

**Issues of professional standards in future visual news
(Future reading)**

إشكاليات المعايير المهنية في الأخبار المرئية المستقبلية

Pr : Abdul-Razzaq Al-Dulaimi
Petra University, Jordan

Mail : abedd2005@gmail.com

Received: 28/03/2020

Accepted : 28/03/2020

Abstract:

This study focuses on a crucial issue which threatens ways and possibilities of the moral dimension of media in media, ethics and credibility. Hence, the issue is not associated any more with media field in its traditional form throughout the increase exposure of cultures and economies and the triumph of market values. This would be on the account of the right of societies of having knowledge and information as tools of balanced continuous development.

Media society should be based upon global values avoiding harmful usage of media and communication technology. The main objective of this study focuses on dialectical relationship between media, television, the best representative of media, credibility and ethics in television news. Especially, this is shown when this controversial issue is dealt by dealing each aspect by itself through the different media policies and agendas of television channels all around the world trespassing all geographical and legal borders. All that would be judged according to references from free open market cultures based on speech freedom as a philosophy and performance framework.

Key words: Future Television News ; Credibility ; Career Media Ethics

تركز هذه الدراسة على قضية حاسمة تهدد طرق وإمكانيات البعد الأخلاقي للإعلام في الإعلام والأخلاق والمصداقية. وبالتالي، لم تعد القضية مرتبطة بمجال الإعلام بشكله التقليدي طوال فترة زيادة التعرض للثقافات والاقتصادات وانتصار القيم السوقية. سيكون ذلك على حساب حق المجتمعات في امتلاك المعرفة والمعلومات كأدوات للتنمية المتوازنة المستمرة.

يجب أن يقوم مجتمع الإعلام على القيم العالمية وتجنب الاستخدام الضار لوسائل الإعلام وتكنولوجيا الاتصالات. يركز الهدف الرئيسي من هذه الدراسة على العلاقة الديالكتيكية بين الإعلام والتلفزيون وأفضل ممثل للإعلام والمصداقية والأخلاق في الأخبار التلفزيونية. ويظهر هذا بشكل خاص عندما يتم التعامل مع هذه القضية المثيرة للجدل من خلال التعامل مع كل جانب بمفرده من خلال السياسات الإعلامية المختلفة وجداول أعمال القنوات التلفزيونية في جميع أنحاء العالم التي تتعدى جميع الحدود الجغرافية والقانونية. سيتم الحكم على كل ذلك وفقاً لمراجع من ثقافات السوق المفتوحة الحرة القائمة على حرية الكلام كفلسفة وإطار أداء.

الكلمات الرئيسية: أخبار تلفزيون المستقبل؛ المصداقية؛ أخلاقيات الإعلام الوظيفي.

Introduction

Television has widely succeeded in changing people's attitudes from hearing media to watching media full of colorful and motion visual aids. Therefore, the role of television had increased crucially in societies to the extent that governments in most countries established public television channels in the fifties of the last century. These channels are the sound and picture of their governments in both national and international aspects starting raising the cultural level of people and develop their social and

economic situation. Moreover, these channels stress on introducing their governments' attitudes in political issues and the civilization of their countries. This is shown clearly worldwide in the great effect of the most famous television channels which impact strongly whatever the countries' geographical place or population number. Television has become a major factor in countries' power and effect, especially those countries which depend on that kind of media in spreading their influence. (Al-Dulaimi,2013)

Television as one of the most important media and propaganda leads a collection of functions such as: (Al-Dulaimi, 2016)

- 1: News function
- 2: Formative and orienting attitudes and perspectives
- 3: Increasing culture and information
- 4: Developing human relationships and increasing social cohesion
- 5: Providing entertaining means to spend free time
- 6: Propaganda and advertising

As stressing on the most main function, news function, television reports important events and issues and follow their reflections and developments on societies. This is a response to human needs to know what is going on in their environment, which should be reported in an accurate and credible way to gain the respect of the audience.

Television as an important news media

Video news which is shown on news channels is confused either with contradictory and sometimes conflict concepts and visions, or with convergent thoughts. As rolling events sometimes express out of reality, freedom of expression or information abundance. Furthermore, video news is the basis of journalists work today according to the development of show means, as audience spends time and money and is eager to know what images bear from events even they are not their interests. (Barnett, 2011).

