حراس بوابات جدد، لإعلام جديد.

# The new gatekeepers for the new Media

Des nouveaux portiers pour les nouveaux médias

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## Abstract

This study explores the role of the gatekeepers in disseminating the local and national news through social media, studying the role of editors and users in creating news in the community through the use of Facebook and Twitter, the main feature of this new genre is the interaction with editors using social media to identify and distribute stories Through daily monitoring and readers using these networks to read an article, commenting on the news of the day, this study will provide an insight into what users prefer social networking sites, and times when newspapers prefer to deliver their message and will describe how Editors and the use of social media to develop the news stories, and distributed widely and it will provide insight about the reason for readers to publish their news.

Key words: Electronic Press, Electronic Gatekeepers, Social Media, News, Facebook, Twitter.

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**Résumé**

Cette étude explore le rôle du portier dans la diffusion des nouvelles locales et nationales dans les réseaux sociaux, en étudiant le rôle des éditeurs et des utilisateurs et comment ils créent des nouvelles dans la communauté dans le Facebook et Twitter, grâce à ces interactions avec les éditeurs des médias et des lecteurs pour lire un article et les nouvelles du jour, cette étude fournira un aperçu de ce que les utilisateurs préférez les sites de réseautage social, et les moments où les journaux préfèrent transmettre leur message et décriront comment les rédacteurs en chef utilisent des réseaux sociaux pour développer des reportages, et largement diffusés, et fourniront un aperçu de la raison pour laquelle les lecteurs publient leurs nouvelles.

<u>Mots clés</u>: La Presse électronique, le portier électronic, les réseaux sociaux, l'actualité, Facebook, Twitter.

**ملخص :**

تهدف هذه الدراسة إلى البحث في دور حارس البوابة الالكترونية في تحرير و نشر الأخبار الوطنية و المحلية و ذلك من خلال صفحات الجرائد الالكترونية على مواقع التواصل الاجتماعي، ودراسة دور المحررين والمستخدمين في خلق الأخبار بالمجتمع الافتراضي من خلال موقعي: فيسبوك و تويتر، لما تتميز به هتين الشبكتين من تفاعل و شعبية بين المتصفحين في العالم عموما و الجزائريين خصوصا و بين المحررين للمضامين الاعلامية التي تنشرها الصحف الالكترونية عبر صفحاتها، و ذلك لتحديد وتوزيع القصص من خلال الرصد اليومي لمختلف الأحداث والتعليق على الأخبار الصادرة طيلة اليوم، هذا و نحاول من خلال هذه الدراسة تقديم نظرة معمقة لما يفضله مستخدمو مواقع التواصل الاجتماعي، و الأوقات التي تستغلها الصحف لتقديم رسائلها إلى جماهيرها المستهدفة و ذلك من خلال وصف كيف أصبح المحرر يسخر مواقع التواصل الاجتماعي في خدمة و تطوير المحتوى الاعلامي لجريدته الالكترونية.

**الكلمات الدالة**: صحافة الكترونية، مواقع التواصل الاجتماعي، حارس بوابة الكترونية، صفحات الويب، فيسبوك، تويتر.

## Introduction:

The technology has played an important role in its many aspects of its work In fact, one of the critical variables that changed the process of saving information is through means such as plugins, blocking and other strategies. There has been strong opposition to the use of technology in journalism for many decades, related language Since the invention of modern printing by Gothenburg and the media and communications networks, this new age is changing all aspects of society, including economic, social, political and cultural factors, it is shifting focus from vertical, Down to more horizontal structures, creating more equal playing field for all users Communication has progressed to real-time and expanded access worldwide.

It also discusses how the Internet has transferred some of the traditional gatekeeper duties to the press into the hands of readers, and then turns to the effect of blogging on the press, arguing that it has become an additional channel available to journalists, despite much early skepticism. (Facebook and Twitter) and their role in creating contemporary news and trading around the world today and in Algeria in particular, and providing examples of certain events showing their growing impact, after considering the extent to which technology can be seen as a new gateway in itself and Some For theories on the role of technology in society, the research concludes with an overview of how journalists tend to respond to technology innovation, Any research into the impact of the Internet on a critical aspect of journalism requires the exploration of the impact of new technologies in general, how to help understand the past and predict the future of the press as it responds to current technological developments.

