

**Employment Of The Digital Media In Producing The
News Programmers In The Jordanian Television**

Prepared by



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Abstract

The study aimed to identify "how to use Digital Media in the production of news programs in Jordan Television.

To achieve this goal, the descriptive method was selected by using the field survey methodology exclusively for the study community represented by the news production workers in the Jordanian Television

The number of respondents was 41 out of 48.

After analyzing the tool, the study reached a set of results, most notably that the level of Digital applications currently used by Jordan TV in the field of news production was High.

There is a need to train employees and involve them in specialized courses related to the applications.

Keywords: Digital Media, Digital Applications, Production, News Programs, Jordan Televisio

The study Problem

It was represented by knowing the level of employment of the Jordan Television Corporation for digital media services in developing its news products and knowing how the application of new communication technology reflects on the quality of news programs, their outputs and their quality from the viewpoint of those in charge of the news programs? And how close the institution is to this modern field.

Study objectives and questions:

- 1- What digital applications are currently used by the Jordanian TV in the field of news production?
- 2- What are the effects and implications of digital applications for producing news in Jordanian TV?
- 3- What are the obstacles and difficulties encountered in these applications?

Search terms:

- Recruitment
- Digital Media
- News programs

Study limits:

Spatial Borders: Jordan TV, Amman - Jordan.

Temporal boundaries: The survey was conducted during the period between 1/2/2018 to 4/15/2018.

Human boundaries: They are the workers in the news programs of the Jordanian television, and they hold the following professional and job titles: (director, assistant director, program presenter, program designer, editor-in-chief, editor, translator, news and program producer).

Characteristics of the digital media concept

- 1- The degree of depth and breadth of databases
- 2- The degree of depth and range of functions of operational systems and information systems in order to provide all users with the required needs as quickly as possible.
- 3- The degree of size and coverage of local, wide and global networks for all users.
- 4- The type of information and data available to users.
- 5- The degree of ease of use and use of information technology tools.
- 6- The degree of suitability of the means of transport and communications between information technology tools
- 7- The extent of its cost appropriateness for all classes of society.
- 8- Low communication cost resulting from the use of information technology, especially in light of the wide and global networks.

Research methodology used:

Survey methodology was used in this descriptive study

Study community:

The community was represented by those responsible for producing news programs on the Jordanian TV, whose number was (48) at the time of the study.

Recommendations of the study

A set of recommendations are as follows:

1. Learn about new principles related to digital applications by making use of and augmenting the pioneering media experiences, and trying to be guided by their mistakes regarding digital applications.
2. Training employees and engaging them in specialized courses related to digital applications, in order to benefit from them in improving and developing news programs.
3. Allocating financial budgets in order to bring everything new regarding digital applications.
4. Overcome the financial difficulties associated with digital applications.
5. Developing solutions to many of the problems facing media organizations by attracting qualified and experienced people with regard to digital applications.
6. The study recommends that other researchers use other variables in order to generalize the benefit of the subject of the study to the various media institutions.
7. The necessity to circulate the results of this study to media organizations; As well as on the related sectors.
8. The study recommends researchers in future studies to prepare studies on the impact of digital technologies on work methods, leadership and management patterns, and employee behavior, based on the deterministic technological theory that linked technology with the habits and patterns of individuals who use it.
9. The institution attaches great importance to studies of echoing and measuring the public's attitudes towards its performance, the quality of its programs, its presence

within the community, and the impact of technology on the attitude of the audience of listeners and viewers regarding their evaluation of programs and performance.

10. Establishing a specialized research center. Survey the opinions of the institution's internal and external audiences, not only with regard to technological development and implications, but also with regard to the overall performance of the institution and its media product.

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