



## Role of Media Professionals in News Production on Al Hayat Radio and Radio Jordan on the Credibility of Media News: A Comparative study

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### ABSTRACT

The study aims to reveal the role that media professionals have in producing news materials on Al Hayat Radio and Jordan Radio. An analytical and descriptive approach is indicated in order to achieve the research objectives. The questionnaire was used as a data collection tool. The research included a sample of 80 directors from Radio Al-Hayat and Jordanian Radio in Jordan. The results of the research revealed that the level of the role that news managers have in the production of news materials in Radio Al-Hayat and Jordan Radio was at a high level, and there are statistically significant differences in the level of skills that news managers possess in producing news materials. Attributed to the variables of gender, age, experience and educational qualifications, and there are statistically significant differences in the level of skills between news managers in both radio stations in favor of Radio Life.

**Keywords:** *Media professionals, Hayat Radio, Jordanian Radio, news materials.*

### INTRODUCTION

The various media outlets had and still have a strong influence in many areas as the fourth and fifth power, and their influence on opinion leaders has been the subject of

controversy and diligence between those interested and scholars, given the severe sensitivity of this relationship and the great effects on media freedoms, freedom of expression, and human rights in general, in addition to Topics related to democracy, such as the rotation of power and the right of opposition, transparency of government work, equality of all rights among citizens, and rational domestic policy, whether at home or abroad.

Observers of the reality of developing countries see that most of the media belong to the state, and that individuals or the private sector may have a limited space operating within the framework of the state's agendas, not to mention the emergence of many international media institutions in or close to governments except for a few, and there were some initiatives that were one of the Governments of developing countries that have a positive impact on the transfer of modern media technology (such as Jordan), because individuals and the private sector were not able to transfer media technology due to its high cost, especially in the early emergence of that technology. Nasr (2008, p. 274) indicated that the presence of the press is linked to It is clear that there are political systems in those countries, as Makawi said. (2009, p. 13).showed that the role of media professionals in developing countries is only to transmit the government's policies and philosophy in creating new societies.

Look at the nature of the relationship of Arab governments with the media in terms of media ownership, we will find it one of the following forms: It is either complete ownership of the government, and all Arab countries have known such a form, or it is private property of the private sector. Some Arab countries, as the political system establishes its own media institutions. It is noteworthy that the Lebanese Middle East TV was one of the first media institutions established by the private sector in the Arab countries, in addition to state television.

As for the third form of media ownership, it was the mixed form, which consisted of a proportional contribution of the government with the private sector or with the public through equity participation. The Jordanian newspaper, Al-Rai, was known from this form, which transformed from a private company to a public shareholding company in 1975, in which it contributes. The Jordanian government has a share of the shares. (Obaidat: 2003 mention the page number). Fahd Al-Askar indicated that the relationship between the government and the media in some Arab countries may be one of direct government support for the media, although the ownership of the media belongs to the private sector. Saudi newspapers, for example, are owned by the private sector, but the political system, based on its endeavor. Aiming to advance all the institutions of society, and his conviction of the importance of the roles that the press plays, as one of the most important social institutions in the Kingdom, he provides support to newspapers since their inception so that they can carry out their professional and national tasks to the

fullest, and the support has taken many forms, including: Direct support through aid and grants And loans and subscriptions, in addition to indirect support represented in customs facilitations, providing training opportunities to newspaper employees, as well as bearing fees for transporting newspapers via mail and air transport internally and externally (Al-Askar, 2003, 73).

This support relationship is the subject of controversy, criticism, and questioning of its objectives, as They may be considered bribes that the government provides to the media in order to ensure that it supports its policies and does not criticize it before internal or external public opinion.

The development of communication and media technology has made it possible for a large number of individuals and groups to expand the launch of new media that have taken different forms of ownership. Either for associations (such as magazines) or for universities such as radio and television stations and media websites, or for amateurs or for the purpose of investing in media, they are either for parties, although previously such models were known. But the low cost of creating modern media (the Internet) allowed many individuals and groups to expand the launch of media platforms for them, and the result of this was the loss of government control or monopoly over the existing media. Especially in developing countries, and among its results is also an increase in the parallel media flow of official media or media that always support government policies.

Various media observers see that many media outlets do not abide by professionalism or legal controls when they are exposed to the lives of individuals, especially opinion leaders among them, which affects them a lot with distortion, distortion, slander and contempt. There are other matters that concern recipients, in light of the increase in the number of media outlets. This made the media and its development uncontrollable.

