

**Infographic functional of Connectivity In news websites
Analytical study on Russia Today for the period from 1-5 to
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Prepared by



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Abstract:

Human societies have witnessed tremendous technological leaps in the field of communication and information. They have undergone an intellectual and scientific development represented in the development of the applications of communication technology, and this has been reflected in communication itself. Characterized by the speed and ease in the dissemination of news, information and data, the employment of infographics in the process of communication has the effect of reducing the time consumed and providing a good understanding for the public who are following the online media. This research deals with the employment of infographics in Russia today news site to identify the mechanisms of employment and its relationship to the nature of the contents. This research is one of the descriptive studies that adopt the analytical survey method on a sample of (140) infographic content within a period of three months. The research has arrived at important conclusions by achieving the communication function performed by the site from the use of infographics in various images such as dissemination, news, and entertainment. This means that Russia today news site has put a clear policy for that employment of infographics data to improve the performance of the communication in the political, economic and military contents, although characterized by a high degree of lengthiness by the reducing them to infographic designs which facilitate the understanding of the content.

key words: Function- Infographic - Visual perception.

First: Research Problem

The problem stems from the personal sense of the necessity to diagnose the communicative function of the infograph in journalistic work, and the need to determine the level of interest of websites in it.

Second: The importance of research

The importance of research comes from the importance of the topic itself; It is considered a recent topic and occupies an important position in the interests of the media, especially websites.

Third: Research objectives

1. Learn about the communication function for the infograph on Russia Today website.
2. Determine the contents that were covered in the form of an infograph on Russia Today website.

3. Knowing the form of the infographic used on Russia Today website.
4. Disclosure of the methods of presenting the infographic content on Russia Today website.
5. Learn about the mechanisms of designing the nose at Russia Today website.

Fourth: Research Limits and Fields:

- 1) The spatial domain
- 2) The temporal domain
- 3) Thematic field

Fifth: the research community and its sample:

The search community is represented by the websites available on the Internet that use nasograph designs to present their online news content, and the researcher has chosen intentionally; Russia Today website

Sixth: The type of research and its methodology: determines the type of approach that can be used, as the descriptive method is based on studying the reality or phenomenon and describing it accurately. It is expressed in quantitative and qualitative terms.

Procedural definitions of search terms:

1. Function
2. Infographic
3. Visual perception

Conclusions

In light of reading the results of the study, a number of conclusions can be identified, which are as follows:

1. For promotional, news and entertainment, it matches the job of data journalism.
2. The political, economic and military contents that came to enhance the news function of the content on the site.

3. That the shape of the nose was balanced at the site, and there was a comprehensiveness and variation in the employment of the shapes with slight differences in their percentages.
4. Presenting various content, blending the presentation of electronic content and the presentation of infographic content.
5. There is also a use of a wide banner that depicts the subject of the nose at the site.
6. The site showed interest in images in the delivery of media content in an interesting, attractive, and mind-blowing way.
7. The site adopted the discovery learning method according to (Brunner's) theory.

Recommendations

The research reached a set of recommendations represented by the following:

1. A call to conduct studies on the nose from a scientific point of view.
2. Emphasize the importance of reducing information and data in infographics.
3. The necessity of paying attention to this journalistic art and highlighting data journalism in scientific conferences and seminars.
4. Emphasizing the importance of including data journalism in media colleges as a curriculum.
5. Calling for the translation of foreign books that dealt with the design of the nose as an art with a communicative function.

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