The Impact of new media on the production of news items for Algerian public television

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Abstract:

Through our theoretical study, we aim to identify the impact of new media on the production of news items for Algerian public television. The new media has been able to create a different reality in the media, culture, intellectual and political areas, within what is known as the new media. It is not only a development of traditional media, but also an information medium, all of which has been incorporated through the proliferation of websites, blogs and the emergence of online television.

The combination and overlap of these patterns have created a variety of media formats for the immeasurable and unpredictable production of news materials for Algerian public television. New media are one of the most important new media tools adopted by media organizations to communicate and interact with a wide audience, which makes the Internet a basic environment for finding information and receiving news, away from traditional media.

Thus, the traditional media must keep pace with the evolution of modern communication technology in order to ensure that its audiences meet and gain a new audience with new characteristics, most notably interaction.

Keywords:*new media, Public television,News items*.

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I. INTRODUCTION

The changes in information and communication technology today are the fourth of its kind in the modern era, following the invention of the printer, and then the invention of radio and television. The technological developments of the second half of the twentieth century and the early twenty-first century have all but diminished in the past several centuries. Perhaps the most striking manifestation is the merger between the information explosion and the fifth communication revolution. The most visible manifestation of the information explosion is the use of computers to store and retrieve in as little space as possible. (Ali. 2001. p p 344-345)

The main beneficiaries of this technological revolution were the media organizations, which were able to adopt this technology through their applications and their interaction, especially with regard to social media networks, which became one of the new media tools created by browsers and visitors, despite the fact that television channels in general and news channels in particular were late in adopting and recognizing these tools.

The Algerian Public Television Corporation is one of the media corporations that has taken this approach by creating its own websites and social media pages. It is intended to learn about the channel's use of social media sites to show its content and how the public interacts with it through its Facebook page.

1. Concept identification:

Facts and objects gain value from the common meaning and images that individuals paint, and agree on in the same environment, and these meanings and images are formulated in the form of function symbols so that they call for such symbols simply by mentioning the meaning and images they express. The identification of concepts is one of the important steps that a researcher needs in his studies and research in order to agree on concepts-based determinants, generalizations and scientific interpretations that reflect our needs at this stage in order to identify a range of concepts that often collide in the researcher's mind with similar concepts. (**Laramie and Vale, 2004, p. 32**)

Research concepts must be characterized by with precision and clarity, so that the reader can easily understand what the researcher wants, and so that the researcher himself can proceed to solve his problem without confusion or ambiguity, which may result from the synonymy of meanings and ideas. Concepts have several functions, the most important of which is to guide the researcher by defining concepts of perspective, as well as to facilitate the id (**Mohamed, 2004. p. 24**). To get closer to the subject of our study, we had to identify some concepts related to our study. New media or modern information and communication technologies, public television and news items.

1.1. Reading in the concept of new media: (Modern information and communication technologies)

The concept of communication technology is somewhat overlapping in view of its evolution. Most of these technologies have existed since the last 30 years or more. What can be seen as new is the expansion of their use in the area of enterprise management and their significant reliance on networking, especially the Internet.

The researcher "**Nabil Ali**" has given a definition that we think he has fully referred to the various aspects of communication technology that, in his view, are. "The set of different techniques, tools, means and systems employed to process content or content, which it sees as a connection through mass, personal, organizational, collective, medium, audio, visual, print or digital communication through electronic computers,

storage and timely retrieval, dissemination, transmission and exchange of such materials, which may be manual, automated and electrical depending on the stage of historical development. (**Mahmud. 1990. P 38**)

Therefore, it is about processing data and content by means and techniques and communicating it to the public through different communication processes.

It is also known by **Macmillan's dictionary,** "communication technology is the acquisition, processing, storage and transmission of fabricated, photographic, technical and digital information through a combination of computer and telecommunications and built on microelectronics". (**Shatah. 2007. P27**)

Communication Technology can be defined as" Those tools used to build information systems that help department to use information in order to support its decision-making needs and to carry out various operational processes in the enterprise. This technology includes technical programs (hardware), ready-made programmes (software), databases, and networking among many computers or other relevant elements. (**Boukalkoul. 2006. P 07**)

The New information technology includes a large number of forms of information and communication technology that have revolutionized the performance of media institutions:

- Computer technology.
- Cable communication technology.
- Satellite technology.
- Microwave technology.
- Fibre - optic technology.
- Digital communications technology. (**Saud. 2002. P. 20**)

Current developments in new media technology have influenced mass communication - particularly its means - as a continuous multi-party process. Some of the impacts of current developments in new media technology on the means of communication can be monitored in the following respects:

- The current communications technology, through its different means, did not eliminate old technologies in different ways, but rather constituted a natural extension and development of them.