Accordingly, this study came to identify the role of media professionals in the production of news materials on Hayat Radio FM and Jordanian Radio in the credibility of media news: a comparative study.

## **PROBLEM STATEMENT**

The relationship between the media and the credibility of the news is a matter of controversy in many fields, and in light of the scarcity of studies that dealt with the impact of the skills that media professionals possess in producing news material on Radio Hayat FM Radio and Jordan Radio on the credibility of media news: a comparative study and the absence of results on this subject It represents a problem in the size of the negative impact posed by the media, and in light of this, the study problem can be summarized. In answering the following main question: What is the role that media professionals have in producing news materials on Al Hayat Radio FM and Radio Jordan on the credibility of media news: a comparative study?

## RESEARCH QUESTIONS

The study questions can be defined as follows:

1. What is the role of the media on Jordanian society?
2. What is the relationship of the media in Jordan with the credibility of the news?
3. What is the extent of the media's commitment to objectivity, impartiality and honesty in their performance?
4. Do the media in Jordan have the right to obtain information from the different media?

## THEORETICAL FRAMEWORK

The media has great benefits for the individual, the group, the nation and the nation, but in order for the media to play its role fully, it must be an organized and purposeful media that, in one way or another, serves the individual and the human being. as a group. Let's take a look at the media that you will find entered every home and addressed young and old alike, as it penetrated all fields from thought to entertainment to culture. The role of old and well-known sources of information and other methods of reception has also diminished in front of the modern media, which used the greatest achievements of the human mind in communications technology, the information and technology revolution, and targeted in one way or another to attract minds, feelings, emotions and even instincts, and we see some have surrendered to this electronic educator and newcomer, He began to emulate the role of father, mother and school to a large extent and unparalleled Abdul Latif (2010).

The media is an important means of communication and the role of the media in social life has doubled, with the spread of mass communication means on a large scale, in the current century, so the media has become an important link between people, who are spread in many regions, and time and place have been abolished, so that man becomes fully aware of With what is happening in the world and following up on the nation's issues, the media has thus achieved coordination in efforts between individuals and peoples Al-Zoubi, (2010).

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As for the media, it is the sum of technical and material means and technical, literary and scientific news that leads to collective communication with people directly or

indirectly within the framework of the educational and guiding process of society, and whether the media is readable, audio or visual, the media goal is the content that it provides, the medium, and The extent to which it is in harmony with the spirit of the age, objective effectiveness, educational dimensions, and a beautiful and appropriate young form. in it (Owais, Abdul Rahman, 1998).

### **ELEMENTS OF THE MEDIA PROCESS**

As stated in Elements of the Media Operation, Harold Laswell summed up his following statement: Who? when? By what means? and for whom? And with what effect? Who is the? you say what? In which channel? To whom? What role? What is meant by the sender, whether it is an individual or a media device, and whether it is a press, radio, television, or other house.

By saying what? I mean, what is the media message (content, colour, components, ... etc). By any means: any channel that transmits the media message, whether it is an audio or visual medium or a readable medium. For whom?: Who is the audience who will receive the media message and the type of audience (its culture, economic level, age groups, gender...). What is the role?: The role is the ultimate goal of the media message. Because the message that does not achieve its effect will work in a vacuum, and the reason may be a lack of the message itself, or the sender, or the future, or the element of choosing the appropriate medium to deliver this message (Al-Arab, 2001).

The media has a great role in the formation of the mental image, where the mental image of the individual is formed as a result of his interaction with the real environment, and this image differs from one individual to another and cannot be similar to another image. The dictionary defines a mental image as the mental presentation of anything that cannot be presented to the senses directly, or that is associated with certain feelings as a result of simulating a particular experience, or imagining what the senses of seeing, hearing, touching, smelling, or having perceived taste. The media plays a major role in the formation of the image printed in the minds of its audience, and the media greatly amplifies this image and imprints it so strongly in the minds, that it seems to the reader, viewer or listener that he has indeed met the personalities covered by the media even though he has never met them (Obeid , 2001).

### **MEDIA FUNCTIONS**

The media has many functions, so the responsibility of the media is not limited to communicating information with its purely technical limits, but rather goes beyond the form of access to access content on the one hand and the background that governs its formulation on the other. Dennis McCall, as mentioned in (Al-Jamal, 2005) summarized the media functions of the individual as follows:

Contribute to helping the individual to support and define personal identity, by supporting personal values and acceptable patterns of behavior, and uniting with the values of others, the group and society, and then obtaining a job and a vision for the individual to achieve himself through comparison and matching with other images that he is exposed to in the media.