Video news

Although watching television has decreased recently and watching news through the Internet has increased, but some news channels have succeeded in adding more excitement, suspense and novelty to video news. Thus, it affects the credibility and objectivity of the video news, which has become exaggerated and far way of reality. Besides that , it can be exploited according to the source and what they need to affect the audience, which is a great danger. So, understanding the news depends on the integrity and compliance of its content and the way it was taken as video. (Napoli, 2011).

Anesthesia minds through television channels has become an art practiced by governments and troops since long decades, while a minority has succeeded in keeping away of that threat. It is not surprising to see a man who worships statue thinking it is a powerful god, or seeing a person who had got great certificates but believes in superstitious. These are examples of Anesthesia minds from grandparents and inherited through generations, taken away their will and freedom since childhood by brain washing at home, school or worship places.

Reporting video news is what distinguishes different news channels on communication and connection when showing picture as a way of communication with the audience. They talk with the audience by showing their programmes , then the audience would be trapped in the exhibited content and involved in the close circuit of machine and human. We would be totally wrong when we suppose that what is shown or broadcasted from news programmes is audience property, on the contrary, it is the property of the channel itself as it is which forms it. It is also obvious that propaganda and news content in any news channel, whatever they claim objectivity or bias, is a reflection of their agendas and wishes; no matter what news channels are: religious, political or economic committee. News should be controlled to supervisors' views and editors' wishes as they are gatekeepers. so mentioning bias is a great lie. (Newman, Levy, 2015)

This does not mean that television through what it broadcasts and what it functions has not served human issues or just shows untrue news. On the contrary, developed nations have stressed o lot on the importance of video news as a controller on state agencies as many important ministers or politicians have been removed or questioned as a result of broadcasting video news. Thus, it shows the great impact of that kind of news on public opinion in developed democratic societies and their international policies.

Dimensions of media image

News channels are great and powerful media means which could manipulate news make illusion, spread copies and stereotyping in news. This would reveal the oppressive aspect of these channels that distorts the truth

and equalizes the oppressor and the oppressed and what is more it could reveal the picture in another way totally. Moreover, these channels would collect untrue evidence to support their point of view and employ images which lead to ethic crisis. So, the image that is broadcasted is totally different that reality which leads to uncertainty among audience. As a consequence, audience should have a lot of knowledge to differentiate between positive or negative values that affect their hearts through visual images shown on television. Psychology shows that the effects of visual images have social, anthropological, cultural and human instinct and not sable meanings which can't be changed.

So, levels of recognizing news broadcasted on television which change according to intellectual and cognitive level of the audience are numerous. The first level of reading the picture is related to recognizing the visual picture in its artistic technical aspects, being independent of its doer, while the second level is related to explanation of the meaning of the event that the picture shows. This is much deeper to know what is going on specifically, Thus, it shows greatly our strong defeat in front of mass media thinking instead of us which is the prevailing issue in our modern time.

It seems the idea of video news between credibility and out of reality is shown clearly through all news which are broadcasted by different channels. For example, Arabic channels are characterized with speed when showing crucial news, besides political propaganda and the individual propaganda of the channels themselves. Moreover, these channels exaggerate events more than their real meaning to attract more audience and have political excitement, even they know by doing that they move away of authentic news which is based on reporting the news as it is. On the contrary,

these channels promise to report real authentic news away of political, ideological backgrounds.

News intimidation in channels

Mostly, terrorism, wars and works of sabotage are at the top of news in Arabic channels, while in developed nations there are news that combines the event and its contrast. Unfortunately, the Arab World misses the scientific development news and the intellectual and political achievements which reflects on Arabic self-image which would be shown in undesired and unbalanced situations. On the other hand, the Western World is shown in its most modern and civilized behavior and attitudes compared with the violence that prevails Islamic and Arabic life in general. (Cushion,2016)

Who ever watched news on world television channels see the great exaggeration of screening events which are full of political and ethnic conflicts and war. For example, Iraq always shows explosions and scenes of war, while Yemen is at the top of citizens' tragedy that are destined to live war for ever. Besides that, Syria represents the event that all countries update in all its details, which pictures the conflict between brothers and who get the help of outsiders to destroy home country. What is more, Libya illustrates the armed mess which has no leader.

