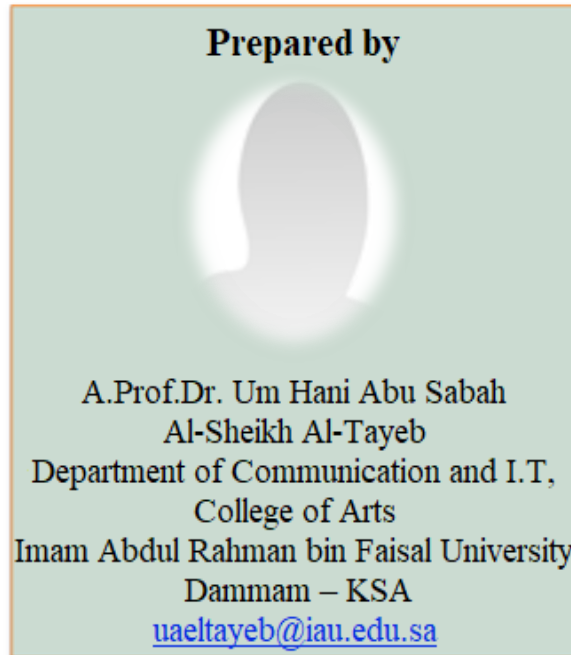


The use of modern text processing standards in Press Direction and its employment in the media message (Makkah Al-Mukarramah Newspaper as a model).

استخدام معايير معالجة النصوص الحديثة في الإخراج الصحفي وتوظيفها في الرسالة الإعلامية (جريدة مكة المكرمة نموذجاً)



Abstract

The study dealt with the digital producing processing of the content of the media message by following the modern standards represented in the treatment of the journalistic text. Designing the information in modern templates to keep pace with the recipient in terms of form, content, and speed in a reality enhanced by illustrations was explained. The researcher adopted the descriptive-inductive approach to his research. He looked at a period of a full year in which Makkah newspaper is concerned with public and private events. The study explored the modern standards of text processing in journalistic directing in terms of visual text arts in addressing contemporary issues and achieving sustainable development goals. The study also dealt with the modern technical concepts of text processing in media messages. Finally, the study exposed the requirements of effective adherence to values, ethics, professionalism, and responsibility by designing the text in journalistic directing to present an honest media message with perfect professional standards. The Makkah Al-Mukarramah newspaper, Saudi Arabia, is an official newspaper to achieve the goals of guidance, and awareness of visual content by its Islamic and geographical location. Addressing the importance of the spread of real-time information through applications in fixed and mobile smart devices. Makkah Al-Mukarramah Newspaper's commitment to values, morals, professionalism, and responsibility, which the text has adopted effectively through professional knowledge bases. The use and employment of infographics for the text appears clearly in the illustrations, colors, contrast, elements, and their balance in the design.

Keywords: standards - text - media message - Makkah Al-Mukarramah Newspaper

An introduction

Daily newspapers develop new standards, pathways, and various modern methods to adapt to the requirements of the recipient and follower of the public and to understand the modern, technical, and cognitive changes that multiply at an amazing and immediate speed, represented in updating the methods of processing text in newspapers in order to employ it for media messages. Today's press in general, and Makkah newspaper in particular, uses technology, science, means, and the art of illustrative design represented in the infographic to employ the visual content of the media message and confront social media and modern media platforms that attracted the recipient and follower with its brilliant visual content, to go beyond the monotony of journalistic and editorial templates of investigation and report. And news, interviews, talk, and all kinds of news articles, where data and information are rebalanced and transformed into knowledge with attractive templates for the follower in the form of new visual content.

Newspapers identify several ways to adapt to the modern digital media for the follower and the recipient, as they mobilize all their political, professional, economic, technical, and topographic capabilities and abilities to design brief and concise content for the editorial templates of the news, with planning and innovation as strategic planning for the newspaper that guarantees its survival and competition in front of modern media and focuses on processing the text with excellence. It outweighs other visual treatments for the means of communication with its pages, and for gaining the trust of the follower and the recipient. The newspaper focused on the latest methods of design, presentation, and visual appeal. It is the illustrative design that is represented in the science and art of infographics. It deals with this in its distinctive forms by presenting the content of the media message through the journalistic text with advertisements, data, numbers, statistics, maps, pictures, drawings, and tables in simple, clear, and easy-to-understand ways, bypassing the complexities in the other media.

