News Coverage of the Activities of the Iraq's Ministry of Youth and Sports on Facebook

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Abstract

The world has witnessed a great development in dealing with technological development and accelerated technology, and the easy access of information through the use of communication means, and websites are one of the most prominent technologies provided by the global information network (the internet), and websites vary according to the purpose or nature of their design, and are one of the means that help to transfer and exchange information, as well as communication between The masses.

The creation and design of websites has been developing significantly since the mid-nineties through the professional, material and technical levels, and the technical development associated with the media industry has had a prominent and effective impact on the development of websites, which have come to play the role of newspaper, radio and television together and provide a service no less important to the public, but integrated and Due to the universality of dissemination and the interactive feature that enables users of these sites to obtain information, the Website is characterized by the possibility of browsing new content, communicating with readers, controlling everything that is published, searching old content, archiving, and accessibility via search engines.

After the entry of the global information network into operation in Iraq, the Ministry of youth and sports established the website(Facebook) in order to communicate the ministry's news and communicate with its youth and sports audience, as well as with its internal audience (employees), and receive proposals and opinions on the work of the ministry, its departments and youth and sports directorates in Baghdad and the provinces before transferring powers on the work of youth and sports directorates.

Keywords

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The researcher noted that there is a kind of ambiguity surrounding the volume of news coverage of the activities of the Ministry of youth and sports on websites (for example, Facebook), and the lack of clarity of the mechanism and how this coverage and the methods it uses to address the various activities of the ministry's departments and departments.

The researcher summarized the problem of his research with the following main question ﻲ:

- What is the volume of news coverage of the activities of the Ministry of youth and sports on websites (Facebook as a model).

2. the importance of research
The importance of the research lies in the fact that it deals with the volume of news coverage on Facebook from an analytical point of view to show the reality of this coverage to the employees of the media and Government Communication Department of the Ministry of youth and sports, hoping that another researcher will address the reality of this coverage in terms of public opinion and, So he exposes to the workers the gaps that exist in the news coverage and how to get to the typical coverage.

3. research objectives
1. investigating the forms and methods of news coverage of the activities of the Ministry of youth and sports on the website (Facebook).
2. identify the journalistic Arts used in the news coverage of the activities of the Ministry of youth and sports on the website (Facebook).

4. research method and type
The researcher chose the survey method because it is the most appropriate and researchers rely on it to obtain and organize data and information, andthe method of content analysis to collect, record and analyze data through a form prepared for this purpose

5. search procedures
First: the research community
The researcher used the method of partial inventory of the research community, he chose a period (three months) that extended from 1-1-2023 to 31-3-2023, and the total of the news material collected and subjected to research was (694).

Second: research tools
Content analysis form -
The researcher prepared a content analysis form for news coverage on the Ministry of youth and Sports Facebook which included a number of Main and sub-categories in order to measure the volume of coverage, its mechanisms, forms,and methods.

Theresearcher relied on the news article as a unit of analysis, whether this topic is news or composite News, which is the natural unit of the information material, and used repetition as a unit of counting and measurement.

 Third: honesty and constancy

1. **honesty**

The researcher presented the content analysis form and the questionnaire form to a group of experts in order to come up with accurate and scientific results, and it was subjected to expert opinion to test its validity. the researcher resorted to apparent honesty and
[1].(*) Some minor adjustmentrequired

2. **stability**

Researchers have resorted to consistency or consistency in the way of agreement between different analysts byindependently analyzing the content by another researcher** using categories that lead to the same results.The differences between the two analyzes were found to be minimal after applying .the holstee equation to measure the coefficient and obtaining a high stability score (0.92)

6. **define theterms**
:news coverage-1
It is the material through which events and facts are dealt with in an editorial style based on modern technical templates imposed by the nature of the global information network (the internet) and enabling editors to obtain ,relying on concise information and the use of multimedia and links .information, evaluate and write it in an appropriate journalistic style
-2ok):the website)Facebo
It is a site that leads social networks in terms of the importance of its users and their number, through which events are made and public opinion is formed about them, as well as being a means of coordinating positions, setting goals, and directing
The audience**,** and it has become an essential aspect in the lives of people who can no longer do .without it
:Ministry of youth and sports-3
The Ministry of youth andsports was established for the first time officially in 1967, as an official body responsible for organizing work in national youth and sports institutions, supervising sports associations, to organize the sports and scouting movement, as other bodies such as the Ministry of .education, the Ministry of education, the army, and the police provided youth services

7. **previous studies**
Khazali study (2020): news coverage of the issues of Iraqi components in the websites of satellite **-1** .channels, master's thesis (Khazali, 2020)