Ironically, Arabic channels rush in reporting news taken from world news agencies without testing or proofreading them. This is shown clearly when a person sees the same event in different channels broadcasted according to the internal policy of each country. For example, Syrian channels which are in loyal with the Syrian regime report bombing Syrian

villages which are full of civilians, and pictures of women, old people and children victims are just pictures of successful attacks against terrorism.

On the other hand, seeing the same event in other channels which are against the Syrian regime is totally different and shows that these kinds of attacks are just brutal acts against civilians and all international decrees, which forbid killing and brutal conflicts. This leads to the importance of technological media that functions as a major means which controls news according to the benefit of the sender, so viewers should be objective in getting the news.

Television and naive reality

This term “Television and naive reality” is used in Social Psychology to show the importance of community and individual instinct seeing people around them objectively and those who are object to them are either arrogant or irrational. So, in other words, when we read, see or watch what goes with our feelings and beliefs we, consequently, believe in it against any opposing one. (Steve, 2005)

Contradictory ideas stick quickly to the minds of their recipients when they are in collaboration with their previous convictions and political, religious and social beliefs. The major reason for accepting such ideas is that they feel relaxed and it is much easier to accept similar ideas to what they believe rather than get new contradictory ideas or doing much effort to explore the abstract truth without any prejudice.

Psychology demonstrates through the term “illusion of truth” that mind possibility is tremendous in believing anything just by passing by one or twice, that means repeating information makes it credible and more true.

This leads us to discuss the cognitive ease, which is the state of the brain when all things go well; no threats or danger or events calling for attention. It is the state of our brains when surfing the social media news where we do no effort to analyse or evaluate what we read from news or posts on Facebook. The cognitive ease provokes in us that all things are real and creates a sense of affection and relief to believe in everything and share them with others.

Television and the illusion of reality

A principle in psychology stresses that what is shared more is more believable thus creates a lot of worry about cognitive ease which states that mind can create opinions easily with no effort. Consequently, as long as opinions spread among a large number of people, they become more profound and hard to change.

Reality has several meanings; truth opposed to lie and reality opposed to illusion. Therefore, the issue of reality is one of the main dilemmas in the theory of knowledge and the philosophy of science. When a person confirms the reality of a happening, it means it exists. Consequently, the philosophy of knowledge is interested in searching for solutions of several philosophical matters that are concerned in “reality”. Also, psychology shows that the illusion of reality is based upon believing a thing once it is thought of for once. So, repeating the piece of knowledge makes it more real and authentic for the mind. We often hear rumors from trusted friends, or read them on their accounts in social media and we just believe them unquestionably. So, we rarely ask ourselves if what we read or hear is true or not, and we ignore facts or information that do not match with our attitude or beliefs. We

always like to believe that we are right and feel relieved to think as others so we belong to the group. (Lotz, 2014)

The credibility of television news

After analyzing 102 local news bulletins in 52 big cities and suburbs in the United States of America and studying their contents as ways of broadcasting them, a team specialized in controlling media found that 41.3% of programmes consist of news. Generally, 30.4% of news time broadcasting consists of advertisements, moreover, some channels which were in the study had more allotted time for commercial advertisements than news. Also, the study shows that news broadcasting was full of useless talk and padding words according to the report that summarizes the study.

Under the title “Padding Words”, the report shows the summative time for broadcasting the private conversations among television broadcasters, commercials, light news bulletins, news that cover the famous people, and some examples of trivial news such as the tenor voice competitions. The tenor voice is a kind of singing male voice with the highest pitch in coral singing and the tenor term, which is a Latin word means the conservative, also applies on musical instruments; such as the saxophone tenor. The report also shows more examples about that kind of trivial news such as news that cover journalists who spent their time in some fun cities or people who bought items of food that could be eaten with sandwiches. (Küng, 2015)

If we want to know what kind of stories that news consist nowadays, we find that crime stories are the highest which are covered and have a great importance in broadcasting. It has been clearly shown that brutal acts are the

most important titles in most local news bulletins as it is thought that they are the most effective kind of news that attract people. Despite the fact that the rate of crimes is a variable issue, but television news bulletins still insist on putting the crime events on the top. (ERIN)

On the contrary of what is approved upon in traditional news bulletins of having a time framework determining interaction and viewing, it has not been an issue of interest nowadays as in the past. There has been a great change in ways of having the information and using it through determining its expired date. Clarifying what has been mentioned, who has still an interest in watching the last week news bulletin? We are now in a digital world where the content of news has no expired date. Moreover, we are in front of a great challenge to reconsider producing a live and interactive content without being lost or hidden.