Entertainment: The media helps the individual to escape from his daily problems and helps him to rest and relax in addition to filling free time and acquiring true culture and cultural patterns in addition to releasing and liberating emotions and feelings and the aesthetic pleasure that the media achieves (Abdul Hamid, 1998). We cannot deny the close relationship between the media and communication because the media is based on the communication process in order to be able to convey ideas, information, beliefs and attitudes to the individual. The media, regardless of its type or target, needs different means of communication and devices in order to convey and deliver the media message (Al-Rashdan, 2005).

### **MEANS OF COMMUNICATION**

The means of mass communication have always taken a prominent role in monitoring the features of the technological age on the face of the contemporary world, and these means have added to the communication processes the ability to have the desired effect on the one hand, and expanded its departments on the other hand in a way that makes it transcend the national circles to the human spaces, which The edges of the earth have become close neighbors (Al-Jamal, 2005).

### **COMMUNICATION FUNCTIONS**

Often when it comes to communication, functions and effects are often confused. While functions are concerned with the general role played by the means of communication, we find the effects of the results of this general role represented in defining these general roles played by the means of communication. For example, we find that the entertainment function is one of the basic functions of the media process, but this function may mask various psychological and social effects on the audience, which may be positive or negative (Abu Aseba, 2005).

### **MEDIA NEWS**

News is the main art espoused by all media, in addition to being a priority of the public. Our current era is the era of competition in the field of rapid access to information and news, their transmission, and the provision of explanations and accompanying backgrounds. The media news industry has developed in developed countries in terms of the techniques used in its transmission and processing, and in terms of technical drafting methods. The news sources and the options for dealing with news in terms of press production also varied, and after the perception of the news industry from media

specialists became confined to the stages of creating and collecting good - (editing, publishing) - it became from two entrances, the first is the entrance to news employment and the other is the entrance to the development of methods Technology in shaping the news. The news in third world countries is still a communication message that suffers from political and social constraints. The regulations under which it operates, including funding and ownership requirements, restrictions on freedom of expression, the absence of a journalist's right to protect his or her sources of information, and the politicization of media news.

## **METHODOLOGY**

In the following, the researcher deals with the study approach, how the study is conducted, the study tool, the statistical treatment, and the study variables. The study used the descriptive analytical approach that is often used to analyze and interpret data in a narrative and logical manner.

### **THE SAMPLE**

The study population consisted of all media workers in Al-Hayat Radio FM and the Hashemite Kingdom of Jordan, who numbered (200) in the media, according to the statistical cards in the Jordanian radio. 20 media professionals were excluded for the purpose of being considered as a survey sample for the purpose of determining the reliability factor of the study instrument.

The researcher chose the study sample through the study population by 40%, so that the number of the study sample that was chosen by the simple random method was (80) male and female media professionals in the academic year 2020/2021. The questionnaire was distributed to them, and 76 questionnaires were returned with a rate of 97%, which is very suitable for the purposes of the study.

## **MECHANISM AND PROCEDURES FOR ANALYZING AND PROCESSING QUESTIONNAIRE DATA**

To perform the statistical analysis procedures for the data, a field for the answers was determined and the researcher gave five alternatives to the answers for each question (strongly agree, agree, neutral, disagree, strongly disagree) to know the opinion of individuals, and it was measured using a five-point Likert scale (five-point Likert scale) and it was determined Figures (1.2.3.4.5).

### **TOOL STABILITY**

The internal consistency coefficient was calculated (Cronbach's Alpha), where the results for all paragraphs of the study tool ranged from (0.906), and therefore the value was



greater than (0.60) and this is an indication of the consistency between the paragraphs of the study tool, and the reliability of the study tool.

### STATISTICAL METHODS USED IN DATA ANALYSIS

To analyze the study data, appropriate statistical analysis tools were used, through the use of the statistical program (Eviews), and the following statistical tests were performed:

Descriptive statistics for the independent variable (empowerment) represented by the arithmetic mean, standard deviation, relative importance, rank, and level of application. The internal consistency coefficient (Cronbach Alpha), to determine the reliability of the data collected through the questionnaire for the independent variable. Kolmogorov-Smirnov test to test how close the study data are to the normal distribution. Simple linear regression analysis, to measure the effect of independent variables on the dependent variable.