This research will consist of:

1-Who is the Gatekeeper?

2- The gatekeepers between the old media and the new media.

3 -The role of the virtual public in the editing of the news.

**Problematic:**

The social media played a big role in the way traditional news organizations, specifically newspapers, choose and send news as well as how to communicate and receive news and information from the general public. This study explores how social media channels such as Facebook and Twitter are used in today's newsrooms, not just reporters, but also editors. This research examines how news and information are filtered and sent in those newsrooms. According to a Pew Research Center study, about half of the top 50 news sites - which include a traditional print product - include visitors from mobile platforms such as tablets or mobile phones of the time on the site of desktop users (Mitchell, 2015, p. 15)

The natural inference of this is that the news has become easily accessible and easily shared because of the ability of mobile devices to allow users to ease and quickly exchange links to news via social networking channels along with the rise of mobile news consumption was social Web, where the new dynamic information flow (Mitchell, 2015, p. 16). The Research Center showed that nearly half of adults using the Web got government and government news in a week from Facebook where « the effect is pushed to a strong degree by friends and algorithms » (Mitchell, 2015, p. 55). In which the general public is cast News and information had an impact on how and what extent we act as the gatekeeper role of social media in today's news and society, as well as the status of those news and information-producing institutions and make them available to the general public on a daily basis (Mitchell, 2015, p. 27) .

The news has evolved into a more participatory process, specifically with Facebook and Twitter being one of the three most popular social media networks used in media

consumption (Bruns, 2008, p. 18) Nearly half of all Twitter and Facebook users get news on those channels and means Social media and 39**%** of readers print newspaper Get news on Twitter and Facebook (Lizza, 2006, p. 56).

● But how do editors define what should and should not be on social media pages?

● How does the virtual audience determine what should and should not be published on social media pages?

We will study this subject theoretically by:

I. <u>Who is the Gatekeeper?</u>

-Rashti said: the gatekeeper is all the journalists who collect the news, the news sources who provide the news, and the members of the public who affect the awareness and interest of other members of the public to the media ... All those gate guards at some point or At some point in the news. (83 صفحة ،1978 ،رشتي)

Lewin formulated this term to describe how social forces can change the eating habits of society, using the term "gatekeeper" to illustrate those who control gates' through these shopping procedures for food and preparing meals (Shoemaker, 2001, pp. 235-240).

David White, who learned about Lewin's theory by working as a research assistant at the University of Iowa, was the first to be transferred to a research communications project, White conducted a study in which he asked the wire editor for a small newspaper in the city, Mr. Gates, to keep each wire copy of agencies Press such as The Associated Press, United Press, and International Wire for one week in February 1949 gave Mr. Gates a written justification of 90% of the wiretapping stories I received in the newspaper. White has helped to compare and analyze the stories actually used with all the news that wire agencies have sent throughout the week (Shoemaker, 1991, p. 22) were analyzed and Mr. Gates selected to determine the impact of different factors on these options (Shomakeer& Reese , 1996, p. 41) view factors influencing decisions, including gatekeepers, news values, government, culture,

personal judgment, politics, morals and beliefs (Thurman, 2008, p. 155) conducted an empirical study of news stories that must meet one or more of the following requirements: reference to elite power or celebrities, entertainment transfer, surprise, bad news or good news, size or importance, follow-up or The current story, or reference to the newspapers themselves. All of these contributions indicate that the application of news values is part of the process of preserving the gates, paying attention to the material before publication and putting them at stake in line with gate guard assumptions.

Sanger discusses the need to maintain the contemporary portal to reconsider its concepts to take into account the new challenges facing the process in the digital age (Singer, 2006, p. 15) because the advent of the Internet requires active experimental studies and contemporary media and revision of gate settings to accommodate changes which occurred as a result of technological developments.