News Gathering

News gathering depends traditionally on news agencies and several reports spread throughout the world. However, it is not enough anymore because of the great accelerating of news and the spread of social media and the emergence of the concept of “reporter citizen”. These ways of spreading news have become the most important means in watching news and interacting with them; for example Twitter has become a great competitor for news agencies in spreading the items of news in a great speed and how people interact with them. What is more, great politicians, famous people, governments and public and private sectors twit directly without announcing formally through news agencies or media institutions.

As related to witnesses or ordinary people, the amount of videos, pictures and scripts that are published in one hour through mass media is much more than what is produced through traditional media institutions throughout decades.

Consequently, the chances of collecting news and posting them on mass media form the skeleton of news industry; especially in ways of dealing with huge and massive news and analyzing them. What is more, smart news agencies would witness new patterns in work environment that require interactive updating in recruiting a capable staff to deal with such huge amount of information related to implementing the tools and systems of new type of work. (Bae&Domínguez, Ángeles,2018).

Producing the news content in its different types

Pictures and videos are nowadays mixing with visual and audio scripts in an unexpected way to the extent that newspapers and agencies have entered the production of visual and audio contents. That had been the result of the spread of new and modern mass media and production techniques. Moreover, we witness today the emergence of new types and forms of digital content production, where picture, sound, content and sensual effects mix together. Thus, the non-linear stories and news have been produced and the multimedia storytelling production has come to the public through smart news rooms, where people can follow up the news in the beginning, middle or at the end of broadcasting it. (MEADOWS.2001)

Problem of verification of news

History hasn't mentioned an era where humanity has been updated with the latest news in the entire world such as these days, due to the leap of

digital, printed, audio and visual mass media that is spread globally. Looking for information has been finished and it is the news that chases humans wherever they are. But the most important questions are: Is, when getting such amount of news, it the way we understand the world more? Or how could we check the credibility of the news we get?

The process of verifying the news and information in such a digital technological period has been more complicated and there have been numerous and uncountable difficulties for covering news and reporting them. For example, difficulties lie in the most dangerous zones of wars and in the calmest and most quiet places, where reporters couldn't get a suitable picture or an interesting piece of news. What is more, the scene of reporters when they rush on the red carpet getting pictures for the famous people or politicians is unforgettable.

But what about robots which is the utmost dream and the most important component in all science fiction movies and Japanese cartoon films! There are many films and stories about robots which turn to heroes in the imagination of adults and children, though at the early seventies of the previous century robots became a reality. Since then, robots have been developed in an unbelievable way to serve humankind in all fields; such as factories, offices, rescue cases and even in wars. Consequently, due to the great spread of social media , news rooms have to develop and construct ways to verify news, pictures and videos that are collected by reporters or unknown sources. Therefore, there should be a great cooperation among all reporters who own the capabilities of journalism criticism to develop effective and innovative ways to verify news.

This has been reflected on the interactive respondent opposed to passive viewer, as digital audience do not prefer speech or silent direction. New methods of criticism and analysis, as well as direct response and participation have been sources of embarrassment to the most important news agencies. Thus, news rooms should be smart and deal with smart partners whose needs are respected, and values respected. News agencies should respect more the audience and should be updated with the great acceleration of the development of the journalism sense and behavior of the recipients of the complicated digital media. (Al-Dulaimi , 2012).

Television and statistic information

Due to the advanced technology, satellite television channels can get detailed statistic information related to the percentage of viewers, ways of watching the channels and the amount of time. Moreover, those numbers express the kind of audience that watch these channels and the personal status of each person. The provided statistics would measure the extent of how much the interaction and effect of these channels on the viewers, so they can measure all what a person could imagine.