Press production is one of the steps in producing newspapers and symbolizes a comprehensive and purposeful media, which is the step related to showing the final form of the newspaper. The concept of journalistic directing has evolved with the development of technology, the Internet, and modern digitals, as directing has become not limited to visual form only, but also includes development in content. And it is no longer just an attempt to attract readers only, but it has become in front of the pitfalls of digital media and communication networks that diversify in their forms, cultural and visual forms, and the multiplicity of content opportunities in a way that the recipient has not seen before. With the provision of a useful and simple summary with complete clarity in the visual content, the factors that contributed to the development of directorial functions varied and multiplied, including the development of printing devices and the development of page preparation techniques, along with the development and upgrading of readers' requirements and the emergence of communication needs that were not known before, all of which contributed significantly to the emergence of modern and innovative directorial functions.

The statement of the problem

The need of the recipient and follower for the brief and concise visual content of the events and news in the current situation, and processing the text according to a specific directorial vision is one of the important elements through which it is possible to accommodate the treatment of contemporary social issues for the recipient and follower, which in turn contributes to achieving the goals of sustainable development. The limited balance of informational and future knowledge of some recipients and followers of daily newspaper news due to the lack of consideration of their scientific, cultural, and professional level in editing the media message; ease of publication is an indication of the concern of the majority of newspapers and the mobilization of capabilities to address it and overcome the pitfalls of the journalistic scoop on news. The increase, availability, and rapid spread of applications in fixed and mobile smart devices helped in spreading instant information, which led to the emergence of intensive, circulating, and repetitive digital manipulations that affect the content of the message and the

content in the media by citizen journalism. This increased the concern of newspapers, especially the official and government agencies, despite technical development has become an indicator of advancement, observance of the regulations of the profession's laws must be adhered to in a society whose entire life has become electronic. The research problem tries the following questions:

1. What is the treatment of journalistic text that contributes to the understanding of the media message among all readers of all categories?
2. What are the arts on which the visual text relied in addressing contemporary issues and achieving the goals of sustainable development?
3. What is the modern technology for applications employed by the text in journalistic directing to deliver the media message?
4. What is the commitment to values, ethics, professionalism, and responsibility adopted by the text effectively through design in journalistic directing?

The importance of the study

The importance of the study is in the role that text design plays in press direction, as it is one of the modern standards on which all the plans and strategies of Arab newspapers in general, and Makkah newspaper in particular focus to attract the follower, as it is reflected in the yield of understanding the media message and the treatment of many issues and this helps in sustainable development. Explanation of the importance from two sides:

1- Scientific importance: to enrich the media library in general and the library of the Department of Communication and Information Technology at the College of Arts, Imam Abdulrahman bin Faisal University in particular, as the study focused on the modern standards of the text and its function in the media message in the scientific, professional and ethical aspect, and this is a new and important field.

2- Practical importance: The study relied on design methods, types, methods, forms, patterns, and their importance in the media message, represented in the editorial templates of the newspaper (Makkah), by adopting the methodological method of the study, and thus the results can be presented to contribute to the establishment of some important modern standards.

The Aim of the Research

The aim of this scientific research is to focus on the visual and visual content of events, news, data, and information, in which the value becomes superficial, as there is a lot of simplification and abbreviation, and the speed of publication reduced the credibility of the news, which led to a weakness in knowledge and the limitation of the informational and future balance in some disciplines, and the ease of publication became An indication and indicator of the community's concern about dealing with a large number of rumors and applications in fixed and mobile smart devices that helped spread real-time information. The research is also concerned with the emergence of circulating and repeated digital treatments that affect the content of the

message and the content in the media by the citizen press, which increased the concern of the communicator, especially the official authorities and the government, in addressing and limiting the circulation of false and wrong information, despite the technical development as an indicator of upgrading, but the observance of the regulations Profession laws must be adhered to in a society whose entire life has become technological and electronic.

Among the research interests are the high pressures facing those who communicate for the sake of content quality, maintaining the balance of news, the press scoop, keeping up, the satisfaction of the recipient, and gaining visitors to websites and electronic platforms, with the aim of keeping pace and informational excellence and gaining as much as possible from society and influencing it, as creativity in producing the product has become the crown of the media outlet. . One of the researcher's interests in this study is the development and uniqueness of presentation methods, the only way imposed by the language of the era and represented in the acquisition of modern technologies and software and their employment as applied audio, visual, written and readable product through modern media platforms. And we find that creativity in producing the product is the most important element of the media, rather it is a science and visual art that achieves goals and high-quality success rates. Media. The researcher did not neglect infographics, a term that refers to the conversion of data, information, and complex statistics into visual content in the form of clear and easy-to-understand graphics.