### FINDINGS AND DISCUSSION

This part includes a description of the identifying and demographic characteristics of the study sample, which are: (gender, age, educational qualification, nature of work, years of experience). In order to describe the characteristics of the study sample, the frequencies and percentages of the demographic variables of the study sample were found as follows:

#### 1. Gender:

**Table (1) Distribution of the sample according to the gender variable**

Variable	Category	Repetition	Percentage
Gender	Male	39	51.3
	Female	37	48.7
	Total	76	100

It is evident from table (1) that the (male) category is the largest category, as it reached (51.3%), while the percentage of males in the study sample was (48.7%), which indicates that most of the radio workers are males due to the need for field work and the nature of customs and traditions.

#### 2. Age:

**Table (2) Distribution of the sample according to the age variable**

Variable	Category	Repetition	Percentage
Age	Less than 25 years old	4	5.3
	From 25 - less than 35 years old	19	25
	From 36 - less than 45 years old	32	42.1
	From 46 years and over	21	27.6
	Total	76	100



It is evident from table (2) that the majority of the sample members are (from 36 - less than 45 years old), where (32) individuals reach (42.1%), followed by a group (46 years and over) at (27%), which indicates that Most of the respondents are from the youth category, because the work of radio requires young energies.

### 3. Scientific Qualification:

**Table (3) Distribution of the sample members according to the educational qualification variable**

Variable	Category	Repetition	Percentage
Scientific Qualification	Diploma or less Bachelor M.A. PhD	14	18.4
	Diploma or less Bachelor M.A. PhD	43	56.6
	Diploma or less Bachelor M.A. PhD	16	21
	Diploma or less Bachelor M.A. PhD	3	4
	Total	76	100

We notice from Table No. (3) that the (Bachelor's) holders formed the majority of the sample at a rate of (56.6%), as this indicates that this is a good indicator of the respondents' ability to answer the questionnaire questions in a realistic manner.

### 4. Years of Experience:

**Table (4) Distribution of the sample members according to the years of experience variable**

Item		Mean	Std Deviation
Years of Experience	Less than 5 years	8	10.5
	From 6 to less than 10 years old	31	40.8
	From 11 - less than 15 years old	24	31.6
	16 years and over	23	30.1
	Total	76	100

Table (4) indicates that a category of (6-10) years was the most with a percentage of (40.8), followed by the rest of the categories. This indicates that most of the study sample respondents do not have much experience in the field of work.

### Research question number 1

First: the independent variable, which is empowerment:

- Support and guidance

**Table (5): The arithmetic means and standard deviations of the support and counseling dimension**

No.	Item	Mean	Standard Deviation	Rank	Level
1	Radio Jordan gives me sufficient powers to accomplish the tasks assigned to me.	4.51	0.615	1	High
2	Jordan Radio provides me with an opportunity to make critical decisions.	4.30	0.613	2	High
3	Radio Jordan works to develop the organization of communications between its various administrative	4.16	0.738	5	High

	levels.				
4	Jordan Radio trusts the decisions that I take in the various committees.	4.18	0.721	4	High
5	Radio Jordan delegates powers commensurate with the multiple responsibilities.	4.21	0.773	3	High
6	Jordan Radio provides me with sufficient powers to reinforce my belonging to my workplace.	4.15	0.700	6	High
Total amount		4.26	0.70		High

The above table represents the values of the arithmetic mean and the standard deviation of the support and guidance dimension, where the highest value of the arithmetic mean was for question (1), which states: "Jordanian radio gives me sufficient powers to accomplish the tasks assigned to me." The mean value was (4.51) with a standard deviation (0.615). ), And the lowest average was for Paragraph (6), which states: "The Jordanian radio provides me with sufficient powers that reinforce my affiliation to my workplace." Its arithmetic mean was (4.15) with a standard deviation (0.700), while the general average was (4.26), a standard deviation (0.70), and at a high overall level.

This can be explained by the fact that it is appropriate for the Jordanian radio to provide support and guidance to its employees, so that they can take appropriate decisions after delegating the powers to them in an appropriate manner and in a way that leads to improving work.

## EFFECTIVE COMMUNICATION

**Table (6): The arithmetic means and standard deviations of the effective communications dimension**

No.	Item	Mean	Standard Deviation	Rank	Level
7	Horizontal and vertical communications are organized between the employees of Radio Jordan	3.93	0.794	3	High
8	Communications are organized that enable workers to multi-task.	3.00	1.029	4	Medium
9	Information is shared to organize the work by accessing information with the rest of the employees of the Jordanian Radio.	4.30	0.805	2	High
10	Effective communication aims to speed up the flow of information	2.88	1.046	5	Medium

	between employees of the Jordanian Radio.				
11	The information is stored appropriately on the Jordanian radio	4.31	0.604	1	High
12	Effective communication is being activated at all administrative levels within the Jordanian Radio.	2.82	0.860	6	Medium
	Total amount	3.68	0.86		High