II. <u>**The gatekeepers between the old media and the new media**</u>:

With the growth of new communication technologies, such as radio and television, the Internet, portals have evolved as a process where journalists and editors need communities to develop and distribute news to the masses. In the digital age, the public now plays a crucial role in the creation and distribution of news through social media platforms, the public increasingly helping to determine what is worthwhile for wider networks (Holcombe & Gottfried, 2013, p. 25).

The traditional gateway guard theory has evolved to include multiple channels of communication, including sources, the media and the public.These channels are consumers and producers of information and all play a role in gatekeeper function in the media (Shomakeer & Vos, 2009, p. 29).

The influential channels of information today is social media, It provides a greater number of means and options for news content. "Regardless of how people get news from

the Internet, it has become a dominant channel of communication and has passed newspapers as a major source of news and public information (Neuman, 2011, pp. 370-371). Scientists began to look at the new models of gatekeeper (Lewin, 1951, p. 70):

they started by The Gatewatching model, where editors are constantly editing citizen journalists to identify useful sources and focus gate gatekeeper theory, is not on traditional gatekeepers, as in the media, but on gateways, and the public that creates and distributes information in a digital society, While the traditional gateway relies on the sender and receiver model, the gate keeper network assures the wide production and amount of information available on channels in digital media, and the many entities that control that information.

Editors are no longer confined to editors and journalists in the press Instead, they are shared with governments, regulators, search providers, network providers, organizations, and individuals (Nahon, 2009, p. 37).

Argues Nuggets and proves that in networks the balance between gatekeepers and gates is more complex. It is likely that gate guards create and produce larger amounts of information from gateways because of their vast resources.

However, gateways can create and produce information independently as well, without having to pass through the content portal but when gateways create information independently, its importance is somewhat low because of the limited exposure it receives, compared to information disseminated by gatekeepers controlling the most attention The audience. The existence of generic alternative platforms for gate guards is important and significant in itself because it contributes to more multi-dimensional cyberspace, even if only to a limited degree. Another way to analyze the ability of fenced networks is to focus on information production rather than information creation. Gates can Producing information in networks created by gatekeepers (مكاوي & السيد، 2003، صفحة 76)the ability that strengthens the power of gates.

The gatekeeper model explores the dynamics of information transfer, news and negotiation between media guards and citizens who participate in digital media presentations, including public forums, websites, and social media (Pantic, 2014, p. 44).

In the past, the press has been defined through the gatekeeper function, as in the sophisticated newspapers the slogan "all the news that fit the printing." Today, journalists face competition on the Internet in the report of what is news, breaking news often comes directly from eyewitness accounts, leaving journalists to check the facts and incidents occur context of speech. While the traditional press has been designed to provide information to the public as part of the democratic process, citizen journalism can put the agenda through continuous Discussions or even rumors online.

Blog reporter can blur the lines between news and opinions Internet journalists have been put on an equal footing with others in the identified Despite the growth of social media, some researchers argue the main media (Soroka, 2012, p. 520) However, much of the information available on social networks and available updates is also indirectly subject to the maintenance of portals by these traditional news outlets, these test outlets choose what information on these sites.

III. <u>The role of the virtual audience in editing the news</u>:

We interviewed the editors in Algerian newspapers which have pages on social networks like: El khabar, Ennahar, Echorouk, El watan, El chaab and El jomhouria, After that we asked some questions in a questionnaire about 60 members of the audience interacting with the news Social networking (Facebook and Twitter) to explore the role of gatekeeper in these electronic newspapers and after analysis we reached:

-The newspapers in this study focus on Facebook to engage readers, although Twitter has provided a place to entice the public back to print stories or on newspaper websites. Newspapers also use video on Facebook, but do not have YouTube pages limited to their

images and video content on Facebook, this heavy interaction between editors and users on social media leads to a network portal, where the focus is no longer on the sender and recipient information, but instead the complex interaction between gatekeepers and the gatekeeper in the creation and distribution of information (Nahon, 2009, p. 71) Social media, Gates can be a gatekeeper of the information they contribute or through the information that they share their personal network sites, one of the browsers said that: Participates in the social media newspaper page "to share our articles with others that are part of" my friends "in the world Social media that either live next to us or away from us especially with new LPA residences."

