicated to the social media networks of the trend News channel for the following reasons:

1. As one of the local Arabic-speaking news channels
2. One of the first Iraqi channels specialized in the field of news from inside Iraq.
3. One of the first Iraqi channels that devoted a brief bulletin to social media networks
- 4.Modern technical methods are used in the production of news bulletins dedicated to social networks.

**P. Sample research**

The researcher used the method of comprehensive inventory in the direction channel from 1-10-2022 to 31-3-2023, and the sample size appeared in the direction Channel 90 a brief bulletin published by the channel in social networks during this period, where it turned out that it did not publish the summary daily continuously but intermittently, i.e. published on days and other days not published ,and the researcher took what The trend of the 90th samples is complete .

**Dr. Procedures of honesty and constancy**

**A.Honesty**

One of the most commonly used types of honesty is virtual honesty and is calculated by presenting the form to a group of arbitrators to express their opinion on the validity of the honesty of the analysis tool to analyze what is to be analyzed

by calculating the percentage of agreement Among the arbitrators.) Al-Hajj, 2020, P. 32)

Therefore, the researcher used the honesty of the arbitrators as a way to assess the honesty of the message tool, where the researcher presented the content analysis form to nine distinguished professors in the field of media who acknowledged that it was eligible for application with amendments to some categories and the researcher implemented it to be consistent with the research objectives, the percentage of the arbitrators ' agreement ( , (82.79 which is approximately (82%) .

#### **P.Constancy**

The concept of constancy is extremely important in content analysis, because the goal is for the procedures and measures to be reliable so that the study is reliable, and when the measurement of the results is repeated, the same inferences are reached, and constancy refers to the level of agreement of analysts to use the same code for the content and the same coding tool, and if There is something wrong with the analysts and coding guidelines and the definition of units or confusing some of them.) Najm, 2015, pp. 50–51)

The researcher used this second method called (consistency over time) to perform the stability of the analysis, where the researcher reanalyzed the sample a month after the first analysis passed, and the percentage of stability appeared according to The holsti equation ( , (0.96 which is a practically acceptable ratio.

#### **Seventh.Definition of terms**

1.Artistic construction:is the integrated artistic image produced by the channels to highlight the bulletin to the public, employing all the elements of construction, which are: sound, image, Videos, time, footage, news of all kinds.

Or it is to build a brief newsletter dedicated to social media networks from voice, image, text, videos and broadcasters to bring out the Bulletin in a convenient way with networks.

2.Social media networks:digital media companies provide an environment that allows people to communicate with each other through their websites or applications on

mobile phones and allows their users to share photos, videos, audio and text .

3.Channel pages:are the platforms that represent satellite channels in the social network and on which they publish their brief bulletins dedicated to these networks.

## Chapter Two: theoretical framework

### First:Keeping Up with TV news bulletins for media networks

Many traditional media outlets, have opened their platforms in digital media and have established a great deal of access to the public on the internet. The majority of internet users go to existing news media organizations to get news online, and today's most successful media have a much larger digital audience than they have historically been able to attract to their old print or broadcast offerings. It is clear that news organizations are still not only the main producers of news , but also important

(Nielsen, Cornia, & Kalogeropoulos 2016, ,pp19(

This interest from satellite channels is due to the presence of social networking sites in the media space, as they are social mechanisms to consolidate their presence and manage their mental image, so that these means are no longer limited to individual use of an entertainment nature, but have exceeded it to seek active participation in the media process to change some of the classics of traditional media performance Social media through the following: (grobba, sattah, 2017, p.(

Secondly, the transition of the public to news in social networks.

The entry of social media networks in various fields, especially the media, has led to the emergence of modern media manifestations that have surpassed the characteristics and advantages of traditional media, most notably the emergence of news sites, electronic newspapers, blogs, and other other manifestations, so the public began to turn towards them and prefer them over traditional means of obtaining news because of its We find that many media and press organizations have turned to creating websites on the network or issuing electronic copies of their printed periodicals to maintain their audience, and also appeared News sites and

electronic newspapers that are not linked to any media, but rather originated in an endless virtual environment, which is the internet environment (Hosni Abdallah and Tamimi, 2018, P. 235)

This comes from people's awareness of the importance of these networks, and this information can be exchanged between friends, enhanced by photos, videos, comments and replies to some of them. And this is what the modern media has not been able to do, because even if they present the news under the name of urgent or direct, they only play the role of the sender through their media, such as satellite TV, for example, and they were unable to make the viewer interact with them at the moment of broadcasting those events, only after a period of time when The browser of those satellite TV sites can respond or comment on those news (Sudani, Al-Mansour,, 2015, p)

Third: the need for brief bulletins in the pages of channels

The consumption of television news is declining, while videos on YouTube and social networks are increasing, news bulletins seem to be unable to attract a young audience that is active on the internet, so experts suggest viewing news on social networks, because television has lost its dominant position as the main news medium, and has become a traditional medium.