The search problem boils down to the mainquestionatt: what are the limits of news coverage of the issues of Iraqi components on the websites of satellite channels Theresearch deals with the news coverage of the issues of Iraqi components in the electronic news sites of Arab and targeted satellite channels, in order to identify the nature of coverage of these issues in the Arab and regional oceans, and the mechanisms of coverage for each of them, the research is descriptive in terms of type, as well

as

Using the survey analytical approach, the research community was identified by the news sites of Arab and regional satellite channels, while the sample was identified by Al Jazeera and the world www.aljazeera.net &[www.alalamtv.net the](www.alalamtv.net)fact that they represent two opposing lines in the political direction, each of which directs a media discourse hostile to the other and exploits the news of Iraq and its social components as a party to the conflict between them.

shakhanba study (2021): Jordanian websites cover the needs of the fourth roundabout in June (shakhanba, Iyad Mahmoud Mohammed, 2021).

The researcher solved the problem of his research in the following question: how different is the coverage of Jordanian news sites for protests

The fourth roundabout The researcher summarized his research as follows: identifying the most prominent contents that Jordanian news sites focused on in their coverage of the fourth roundabout protests, and identifying the differences between Jordanian news sites in their journalistic handling of the fourth roundabout protests.

This research belongs to descriptive research, and the researcher relied on the comparative approach using the method of content analysis, and in order to reach the research goals, the researcher relied on the intentional sample, and chose the websites of electronic newspapers such as the website of the newspaper (opinion), the website of the newspaper (Hala Akhbar) and the website of the newspaper (Hala Nissan).

The results of his research were the following: the websites of Jordanian newspapers are similar in their coverage of the events, and they do not seek to search for news and information, and therefore the lack of attendance of the analytical side of the event, which prompted the follower to search for external media, as well as there is a repetition in the image, its angles, place and content published by websites, meaning that photographers focus on a specific aspect, which is photography It seems that the difference in publishing policy and ownership leads to a difference in the handling and coverage of events, especially of a popular or political nature, which pushes the browser to watch more than one means of familiarity with one event.

2. theoretical framework

The emergence of New Media represented a major breakthrough in the process of delivering information very quickly, as well as direct interaction and communication between the sender and receiver in the communication process after the relationship between the two parties is based on sending and receiving in one direction mostly, and the use of digital networks, especially the internet, The media is based on providing news coverage و ،has led to the opening of communication channels that will inform the public about the events, attitudes and opinions that are taking place around him in order to increase his political, social, economic or cultural awareness, and then push him to take a position or behavior according to what the communicator wishes in those satellite channels, and that all this gave sufficient space to the media by creating a spirit of competition in

Providing a news service up to the level of the event, especially the news coverage of political events

and crises is an exceptional case, as the media is exerting all its energy and efforts to follow the event
and provide live reports on its facts (khaza1015, P.9).

Theimportance of websites highlights thatit is an intermediary to introduce the institution and its activities and services to the public, whether by publishing news, dealing with events or announcing sports and youth events and activities, as on the official website of the Iraqi Ministry of youth and sports, and that the presence of the institution on the internet will enable it to reach more to the public, especially, There are several types of sites, including static ‹and mobile sites, which are characterized by the database feature, and differ from static sites, as the owners of these sites can change ىtheir content and interact with the visitor without referring to the designer company or the site administrator, as many changes canbemade, such as modification, deletion, adding data and images in different ways or by Variables such as database variables, server variables, etc.

News sites are one of the modern manifestations of new media, and drew the attention of researchers to study them, because of their ‌advanced technical capabilities that competed with traditional and new media and became a source of providing the public

And the media with News and (Abdullah and Tamimi, 2018, P.235).

Third: the analytical framework
First: topics of news coverage
Table No. (1) shows إنّ that informing the minister of youth and sports is the top topic of news coverage, as the contact person focuses on informing the minister that deals with contents related to the minister's activities, as he is the first person in the ministry, and telling him and his decisions, the percentage of reading and viewing is large because of his influence on the source of the decision on the youth and sports sectors.

Table No. (1) shows the topics of news coverage on the official website of the Ministry of youth and Sports (Facebook).