Since the old traditional information was able to measure small amount of aspects, the smart television channels nowadays could measure past and present as well as foretell future. Surprisingly, it could be foreseen the number of viewers who will watch programme or who will read an article and in an approximate percentage. On the other hand, it has been difficult to update the huge amount of information manually without the need for the some help; using computers in analyzing and updating the received information. This would enable television channels to keep up with the latest news and events with the active reporters to get use of a journalist

beat. Television channels would measure the effect and impact of such news on their viewers. Besides that, there has been a radical change in television channels from news production to presenting interactive news based upon dialogue management. In this way, digital societies have been formed to increase credibility and trust to control and possess more the viewer's mind and heart.

Robots: Masters of future television

Japanese scientists have developed the robot "Erica" which has an advanced artificial intelligence and it had been offered to read official bulletin news in Japan since last April. Previously, the specialized technological Japanese scientist, Heroshi Ishigoru, announced that the robot "Erica" would start presenting official news bulletins in the national television starting April/May as a new step to improve the presence of artificial intelligence and to accelerate the concept of the end of human race.

To start with, the idea sounds frightening as a parallel with the stress on human aspect in robots. As Erica, the robot, who is supposed to be 23 years old, is the most interesting model in face, eyes and hair. She sounds natural due to her outstanding artificial intelligence. She can stimulate human behavior and talk without any difficulties. According to Wall Street Journal, the latest developments that Ishigoru has experienced on Erica lately made her capable of expressing compassion and human desires which differentiate robots from human beings, besides having sex. "Probably, Erica would be soon a real human being with a soul as the designer, "Ishigoru, said.

Ishigoru, the director of smart robots in Osaka University, also added:” We are going to replace one of the news bulletins representor with a robot.” What is more, he has been trying to launch the idea of robots in live television work since 2014. Besides that, there are several used for Erica such as; talking to passengers in self-driving cars.

According to Wall Street Journal, Erica could signify the source of sound and place of whom they ask her , track people in a room through infrared rays and signify faces though she is not able to move her hands. The robot engineer, DrDeelan Glass, said that she learnt the art of joking and Erica is one of the highest industry cost in Japan. And what is worth to mention, in 2015, Microsoft established the first television robot “Aiao Ice”, which presented the morning news in China and using advanced learning technology was able to analyze data weather in live RT.

Circulus Company revealed about a new prototype for robots “PiBo” during its participation in the world convention in Barcelona. That robot could dignify people and interact intelligently with them. It is about 40 cm and is combined with smart camera and microphones with high artificial technology. Also, it could respond to audio orders such as; operating musical instruments, writing down notes and informing people about weather forecast. Reuters stated that the marketing director, Huo Yong Shon, said:”PiBo is a social robot that is different from other robots by being able to signify users through its camera, which provides the users a personal experience for them.”

That robot could check the bulletin news to inform users about the most important events in the world and organizing daily chores, though it is still under experiments and on a process of developing, It was assumed that it

had been launched commercially in the second half of the previous century. (Al-Dulaimi, 2018).

What about Arab Television

As mentioned earlier, television has played an important leading role in our modern human civilization, as it has a strategic importance not only for activating debates and initiatives in social media, but also updating societies and increasing their economic potential. Nowadays, communication techniques contribute remarkably in improvising our cultural and mental techniques. So, does the Arab Television get really involved in activating and modelling those media functions to build a modern developing social project? Has the Arab Television started to move from traditional viewing that is based on negative and retarded conditions to productive media culture that contributes in developing and progress the Arab societies generally? What is more, what are the social functions that are existed and available for Arab Television?