- The new information technology has led to the integration of the various media, which in the past were independent and unrelated in such a way that the boundaries between them were eliminated.

- The mass media has become international or global in nature, as the contemporary revolution in new information technology has led to a dramatic surge in the phenomenon of international media or global communication.

- The most prominent content of the communications media has benefited greatly from the current developments in the new information technology, thus increasing the effectiveness of its news functions at the local and international levels. (**Samira Chaikhani. 2010. P476**)

1.2. Public television:

Algerian TV is one of the satellite channels in the Republic of Algeria, as it is the official state TV in Algeria, where it was first broadcast in December 1956, and it is also affiliated with the General Television Corporation in Algeria, and therefore it is necessary to focus on the Algerian TV from Satellite stations that seek to present and produce a variety of entertainment programmes, in addition to Algerian films and series in Arabic, through the Nile sat, Arab sat, Alcomsat and SESSat satellites.

Algerian television sought to distribute news coverage through terrestrial broadcasts to a group of Arab countries until 2011, and then began using satellite broadcasts on the Arab Satellites Sat and Nile sat only, through encryption techniques, as its official headquarters is located in the capital of Algeria Algerian television was established after the Republic of Algeria declared independence in July 1962.

Algerian television has also contributed to the establishment of four media institutions affiliated to it, all of which focus on media principles and standards that have been adopted in the media fields and professional and journalistic codes of honor. National Corporation for Radio and Television Broadcasting.

1.3. News items:

News values are defined as a set of physical and mental criteria on the basis of which an event is transformed into a press release. News values are the structural qualities associated with the interaction between the event and the audience, and they reveal the essence of the event and its social use, i.e. turning it into a subject for perusal, knowledge and understanding.

2. Approaching social networking sites with alternative media and their relationship to traditional media:

The alternative media derives its significance from its common wealth, as the public has taken social networking sites as a substitute for traditional media. This is where criticism is practised and new ideas and ways of organizing, cooperating and training among members of society are generated. Perhaps most importantly, the alternative would deal with sensitive issues in social, political, economic and economic mechanisms, tensions between control and freedom, between work and unemployment, and between the opposition and the government. The alternative would be reduced until it became a pattern of mass communication. The alternative media descended from a spontaneous and disorganized reference that took the principle of freedom of expression and independence without restrictions. It was the result of intellectual attitudes. Alternative media could be identified. "Social" is an intellectual and practical format that examines the advancement of society as a player or as a subject of communication. (**Al-Mansour. 2012. P 81**.) It seems that, concretely, civil society has the opportunity to present its various components, to identify and engage in dialogue, which is the open possibility for every citizen to enter freely and effectively into contact with another citizen or group.

Alternative media, first and foremost social media networks, lead to the phenomenon of raising the profile of the facts. The media agenda is shaped by high-profile events, which entice media organizations to adopt this approach. By trying to use these networks to learn about the views and trends of the public and to keep up with them. When we talk about the Internet, the political revolution, how they are invested, used

and employed by the media organization, we necessarily talk about websites and blogs. (**Belkhiri. 2014. P 38**) "Social media networks have created a new media practice, both in terms of producing content and establishing a new relationship with the public. «It has not given a perfect boy; it is a socio-cultural technological innovation that regenerates into a complex context with countless dynamics. «The employment of its interactive media means that it is revered for the values of dialogue, difference and pluralism and that it has become a new function, while its exclusion means maintaining an elite and monolithic media model. (**El Hamami. 2014. P. 106**)

3- **Interactive television and social networks:**

Interactive is one of the most important modern media terms, and its importance has been increased by the presence of modern technological media, in the context of the so-called new information revolution, originally based on interaction between the communicator and the user, and the sharing of roles in sending and receiving the message, that's why thinkers and theorists consider Laswell's linear model based on intercommunication. Under the development of modern communication technology.

Interactive television medium as the researcher " **Nasreddine Ayadi** " defines it It's a concept devised to indicate in particular the relationship between audio-visual and viewer, and aimed at transforming static and passive scenes into an effective and active element, affecting programming, but the progressive and multiple use of this concept has become indicative of all kinds of participation of the recipient in the message, whether or not it resonates, as the interaction on television is often via telephone, classical mail, studio attendance and others.