The me diat or	medi an arith meti c	cove rage perc enta ge	of new s cov era ge new s	Topics
2	1.99	39	's new s 274	mean Minister

			frequency	Type of news coverage
30	205			Youth news
28	193			sports news
1.44	10			news Special Administrative news of ministry departments
1	News 7			Investment
0.72	5			Engineering News
100	694			total

:Second: type of news coverage

contact person in the media and Government Communication Table No. (2) shows that the Department at the Ministry of youth and sports focuses on field coverage in following up the ministry's news in order to be close to the event and follow the activities of the ministry and convey the required details without elaborating , so that they are compatible with the nature of publication on .websites, which gives the work the privacy of continuous follow-up on the website

shows the type of news coverage on the official website of the Ministry of youth   (Table No. (2 and Sports (Facebook)

median	arithmetic mean	percentage	frequency type of coverage	Type of news coverage
1	1.29	71	495	field
		29	199	notarial

		100	694	total

methods of news coverage Third

From the results of the analysis of the news coverage of the activities of the Ministry of youth and that the methods of follow-up coverage were at the forefront of the sports on the websites, it is clear priorities of the liaison officer in the government information and communication department in order to be close to the event and pay attention to the details and results The viewer or reader is already familiar with the previous developments to connect it with the old news**.**

Table No. (3) shows the methods of coverage on the website of the Ministry of youth and sports

median	arith metic mean	perce ntage	repet itions	Metho ds of news covera ge
3.00	2.71	12	83	introdu ctory covera ge
		5	35	explan atory covera ge
		83	576	follow up - covera ge
		100	694	total

Fourth: the type of actors in the news coverage

Thetype of actors in the news coverage differed, as they focused on personalities, whether they were official inside the ministry or outside the ministry or unofficial figures who do not work for the state, because the essence of the news work in the media is based on providing news coverage to inform the public of what is happening, positions and opinions, and thus the news coverage To know the latest developments and events through objectivity, accuracy, impartiality and balance

Table No. (4) shows the type of active forces in the news coverage on the website of the Ministry of youth and sports.

median	arithmetic mean	percentage	repetitions	Type of actors
1	2.44	51	353	official figures within the ministry
		1	10	official figures outside the ministry
		0	2	unofficial figures
		47	329	none
		100	694	total

Fifth: templates for the formulation of the news in the news coverage

Table No. (5) of the news drafting templates in the news coverage indicates its diversity, as it dealt with multiple drafting templates as well as the existence of other arts not related to the news and its drafting to the publication of short news without titles that do not depend on the formulation of news in its well-known templates or the publication of photo reports or a visual report and other follow-ups on the website at the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of foreign affairs of the Ministry of Youth and sports.

Table No. (5) shows the templates for formulating the news in news coverage , repetitions, percentage, arithmetic mean,and median.

median	arithmetic mean	percentage	repetitions	News wording templates
4	2.85	33	**229**	inverted pyramid

				temp late
	4	30		**inver ted pyra mid gradi ent temp late**
	7	49		**mode rate pyra mid temp late**
	56	386		**other arts**
	100	**694**		**total**

Sixth: types of interviews accompanying news coverage
The types of interviews accompanying the news coverage in Table No. (6) were divided into opinion and informationinterviews. trustthe interviews conducted by the minister of youth and إذ interviews sports during the research period with the visual media, which varied between opinion interviews, which explain an opinion, point of view or idea about the activities of the Ministry of youth and sports.

Table No. (6) shows the types of interviews accompanying news coverage, frequency, percentage, arithmetic mean,and median.

m ed ia n	arith meti c mea n	perc enta ge	repe titio ns	Types of accomp anying intervie ws
3	2.93	4	25	**opinion intervie ws**
		0	1	**informa tion**

			intervie ws
	96	668	none ال
	100	694	total

Third: conclusions

the news coverage on Facebook focused on the activities and activities of the minister of youth and -1 sports, especially the field coverage, and the trends of news coverage were of course positive, as the . public derives the activities of political officials from websites, a result consistent with research (Zaeid & Mohammed, 2021)

there is communication between the media of the Ministry of youth and sports and the public of the -2 site (Facebook), but one of the indications that the research came out is that this communication is .required to be more, by answering users ' queries

the news coverage carried out by the contact person on Facebook focuses on the active forces, -3 whether they are
.Official figures inside or outside the ministry or unofficial figures

the news coverage of the contact person on Facebook does not depend on specific wording -4 templates, but relied on other arts that are not related to the news and its wording because of the style .adopted in the new media, focusing on the needs of the audience and away from verbose writing

the news coverage on Facebook documented the interviews conducted by the ministerof youth and -5 .sports, but their number is limited, as well as the holding of press conferences

Fourth:proposals

directing the media and Government Communication Department on the diversity of journalistic -1 Arts used on Facebook and working to raise the level of efficiency of journalists working in the department, especially in the field of editing news material and employing the advantages of writing .in the internet

give more space to the videos that accompany the news, as they actively influence users, as well as -2 pay attention to the introductory coverage so that the recipient can see more details before and after .the event

employing modern technological developments in providing interactive tools that serve the -3 employees of the media and Government Communication Department to communicate with the .audience of users

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