Research Limitations

Spatial Limitation

In the study, we limit the spatial scope of the modern standards of the text in the press direction (Saudi Makkah Newspaper). This newspaper was chosen as an official newspaper in the Kingdom of Saudi Arabia, produced by the state, to achieve through it the goals of guidance and guidance for all groups with visual content. And by virtue of the nature of its geographical and Islamic location, it needs to address all citizens, residents, pilgrims, and Umrah performers of various cultures and scientific and professional levels. The Makkah Al-Mukarramah Newspaper is a Saudi daily newspaper, issued from Makkah Al-Mukarramah, and its first issue was published on: 12 Rabi` Al-Awwal of the year 1435 AH, corresponding to 01/13/2014 AD. Wednesday 8 Shaaban 1377 corresponds to the year 1957, during the era of individual journalism. A daily Saudi newspaper published in Makkah Al-Mukarramah. It publishes the latest news, stories, special coverage, articles, opinions of specialists, and infographics.

Temporal Limitation

The temporal limitation of the study is determined by the period from July 2021 to July 2022, which is a period of a whole year in which Makkah newspaper is concerned with public and private events.

The study population

The study population is the Makkah newspaper, which represented the Saudi society and the general public available to understand the message addressed through the content, whether news, reports, instructions, directives, or participation in general and in particular in the well-known religious ceremonies, whether Hajj and Umrah, or visits during the season of Ramadan and holidays.

Research Methodology

This study belongs to the researches that use the descriptive inductive approach, which is considered one of the studies' methods, with the aim of collecting important data and information about the phenomenon under study.

Research tools

It consisted in extrapolating the content of the editorial templates that represent the media message for some of the important content that society needs in all its groups.

Analysis unit

The study relied on follow-up on the readability of some of the contributions of Makkah newspaper.

Procedurally define terms

Modern standards

It refers to the modern trends in the chapter elements of headings, white spaces, separate and compound colors, and trends in the functional importance of the text are embodied through its role within the framework of the overall function to provide professional and aesthetically distinct media contents.

Text

This means the letters, words, phrases, and paragraphs that make up the editorial templates and the media message of the newspaper

Press direction

Press direction is scientifically defined as an artistic process that begins after the end of the journalistic editing process, and includes the distribution of editorial materials on the page space according to certain technical and design bases that take into account the relative importance of the topics, leading to producing a distinctive artistic form for the newspaper that attracts factors of attraction and facilitates reading. (Selim, Mounir, 2017:32)

The intended media message:

The integrated content that achieves certain goals for the recipient and the follower

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Makkah Al-Mukarramah Newspaper

It is a Saudi daily newspaper, issued from Makkah Al-Mukarramah. It publishes the latest news, stories, special coverage, articles, opinions of specialists, and infographics.

Theoretical Framework

Concerning the concept of text in journalistic directing and the use of media message templates for Makkah Al-Mukarramah newspaper, one can say that the text is considered the basis of all the content of newspapers, and it is highlighted through journalistic production, which is considered one of the journalistic arts that help distinguish it from other newspapers and compete with it in news content and formal excellence. This is evident by presenting the content in an artistic and clear manner in order to reach the attention of the reader and gain it, and this is done by employing the topographical elements or typographical units and diversifying them in accordance with the content and the policy and strategy of the public and private newspaper. Journalistic output is scientifically defined as an artistic process that begins after the end of the journalistic editing process, and includes the distribution of topographical elements and editorial materials on the page space according to certain technical and design principles that take into account the relative importance of the topics, leading to producing a distinctive artistic form for the newspaper in which attractive factors and facilitating reading are available. (Mahdi, Lubna, 2022)