The above table represents the values of the arithmetic mean and the standard deviation of the variable of effective communications, where the highest value of the arithmetic mean was for paragraph (11), which states: "The information is stored appropriately in the Jordanian radio, where the value of the arithmetic mean was (4.31) with a standard deviation (0.604), as well as The lowest arithmetic mean was for Paragraph (12) which states "Effective communications shall be activated at all administrative levels within the Jordanian radio." Its arithmetic mean was (2.82) with a standard deviation (0.68), while the general average was (3.68) and with a standard deviation ( 0.86) and a high overall level.

This can be explained by the fact that the Jordanian radio should pay attention to effective communications in order to facilitate the flow of information to workers and to enable them to take appropriate decisions at all administrative levels.

## EMPLOYEE TRAINING

**Table (7): The arithmetic means and standard deviations of the employee training dimension**

No.	Item	Mean	Standard Deviation	Rank	Level
19	The Jordanian Radio adopts clear training plans to develop the capabilities of its employees.	4.25	0.657	4	High
20	Jordan Radio provides me with free training in order to develop various skills.	4.04	0.754	6	High
21	The Jordanian Radio works to encourage its employees to exchange experiences with each other	4.24	0.682	5	High
22	The Jordanian Radio provides me with	4.73	0.483	1	High

	educational opportunities and gaining new experiences or knowledge on Jordanian Radio				
23	The Jordanian Radio regularly evaluates the training programs in which it participates	4.52	0.571	2	High
24	Jordan Radio provides a variety of training methods based on modern technological applications	4.44	0.588	3	High
	Total amount	4.34	0.63		High

The above table represents the arithmetic mean and standard deviation values of the variable after employee training. The highest value of the arithmetic means for question (22), which stated: "The Jordanian radio provides opportunities for education and the acquisition of new experiences or knowledge in the Jordanian radio." Standard specifications (0.483), and the lowest average of paragraph (20), which states that "Radio Jordan provides me with free training in order to develop various skills", with an arithmetic mean (4.04) with a standard deviation (0.754), while the general average was (4.34) with a standard deviation (0.63) and a high overall level.

This can be explained by the fact that the radio station must train its employees to enable them to acquire the necessary skills at work, so that these experiences and skills contribute to the performance of various tasks.

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This can be explained by the fact that the radio station must train its employees to enable them to acquire the necessary skills at work, so that these experiences and skills contribute to the performance of various tasks.

## CONCLUSION

After the results, the researcher concluded the following from the study:

The researchers concluded that the category (males) is the largest, which indicates that most workers in the radio field. They are males because of the need for field work and the nature of customs and traditions.

The researcher concluded from the research that the majority of the sample members (from 36 - less than 45 years old), which indicates that most of the respondents are young people, because radio work requires young energies.

The researcher concluded that the (Bachelor's) holders made up the majority of the sample, which indicates that this is a good indication of the respondents' ability to answer the questionnaire questions in a realistic manner.

The researcher concluded that the category (6-10) years was the most, followed by the rest of the categories. This indicates that most of the respondents in the study sample do not have much experience in the field of work.

The researcher concluded from the study that the arithmetic mean and standard deviation values of the variable after training the employee. The highest value of the arithmetic means for question (22), which stated: "The Jordanian radio provides opportunities for education and the acquisition of new experiences or knowledge in the Jordanian radio." j states.

This can be explained by the necessity for the radio station to train its employees to enable them to acquire the necessary skills at work, so that these experiences and skills contribute to the performance of various tasks.

## **RECOMMENDATIONS**

In light of the results, the study recommends and concludes the following:

Establishing a department concerned with social media devices that will serve as a guide for officials, editors, and preparers in the news sector and political programs about what is circulating on the local arena, so that the programs are designed with what is in line with the concerns of the street.

Urging specialized employees of the Jordanian Ministry of Information to open an account for social media to approach the word by word and image by image in order to adopt government issues, deny rumors and monitor the public's views on topics related to government projects.

Increase the support provided to the media to direct more attention towards issues of the semantic influence of words and images and to find solutions to them.

Establishing a center for media studies concerned with the contents and studying all aspects of the media process in a theoretical and practical way in order to enable the activation of the role of the word and the image in influencing the masses through conscious and constructive analysis of it.

That the employees of Radio Hayat FM and the Jordanian Radio are qualified and given the skills through which they can produce the news accurately.

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