  - This study concluded that the users of social media participate in publishing news and media content like: texts, pictures or videos, because the most of journalists in this study said that the social media as a living source of news despite its lack of credibility sometimes, but the others confirmed that they use the most valuable and credible content for them such as videos And tweets, especially for the leaders, presidents, and the country leaders.

  - The social media has opened the way for the citizen to express his opinion and to publish the major events at the time of their occurrence, so the citizen journalism has emerged, which the ordinary citizen is a gatekeeper and creator of the content of some media, though they are not the academics or the professionals in the media.
- The news of the virtual public on social media is not reliable sources for the media, but it is like a key to news stories, especially in the case of natural disasters and the terrorist events.

  - The social media pioneers became like the competitors of the journalists in the traditional, such as: a high speed in the transmission of news and information, they have become faster than the journalist, because they deliver the informations simultaneously, without publishing the insulting and the racist news.

-The most respondents visit social media sites in the newspapers and use them to interact, with 53 using the example, 45 using the arrows, 37 commenting, 30 briefing pictures, 17 watching videos, and 14 using hyperlinks. This shows great interaction and feedback from the audience at the level Which allows the paper to measure what stories, pictures and videos are of interest to the readers of the newspaper community. This informal survey is often used to share the reader to create RSS feed from news on the paper network or to prioritize what is displayed prominently on a website.

- Parelli used Network protection model to analyze four keys attributes to the role of the portal - political power (Nahon, 2009, p. 51), the ability to produce information, relations between portals and gatekeepers, alternatives in the context of the gate conservation in this model, however, she said that although From the relationship between portals and gate guards is dynamic, the individual has little power because of his limited ability to produce information.

-This study shows the strength of portals in electronic newspapers, the influence of the virtual public on keeping news at the national and local levels of what they read, what they share, and their comments on social media. This interaction often controls the editor's ability to determine what is trustworthy and to remain fair, accurate and objective in the process because the stories and user and intertwined comments and how to penetrate individuals and the traditional boundaries of gatekeeper.

-The editors monitor social networks, both for comments and likes, and to use this information in daily news gathering.

-Between editors and social media users allow the public to participate in the news and determine what is trustworthy. Editors rely on readers' input to decide what is the most important news, using it as a basis for the RSS feed on the front page of their websites, and invited one public paper to attend its daily meeting to try to make it more transparent, which

would allow the audience to be Inputs on news that will be covered on a daily basis, breaking news often come from the public, as evidenced by the photos and comments contributed by users during the snow shut of national roads, where the paper acts as a public channel of information.

-The editors use the social media to identify stories or collectibles to find them People are willing to participate in topical articles.

-The editors work to track rumors and get out the truth of fiction in breaking news Sometimes the Social Media Editor works to correct erroneous information before printing it and all these procedures guide to a complex and common approach to determining what is worthy of the media and how it is displayed in local pages.

-The digital media frustrates the lines between consumers and news producers on the Internet and defines the traditional roles, rules, and routines of journalists in port management and treatment. This allows the public to help develop stories in an electronic newspaper (Kenyon, 2008, p. 375).

-The social media is a means of public debate on issues of importance to distribute information to a much wider audience but it also becomes a reference of public emotions and attacks, contributing to the "emotional stream of news", not based on the principles of the press but on the experiences, opinions, The public that it becomes the news from the user's point of view (Enli, 2007, p. 23).