The importance of the text in journalistic output is also embodied in its contribution to collecting daily news terms and contents and working to arrange them according to a set of conditions that take certain media forms and aspects. It also helps media organizations to create and direct media messages by relying on the principles of direct media communication, given that the press organization is a means. The text is one of the topographic elements, and it is one of the most important steps in producing newspapers. It is the step related to showing the final form of the newspaper, represented in the form of headlines, subheadings, and text. The concept of text has evolved with the development of technology, the Internet, and modern digitals in terms of quantity, quality, and form, as the text has become not limited to visual form only, but also includes development in content, content, and form. And it is no longer just an attempt to attract readers, but rather it is facing the pitfalls of digital media, social networks, and the multiplicity of content opportunities in a way that the recipient has not seen before. The recipient aspires to have a distinctive text in a newspaper that is interested in its form and content, along with its modern communication needs while providing a useful and simple summary with full clarity in the visual content. Page preparation techniques, along with the development and upgrading of readers' requirements and the emergence of previously unknown communication needs, all contributed significantly to the emergence of new directorial functions.

Modern journalistic production is defined as the distribution of elements and components of news, events, data, information, advertisements, illustrations, cartography, maps, statistics, and circulars over the page space to achieve the goals to be reached, such as focusing on highlighting certain units while working on displaying all other units in a manner that prepares readers to view the units easily. (Al-Askar, Fahd, 2022:15) There are many functions of journalistic production due to its importance in the field of journalism, but the most prominent of these functions is to attract the attention of readers to the newspaper, whether it is for its entire content or part of the published content. The front of the newspaper is prepared and the reader takes the first impression of the newspaper through it, so it must have the maximum possible number of attractive elements.

Determining the formal features of the newspaper is one of the functions of journalistic production, and this function is done by designing the elements of the header of the first page and choosing the colors and tabulations, which are constants. For example, if the newspaper chooses a different color for the paper on the first and last page than the rest of the pages, and this is considered something in which the newspaper is distinguished from others, as well as expressing the newspaper's policy is one of the responsibilities of journalistic production. Direction can play a distinguished role in expressing the policy of the newspaper, and there are functions related to the readers such as facilitating the reading process and working on coordinating the formal elements in the newspaper in a way that comforts the eyes of the readers. Also, the method of displaying the written content must be organized to help continue reading and the distribution of topographical elements in a way that is comfortable for the reader's eyes as well as saving readers time by tabulating and setting page numbers and referring to pages that relate to one topic or a topic is done on another page. Likewise, journalistic production must be concerned with improving the taste of the readers, so that through it the production is implemented based on scientific foundations and the choice of designs that create with time a topographical memory that generates aesthetic values in the minds of readers or revives aesthetic values from the past, and the simpler the form of the letter is, the more content visible on the page. (Ismail, Fathy 2019:59)

Modern standards for artistic design in journalistic production generally consist of a group of elements with the potential to make a distinctive public appearance. The researchers differed in identifying these elements, as most of their opinions were divided into three types. Some of them see elements in some of them and others are complementary, and some of them divide them into two types of main and secondary elements, and some of them say that each design has components that are unique to it and that we can deal with all of them in a simplified way. The first component of the artistic design of the text is the dot. The dot may vary in size, shape, and extension, and it is only seen in the case of contrast with the ground on which it was written. Letters and images are nothing but contiguous points, as they are found in some punctuation marks. Therefore, the journalist director must be proficient in dealing with points to meet the functional output side and the aesthetic output side, while the line is defined as a group

of points adjoining each other in one direction and has several functions, including using it as a means to highlight the design, such as the lines that come around the columns in the newspaper.

The line forms the shape of the column and separates it from the other columns as an independent subject. Lines are also used in the edges of the images. Although some topographers do not see that there is any benefit from these lines around the images, it is sometimes useful when the edges of the image are colored in the same color as the newspaper. Lines must be placed here so that the image does not lose its features with the color of the paper. Lines are also a traditional means of separating materials from each other, and this feature is considered one of the very old characteristics of journalism and is still used in most newspapers. Lines are of different shapes and sizes, but we can deal with them in their general forms, which are the longitudinal lines on the page. They are called tables if they are used to determine the right and left of the space or above and below the place designated for an article. The lines that come between the paragraphs of one topic or between the end of a topic and another different topic so that the reader understands that the topic has ended. These lines are called border lines and are divided into two parts, complete and incomplete. The complete ones separate two different topics, while the incomplete ones separate the paragraphs of one topic, hence its function with the horizontal tables. In addition, if the lines meet between two corners, form a complete frame. If this frame is opened or not completed, its form is a closed quadrilateral, it is called the incomplete frame. The shapes of the lines differ in the design of the pages, including the straight line, the curved line, the broken line, and the wavy lines, and each of them has a different function and shape. The component that comes after the lines is the shape, which is the visual form that helps us see and perceive things. These shapes contrast with the floors, which are the backgrounds that make the shapes prominently for us, and the shapes vary, including free shapes, including geometric shapes, which are the dominant form in the design of the various pages and topographical elements, and the shapes also vary in terms of their regular and irregular visual form. Among the most important geometric shapes are the triangular shapes, including the triangle. It is characterized by simplicity and ease of perception, but it is rarely used in the press and appears only in the blocks of titles produced in the style of the inverted or moderate pyramid and the text of the pyramid. And also the quadrilateral comes regular and irregular, and examples of it are rhombuses, parallelepipeds, and trapezoids. Among its most prominent forms is the square and the rectangle, but their use is limited only to the backgrounds of some fixed titles and vertical and small titles¹.