)Avilés(143 .2020 ,

Satellite channels should provide fast and light materials in their digital platforms, taking into account the sobriety of journalistic content; so that TV platforms do not become in competition with the newly emerging social media platforms, which do not adhere to journalism standards, so the development of news content specific to digital platforms is one of the balanced solutions to reduce the control of digitization and strict journalism standards The digital platform called "Ijaz", and it can be said that the impervious to the establishment of news platforms on social media, its character is not satirical, not a carrier of rigid television materials, but a new template that contributes to enhancing the image of television and the sobriety of journalism standards and keeps pace with the speed and lightness Materials of the

digitization era, the digital pioneer will be the visual journalist.) Ez, 2021, P (and the summary should contain accurate, clear and concise information about the news in order to convey a clear idea to the viewer. (Hamza Al-Kaabi and Abbas Fadel, 2019, pages 25–26)

Fourth: the characteristics of news summaries (Noor,, 2020, P. 22(

1. Innovation in story presentation tools, the internet is the world of innovation, and the mobile audience is looking for exception and entertainment.
2. The short duration, the compressed brief presentation without stuffing and repetition, befitting the nature of quick viewing by the audience, as people can watch this content while standing in line to buy bread.
3. The fast pace is suitable for the youth audience, as they make up the majority of mobile device users, and the largest segment of the audience that watches video materials via mobile specifically.
4. The intensive use of multimedia Multimedia, from drawings, photos and writing, has been replaced by the use of audio; in response to studies indicating the larger percentage of the audience who watch video materials via social media without playing audio.
5. The use of digital programs and communication platforms within the video itself has made it an inherent part of the tools of expression in video.
6. Interact with the audience, take advantage of their feedback and ratings, measure the viewing volume easily and conveniently, without secretly inflating.

Fifth: editing the brief bulletins dedicated to pages

Websites need to assign editorial responsibility to qualified journalists who have the skills to work on digital platforms, as well as the continuous qualification of their cadres in order to build their capabilities in various fields of new media.) Deng, 2021, P. 29(

Social media platforms are diverse and the most prominent news channels are (Facebook, Twitter, Instagram, Telegram, Snapchat, WhatsApp, YouTube )

This requires two basic things :



First: the existence of editorial standards and policies specific to each platform in accordance with its characteristics.

Secondly, the need for special teams in social media platforms and publishing on them, as it requires special qualifications and skills that may differ from the skills that a journalist needs inside the TV newsroom.) Abu sharkoub, ,2019, P. 23(

Chapter three: practical framework

First: categories of how it was said

Table (1 )

The number of news and its total time on the trend News Channel

The total time area of the Bulletin	News time		Number of news	The channel	T
	%	Time In seconds			
%35.4	5310	%55.6	450	Direction	1

The table above frequency number of news in the trend channel that appeared (450) by (55.6%) and the time of the news that appeared (5310) by (35.4%).

Table (2)

The style of News Feed

Channel direction		.2News ranking style:	T
%	K		
13.33	12	Formal or protocol	3
86.67	78	According to the importance or gravity of the news and the degree of excitement it contains	4
%100	90	Total	

The above table shows that the direction channel used the method of ranking the news according to the importance or gravity of the news and the degree of

excitement it contains where it was repeated (78), with a percentage of (86.67%), as well as used the official or protocol which was repeated (12), with a percentage of (13.33%)

**Table (3)**

**The time of the brief bulletins in the direction News Channel**

Channel direction		.3Time of summaries	T
%	K		
88.89	80	A minute or less	1
11.11	10	Two minutes or less	2
%100	90	Total	

The above table shows that the time of most of the brief bulletins in the trend channel was one minute or less :its frequency appeared (80) with a percentage of (88.89%) ,as well as the time of some bulletins was two minutes or less ,where its frequency appeared (10) with a percentage of (11.11%)

**Table (4)**

**Repeats of the type of the brief bulletin presenter in the direction News Channel.**

%	Time	Channel direction		.12Type of leaflet introduction	T
		%	K		
%100	436	%100	90	Titel	1
%100	436	%100	90	Total	

The above table that the trend channel used the title as a preface for all its bulletins, where its repetitions appeared (90) and (100%) and its time was in the trend channel (436) and (100%).