- Some readers expressed their concern about privacy issues on social media and social media networks of newspapers, it will be interesting to see the privacy effect is the presence of participation with public sites, readers also pointed out that the newspaper social media sites dominated by a few, Causing people not to post their opinions on the site. What does this mean for the democratization of the Internet? Another issue raised by readers and editors is the impact of payments and their impact on readers of newspapers and e-books. It would be useful for the field to investigate several options to see how different models affect

media sales.      - Editors pointed out some very interesting issues for study One editor said that the news has been reduced to 140 characters, the public no longer reads or understand the keys to issues In addition, readers, editors and journalism standards questioned online, whether the newspapers verify the accuracy of information In the race to publish the news first as the press develops in the digital age, it is important to consider how it affects press standards or the impact of external content on the news.

   -In this era of digital media, it is critical to go back and see how the cutting edge news and change in the online world and find new and innovative ways to strengthen the fourth power without careful evaluation and consideration, the new virtual audience have no evidence of democratization, people may lose Trust in a career created to be fair, objective and accurate without the press, no news; there is information only.

   After qualitative and quantitative analysis, we reached these conclusions and recommendations:

   - The social media allows users to redefine what news is created by sharing, and the consumption of web content news is now a social experience because of multiple outlets for producing and distributing information. Passive consumers are no longer spectators on the process. They are active participants who interact with each other's paper Other, users influence the news by creating content for newspapers, sharing information from various news sources, and commenting on the elements published by the paper (Fook, 2011, p. 17).

   - The media has contributed to the "emotional news stream," where news is based not only on WMP The media has changed from a form of mass communication to a "maspersonal" communication, where among people the communication between journalists and consumers plays a key role in the media, "The perception and assessment of what the news entails in this era of digital and social media has become a news agency from the point of view of users to view, eliminating the role of newspaper in providing news of the

day, however, it is important for users to learn how to distinguish misinformation, credibility of news, partisan, P In the past, citizens interacted with newspapers through letters to the editor, today, journalists, editors and citizens regularly communicate through social media, e-mail, discussion boards, blogs, citizens also in the production Their content is on the Internet, with 44% users of Internet indicating that they have published photos, stories, audio recording and online video, according to a study conducted by the Internet Bio-American Project, in a study of twelve British newspapers online, found dramatically increase the amount of users born content online, but the British editors maintain the traditional roles of gate conservation by modifying external content based on reputation, trust and legal obligations, Boczkowski says: the role of the journalist is still more important because of their experience in Reporting Journalists have achieved four key positions including interpreting, publishing, discounting and packaging (Boskovsky, 2004, p. 49).

   -The interpretative role of investigating formal claims, complex analysis and discussion of national and international policies, the role of the publication consists of getting information to the public quickly, avoiding unverified facts, reaching the widest possible audience and providing entertainment and relaxation.

   -The social media is an extension of traditional communication, allowing easy access to information and retention of Facebook, which originated as a social networking site and online communications communities, generates more trust, friendships, and political support".

 -The public have an unmatched reach and access to information, practitioners can help social media audience sorting through the chaos in this way, information exchange and interaction facilitate the cultivation of the relationship [chin, 2011: p. 437] also said that online newspaper features are Increase readers, make users feel more connected to the community.

**Conclusion**

The results of this research support the idea that cognitive understanding in community issues is positively correlated with the level of participation and community-sponsored message forums sponsored by newspapers for many participants and so forums may be a useful activity that helps to improve understanding at least for those who participate. But the research does not indicate that this improved understanding leads people to go out and do more in the community now based on their participation in the online community Social media platforms have become a dominant force in the newspaper industry, serving both the potential "lifeline" of recycling sluggishness and competition for advertising revenue. The newspapers publish stories directly to a site such as Facebook and Twitter, which collects revenue from ads on their sites with the latest social media applications, many larger, outdated paper incentives are given to use the site - such as equipment or financial incentives - an option not available at the local level. , Newspapers must decide whether they want to use social media as a news distributor or whether a newspaper website is a destination for readers some electronic newspapers use and publish all content on social media, while others use a strategic approach to recruit new audiences.

So the social media has created a new electronic gatekeeper with new features and editing type.

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