The art of journalistic directing is based on several foundations and standards that can be presented in four sections, starting with the psychological foundations, which relate to the reader in terms of his psychological makeup and mental maturity, which changes and develops depending on age, gender, and degree of education. Therefore, the director of the newspaper must study the audience and its psychological and cognitive characteristics in order to be able to create content that is commensurate with the nature of perception and interests of the recipients.

¹ Ibid, Book of Newspaper Production and Direction, p. 27.

The director cannot understand all these matters without perusing studies concerned with the psychological characteristics of the masses and their interests according to their age groups, the extent of their awareness, and so on. All of this is useful in determining the quality of the content provided. When the director is aware of the type of his audience, this helps him, for example, to choose his terms, whether simple, scientific, or intermediate level, because he will be aware of whether the readers are from the general public? Who understands the simple language or specialists? And what is the appropriate way to view them? Do they prefer a clear, brief direct presentation? Or are they looking for something fun besides searching for a scientific subject?

The second section explains the physiological foundations that support the main goal of journalistic production, which is to facilitate the reading process, because the newspaper is in its origin a visual means that contributes to delivering the content to the mind of the reader in order to bring about the properly planned effect without the confusion that may occur in the event of poor printing, small print, font size, sudden transitions from large font to very small font, or excessive colors that can strain the eyes.

The third section refers to the journalistic foundations that relate to the conditions that must be available in the news to be fit for publication, which are credibility, accuracy, proximity, excitement, strangeness, and current, and that the news article agrees with the newspaper's policy, which is the framework in which all employees of the newspaper move and do not deviate from this framework. In the event that this framework is deviated from, there will be many discussions about publishing content that do not agree with the framework set by the newspaper's policy, and it will often be refused to be published if the officials in the newspaper are convinced of its publication. The news becomes more prominent when it receives the attention of a large number of people, and this interest comes whenever the news affects the lives of the largest number of people, and the more important the news is to them.

The technical foundations symbolize an integrated unit of the general form and give the newspaper a distinct personality from other newspapers and attract readers to read this newspaper and no other newspapers. This supports the modern basis for journalistic text design, and for the success of the artistic composition, there must be several characteristics, including the property of balance, which is the disparity in shades of colors from light gray to dark black, and the disparity of the elements in terms of the space that they will take up on the page. The balance was divided into two types, the first is symmetrical, that is, the page is divided in the middle, and the elements in the two sections are completely identical. The second type, it is distinguished by the contrast in the elements on the page, but on the condition that they are in a beautiful and consistent manner. The second characteristic of the artistic composition is the rhythm, which is that the page is vibrant, and this is achieved by the organized repetition of any of the available elements. The last property is proportionality, which means diversification in the elements, and the shape of the letters to achieve harmony and consistency between the elements. (Khokha, Ashraf. 2016:20)

One of the most important features of the modern standards of text in journalistic production is knowing the level of understanding of the recipient, follower, and reader, determining the level of education, the language level, the form of content, terminology, vocabulary, and icons that it contains. If the recipients are an audience of the general public, the design of the text for information, news and data must be easy and simplified for comprehension and in the form of clear and quality graphics, provided that there is no oversimplification that leads to the loss of secondary information. If the recipients are partners of the newspaper's institution, specialists, specialists, and decision-makers, the design of the text in information, news, and data must be more in-depth. The types of audience followers must be taken into account, which helps distinguish the modern standards of the journalistic text, including:

The novice follower: the clearest design of the text in the editorial templates of the newspaper is preferred for all the information, data, and private and general events of the media message through the newspaper, taking into account the moderation in the design without exaggeration and negligence of the main and secondary information.