Although modern technological media are remarkably interactive, we cannot call it all because it is not all available. Because the communicator in the news sites makes choices for the user to interact with, such as posts for comment below each word as on social media networks, the communicator and user also have to be highly in control of modern technologies in order to achieve the required interaction at the level of websites or social networks that is the subject of considered research. (**Fadila. 2007. P. 38**)

4- **Moving from TV to Internet:**

The impact of the use of social media websites by users on other media has led to a decline in their handling to varying degrees. According to some studies, some of the results revealed that radio listening had been affected, with 40% of researchers responding that radio listening had declined and 58% of users responding to social media that their viewing of satellite channels hadalsodeclined. (**Iyad. 2000. P. 24**)

According to the results of the study, there is an initial exodus of viewers from television as a means of communication to the Internet, namely Facebook social networks, the most popular example in the Arab world, so that they become interactive users who make and change the vocabulary of events through the latter.

For this reason, the departments of television news channels and media organizations in general have decided on the need to develop their methods and services and to pursue continuous modernization in keeping with the age of interactive and non-consensual competition for modern information technology, especially after the emergence of new media, which seeks to provide most of the features and features of the media in only one interactive medium, the Internet and its diverse and distinct media services. In addition to investing social media sites and making use of their renewable services to serve the

causes of the Arab, Islamic, political, economic, educational, educational, cultural, sports and other nations by creating new spaces in which to search for the public. (**Amari. 2012. P. 81**)

The new media contributes to weakening the ability of media to interact with the public, especially adolescents and young people, and the emergence of the term fragmentation is linked to the emergence of multi-platform broadcasting and competition to attract viewers. The effects of new media also include declining viewing of historical channels and the emergence of new types of video-on-demand, television and non-linear broadcasts.

The fragmentation process also contributes to the weakening of the capacity of television to regulate the public sphere, in other words, the ability to create a space to raise issues relating to public affairs and multiple political debates (**Hamami, 2014**). The Hertzism, Digital, Analog, Satellite Broadcasting, Recorded Television, Video on Demand, and Mobile Phone in the context of Multi-Platform Broadcasting, which make television an inclusive medium based on openness to society by investing the interactive potential of new media, especially Web sites, which are the basic platform for a new system of communication to encourage the public to communicate its views (...) In this direction, television organizations have created within their websites multiple interactive spaces, all representing new spaces for public debate and expression of views and ideas that have become the mechanism for public participation in the public sphere, such as forums, blogging platforms, content commentary, photo and video sharing and the creation of interactive pages on social networks. (**El Hamami, 2014**)

5- **Impact of new media on public television news functions:**

One of the tasks of the media organization, most notably, is the news functions that have been affected by the new information technology in several respects:

- Speed in covering events: Recent technological developments have reduced the time distance between the event and its dissemination as news, and eliminated the nuances between the three phases of its dissemination: The news breaking phase, the news-broadcasting phase and the news saturation phase were made through the coverage and transmission of the news as soon as it occurred.

- Geographic expansion of news coverage: The media no longer suffer from the coverage of events in remote geographical areas, both at home and abroad, and distance is no longer an obstacle to communication and communication thanks to the facilities provided by the new information technology.

- The expansion of news channels and the expansion of the capacity of each channel, even in countries with weak technological capabilities and equipment, make it possible for the media to have a huge amount of news to choose. (**Shikhani, 2010**)

- The professional performance of the news function has been improved and developed through access to information banks and their networks to provide background information for news.

- Development of completely new news channels and channels different from traditional ones, such as television text systems, newspapers and electronic magazines.

- The high proportion of news values, especially serious ones, such as grandeur, interest, timing, size, suspense, conflict, competition, expectation and fame in both print and television news.
- North-South imbalance in news coverage: The state-of-the-art information technologies that form the basis of the explosive eruption of the structural revolution are the natural result of scientific, technological and technical excellence in the West, leading to the monopoly of the North on the manufacture of information, communication and information technologies. This is one of the most visible and important manifestations of the media imbalance in the modern world.
- The current developments in new media technology - especially in the field of television transmission and reception and the Internet - have had their effects on some other means such as cinema and the press.

II. Conclusion:

Current developments in new information technology have influenced military communication - particularly its audio-visual means - as a continuous, continuous, multi-party process. Some of the effects of current developments in new information technology on Algerian public television and others can be monitored on the key point: the news, the most prominent content of the communication media, has benefited greatly from current developments in new information technology, thus increasing the effectiveness of its news functions at the local and international levels.

In conclusion, we would like to say that this study has enabled us to collect a valuable body of information, despite the difficulty of researching these areas - new media and television- and we hope that the result of this modest work will be one of the results that will open prospects for further study of the forms at hand or one of its angles.

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