

**Reflections of digital technology transitions on the websites
of Iraqi and Arab TV channels
(A field study on a sample of workers in satellite channels)**

Prepare by



Dr. / Anwar Ibrahim Al-Zobaie

Anbar Education Directorate

E.mail: anwarabd731@gmail.com

+9647901881862



Dr. Salah Sahi Al-Qaisi

Anbar Education Directorate

E-mail: sammun697@gmail.com

+9647916081094

Abstract

The aim of the research is to identify of reflections of digital technology transitions on the websites of Iraqi and Arab TV channels and try to detection about the technology applications of digital communication that used in he websites of Iraqi and Arab TV channels and to identify the effects and impact and implications of using digital communication technology applications in he websites of Iraqi and Arab TV channels, also try to monitor the obstacles and difficulties faced these applications, and finally to know the suggested solutions and treatments to advance the level of development for these applications in he websites of Iraqi and Arab TV channels .

The researcher used the descriptive analytical method, because it appropriate method to know the opinions of the respondents, the researcher used the intentional sample (questionnaire) for data collection, and the sample was selected in intentional sample of 36 items from the workers in the Anbar and Fallujah channels

Keywords: communication technology - digital communication - websites.

Research problem and questions:

1. What are the applications of digital communication technology used in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?
2. What are the effects and implications of using digital communication technology applications in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?
3. What are the obstacles and difficulties facing these digital applications in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?
4. What solutions and proposed solutions to advance the level of development of digital communication technology applications in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?
5. Are there statistical differences in the implications of digital technology transformations On the websites of Iraqi and Arab electronic TV channels?

Research aims.

1. Disclosure of digital communication technology applications used in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?

2. Identify the effects and implications of using digital communication technology applications used in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?
3. Monitor the obstacles and difficulties encountered in these digital applications in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?
4. Knowledge of proposed solutions and solutions to advance the level of development of digital communication technology applications in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?
5. Identify statistical differences in the implications of technological transformations applications in the websites of Iraqi and Arab electronic TV channels from the employees' point of view?

Research importance.

Trying to identify the digital experiences and applications used in the websites of Iraqi and Arab electronic TV channels, and to know where the satellite channels stand from the reality of the technological development represented by the digital communication and the technological revolution now.

Search limits.

- A- Spatial limits:** The application of this study on Iraqi and Arab satellite channels.
- B- Temporal border:** This study was carried out from 12/1/2019 to 15/2020.
- C- Human border:** A group of workers in the satellite channels (Al-Anbar and Fallujah satellite channels)

Research and methodology

The researcher used the descriptive analytical approach, which attempts to reveal the implications of digital technological transformations On the websites of Iraqi and Arab electronic TV channels.

Action search terms and definitions.

1. Communication technology.
2. Contact Digital
3. Websites
4. Anbar satellite channel
5. Fallujah satellite channel

The theory used in research

Technological determinism theory

In 1967, McLuhan formulated his theory of technological determinism Depending on the idea that there are two methods

1. Means for disseminating information, entertainment and education.

2. It is part of the technological development chain.

Communication technology jobs

1. Collect as much as possible of the correct information Or clear facts from available sources, presentation and presentation.
2. Store the information obtained, whether written, photocopied or drawn This information is reprocessed by several programs that process and process this information.
3. Marketing operations.

Communication technology applications

1. Access to the website by the user.
2. Easy navigation within the site.
3. Find information on the site.
4. The website uses more than one language.
5. Update information inside the site
6. Interactive: the sender and recipient exchange roles during the communication process.
7. Archive: The ability to keep the material broadcast on the site.
8. Advertisement
9. Contact the website staff
10. Methods for measuring site visitors
11. Free on-site materials provided

Digital technology

1. The computer
2. Internet
3. Digital satellites
4. Interactive TV
5. Mobile phone

Research findings

1. The results showed that the extent of the reflection of the use of digital communication technology applications, on the websites of Iraqi and Arab electronic TV channels, Facilitating accurate media work, and lead to direct followers interact and work to increase their numbers.
2. The results showed the effects and implications of using digital communication technology applications on the websites of Iraqi and Arab electronic TV channels; it works to increase the efficiency of the quality of program production.
3. The obstacles and difficulties Lies in the weakness of the financial potential.
4. The solutions and solutions are accumulated by providing modern equipment and devices permanently.

Recommendations

1. The need to pay attention to the use of all technical means In the Iraqi and Arab media institutions and satellite channels In line with modern technological developments related to digital communication technology.
2. Attracting those with competence and experience in modern digital applications.
3. Work to motivate workers in the websites of media institutions and Iraqi and Arab satellite channels to use modern digital technologies.
4. Increase training courses and workshops in the digital field for professionals and workers in Iraqi and Arab media institutions and their websites.
5. Increasing the purchase of modern digital devices and equipment for Iraqi and Arab media institutions and their websites.
6. Coordination with other institutions and companies that have experience in the field of modern technology and digital communication and benefit from those experiences in the practical and media field.
7. 6- Establishing an advanced center for everything related to technological developments and repercussions and the media product of Iraqi and Arab media institutions.

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