**Table (5)**

**Repeats of the type of the conclusion of the brief bulletin in the direction News Channel**

	Channel direction	.14Type of leaflet	T
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%	Time	%	K	conclusion	
%100	453	%100	90	Titel	1
%100	453	%100	90	Total	

Both channels used the title as the conclusion of all their bulletins, as its repeats came in the direction Channel (90) and (100%), and its time (453) and (100%)

Table (6)

The number of news in each brief bulletin on the pages of the direction News Channel

Channel direction		.18The number of news in the summary	T
%	K		
0	0	Four News	1
%100	90	Five News	2
%100	90	Total	

The above table that the number of news in each Bulletin of Al Jazeera amounted to five News in all its bulletins, its repetitions came (90) and (100%)

Table (7)

The time of using technical methods in the brief bulletins of the direction News Channel

Channel direction		.20The use of channels for artistic styles in time :	T
%	Again		
%8.9	473	Announcer behind the screen	1
20.3	1076	Photo material about the event (live material)	4
0	0	A news item with a still fixed image	5

%43.9	2332	News with archival photos and films	6
%10.2	540	The time of the breaks within the newsletter	7
%8.2	436	The time of the prospectus introduction	8
%8.5	453	Closing time of the Bulletin	9
%100	5310	Total	

The schedule shows the time of the appearance of artistic styles in the direction channel, where a screen was broadcast behind it in time (473), by (8.9%), a graphic material appeared about the event(live material) in time (1076), by (20.3%), news appeared with archival photos and films in time (2332), by (43.9%) and breaks appeared inside the newsletter By time (540) and by (10.2%), the introduction of the Bulletin appeared by (436) and by (8.2%), and the conclusion of the Bulletin appeared by (453)and by (8.5%)

Table (8)

The time of the appearance of the CG in the brief bulletins of the pages of the trend News Channel

The time of the appearance of CG	The channel	T
2307	Direction	1

The table above shows the appearance of CG in the directional channel (2307) and by (25.8%).

Table (9)

The way the announcer reads the brief bulletin on the pages of the direction News Channel

Channel direction		.24How to read the summary	T
%	K		
0	0	Mobile tablet device	1
%100	90	On paper	2
%100	90	Total	

The above table shows that broadcaster in the direction channel used paper to read the summary Bulletin, where his repetitions were (90) and (100%) .

Table (10)

Methods of publishing brief bulletins on the pages of the Al-Ittihad news channel on social networks

		Brief				Gener al		The chann el			
YouT ube		Instagr am		Faceb ook		YouT ube		Instagr am		Faceb ook	
%	T	%	T	%	T	%	T	%	T	%	T
100 %	90	100 %	90	100 %	90	0	0	0	0	0	0
											Direct ion

The above table shows that trend channel used the abbreviated method of publishing it, where its repetitions were (90) and (100%), in each of (Facebook, Instagram, and YouTube).

Table (11)

How to display brief bulletins on the pages of the Al-Ittihad news channel on social networks

		Direction		Network
Horizontal		Vertical		
%	T	%	T	
0	0	%100	90	Facebook
0	0	%100	90	Instagram

0	0	%100	90	YouTube
0	0	%100	90	TikTok
0	0	%100	90	The Telegram
0	0	%100	90	Twitter

The above table shows Al Jazeera's use of the vertical method in displaying its bulletins, where its repetitions appeared (90) and (100%) in each of (Facebook, Instagram, YouTube, TikTok, Telegram, Twitter).

Second: categories of what was said

Table (12)

Repetitions of news topics in the bulletins for a summary of the pages of the news channel direction

%	Time in seconds	Channel direction		Category of news topics by frequency	T
		%	K		
%16.3	634	%16.7	75	Security news	1
%42	1630	%41.1	185	Political news	2
%11.7	455	%12	53	Economic news	3
%0.7	28	0.7%	3	Sports News	4
%3.5	137	3.5%	16	News of humanitarian and Social Interest	5
%2.1	83	2%	9	Disaster news	6
%3.3	127	3.3%	15	Scientific news	7
%0.5	21	0.7%	3	Religious news	8
%9.4	365	9.8%	44	Service news	9
%6.9	269	7.1%	32	Military news	10
%0.2	8	0.2%	1	Cultural news	11
%3.2	124	3.1%	14	Health News	12
%100	3881	%100	450	Total	

The above table shows the news topics in the direction channel, where the frequency security, (75) by (16.7%), time (634), by (16.3%) came, back economic news (53) by (12%) and its time in the direction channel (455) and by (11.7%), and the frequency sports news (3) and by (0.7%) and its time (28) and by (0.7%), and came of human and social interests (16) and by (3.5%) and its time (137) with a percentage of (3.5%), and came news of disasters (9) with a percentage of (2%) and its time (83) with a percentage of (2.1%), and the frequency of scientific news came (15) by (3.3%) and its time (127) and by (3.3%), the frequency of religious news came (3) and by (0.7%) and its time (21) and by (0.5%), and the frequency of Service news came (44) and by (9.8%) and its time (365) with a percentage of (9.4%), the frequency of military news came (32) with a percentage of (7.1%) and its time (269) with a percentage of (6.9%), the frequency of cultural news came (1) with a percentage of (0.2%) and its time (8) with a percentage of (0.2%), and the frequency of health news came (14) with a percentage of (3.1%) and her time (124) and by (3.2%).

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