It is very hard to discuss the situation of Arab Television as a whole and to discuss a unified Arabic media in spite of all trials of Arab Broadcasting Union since its foundation till now. What is more, we would accept great exceptions and excesses related to this issue, and the functions that have already mentioned and discussed earlier in this study still exist. They are:

- 1: News function
- 2: Formative and orienting attitudes and perspectives
- 3: Increasing culture and information

4: Developing human relationships and increasing social cohesion

5: Providing entertaining means to spend free time

6: Propaganda and advertising

Arabic Television, generally, could perform pioneer functions in building modern civilized societies; especially in this world of media and knowledge where values of power in both political and civilized aspects prevail greatly. Global makers, who rule its engineering and product, were able to manufacture it as a weapon to control the world. What is more, the origin of globalization came back to applying all science fields on human activities and prevailing new technology that were related to economy and environmental balance. Thus, it has led to new ethical visions that encourage accepting new ways of living and developing social media. Consequently, there has been a great demand to reform the new intellect that has a great impact on political and educational patterns. (15)

Therefore, Arab Television is one of the social means that could be used to achieve and produce a comprehensive social movement; especially it is a technical aid that has new technical functions. Besides television has been used in digital satellite broadcasting, it has been combined to PC and it will be used as a way to surf the Internet and other interactive uses.

Finally, the social French scientist, Pierre Bordeaux (1930-2002), stressed upon television greatly in his book “The Television”, which was published in 1995. He was against this small screen and considered it as a destructive machine that uses analogue system to spread banality among viewers. He also presented what is called” quick culture” and he accused his intellectual colleagues on misusing their distinguished status in France to discuss things

Issues of professional standards in future visual news(Future reading)

they didn't understand. He also made a speech for 70 leaders in audio and visual media in Paris telling them: "Leaders of the world, do you know what you are doing? You are killing culture."

Bordeaux, who is compared to Jean Paul Sartre in the second half of the twentieth century, is a great influential character in changing social analysis ways and economic, political theories. His great intellectual influence has been a great source not only for social workers and scientists in all cultural fields, but also for social activists against globalization. So, television would be a dangerous media means whatever opinions disagree, and it should be used wisely for peaceful directions.

 **Bibliography:**

1. Abdul-Razzaq Al-Dulaimi, (2013) *The Globalization of Television*, Jarir House for Publishing and Distribution, Amman, Jordan
2. Abdul-Razzaq Al-Dulaimi (2016), *Introduction to Media and Communication Sciences*, 2nd floor of the House of Culture for Publishing and Distribution.
3. Barnett, S. (2011). *The Rise and Fall of Television Journalism: Just Wires and Lights in a Box?* London: Bloomsbury Academic
4. Napoli, P. M. (2011). *Audience Evolution: New Technologies and the Transformation of Media Audiences*. New York: Columbia University Press.
5. Newman, N., Levy, D. A. L., Nielsen, R. K. (2015). *Reuters Institute Digital News Report 2015*.
6. Cushion, S., Sambrook, R. Forthcoming, (2016). *The Future of 24-Hour News: New Directions, New Challenges*. London: Peter Lang
7. Steve Fleetwood (2005), 'Ontology in Organization and Management Studies: A Critical Realist Perspective' *Organization*, Vol. 12, No. 2,
8. Lotz, A. D. (2014). *The Television Will Be Revolutionized*, second edition. New York: NYU Press.
9. Küng, L. (2015). *Innovators in Digital News. RISJ Challenges*. London: Tauris.

10. ERIN MCCARTHY :12 Reasons We Love True Crime, According to the Experts.
11. PetterBae&ChaparroDomínguez, MaríaÁngeles (2018), ‘Gap in Networked Publics? A Comparison of Younger and Older Journalists’ Newsgathering Practices on Social Media’, Nordicom Review, 39: 1Briggs, Asa and Burke,
12. DANIEL MEADOWS The Bus (Harvill Press, 2001). New Media and Photography (the Centre for Journalism Studies at Cardiff University.
13. Abdul-Razzaq Al-Dulaimi, (2012)News in the Media, Al-Masirah House for Printing, Publishing and Distribution, Amman, Jordan.
14. Abdul-Razzaq Al-Dulaimi(2018), Robots and News in the Future, a series of scientific articles published in the Jordanian newspaper Al-Rai
15. <http://alrai.com/article/10444682/%D9%83%D8%AA%D8%A7%D8%A8/%D8%A7%D9%84%D8%B1%D9%88%D8%A8%D9%88%D8%AA%D8%A7%D8%AA-%D8%B5%D8%AD%D8%A7%D9%81%D8%A9-%D8%A7%D9%84%D9%85%D8%B3%D8%AA%D9%82%D8%A8%D9%84>