Executive Observer: This category prefers clear evidence, news, and events to design the text in the newspaper because it needs to know the conclusions that are important to it.

Public Followers: This category wants to understand the information better than designing the text in the newspaper only because it has prior backgrounds on the topics.

Administrative Follower: This category wants to design a journalistic text to link and connect the elements and the relationships between the topics and to clarify and influence the elements on each other.

Expert follower: This needs to be present to list the texts within the design in an accurate and excessive way for information and data.

Defining the objective clearly and the true motive for the value of the distinctive text in the form of graphics on the page is one of the most important features of modern standards in delivering the message, as it achieves what the target audience desires and presents a professional and distinctive text that meets its purpose. There is a text design that achieves the goal of persuasion with a specific angle and ideas for a topic, and its purpose is to increase the level of awareness of followers and recipients about certain editorial templates.

Intelligence criteria for goals in journalistic text design refer to the communication of the message within the specified time to obtain tangible results through limitations, clarity, verifiability, and measurement. The smarter, more professional, coherent, and more effective the text design is, the easier the message will be for the designer and clearer for the audience.

The planning stage for the type of design for the journalistic text is one of the most important modern standards for delivering the message. The type of design must be determined according to the type of news templates. Is the template electronic or paper? Is the purpose of

designing the text information, entertainment, and entertainment, or for a private institution and its internal employees and external audience? These questions lead to designing a professional text that achieves the desired goals.

Since information and data are the essence of the design, and this is what distinguishes the modern standards of text in journalistic production, it is the collection of credible information from official and governmental sources that support the basic idea. If information is available to create the journalistic content of the message, the real design stage of the text begins. It varies between analysis, report, interview, news, statistics, data, and tabs. All texts can be converted into distinctive illustrations in newspapers.

Content creation is one of the most important stages of revising and analyzing information and linking it to formulation, comprehensiveness, organization, and adequate narration, which is characterized by smoothness, simplicity, and devoid of complexity in understanding. It has to define strategic plans for text design that are related to achieving the goal according to the style of the type of design. If the content of press releases and templates is about two different topics, the comparative design method can be relied upon. And if the content of the data and the press templates of the text have a time frame, then the most appropriate method is the time design of the text. It is not required to adopt a unified design method. Various and different icons and symbols can be placed in the details, which facilitate the process of understanding the press and media message, which increases the comprehension rate of the recipient and makes the design of the text more important, professional, and reliable.

The text design needs to support the visual effects in proportion to the nature of the journalistic content and in proportion to the content of the media message. The visual effects vary between what is ready in applications for different programs, and what is prepared according to what the content requires, whether shapes, icons, formed shadows, symbols of different shapes, sizes, colors, gradient backgrounds, and lines in various regular formations such as circular, square, rectangular, oval, hierarchical, polygonal, etc., and irregular such as maps, and free graphics. The newspaper's policy divides newspapers in general into popular, conservative, and moderate, and each of them has its own style of editing and, accordingly, output. (Abdel Moaty, Abdel Mahdi , Yahya,2019)

Text design requires the optimal and appropriate selection of colors to ensure a positive result due to the strength of its impact on the recipient because the unconsidered and random choice of colors usually leads to a negative and unsatisfactory result for the target audience. The designer must also choose the realistic graphics, icons, and symbols included in the design, in addition to the type of unique fonts that attract the reader which makes the content and message clear and readable.

One of the requirements of the modern standards of journalistic text in communicating the message is to choose and select the design for the visual and visual content that suits all followers of their various cultural, scientific, and professional categories, and to present the

content in the form of simplified illustrations that achieve the desired goals of the media message in its various editorial forms. Through quality selection, the text is converted into a design, and this design requires, in terms of implementation, a long time and professional and professional skills of high accuracy and quality in choosing the appropriate design for the content and choosing the appropriate programs to implement these designs, whether they are two-dimensional programs (2D) or three-dimensional programs (3D). In many studies, experts in the content industry recommend using text and numbers to make headlines more persuasive and focused and turn issues affecting followers into unique headlines. This helps attract followers to the content, especially if the title arouses the curiosity of readers and urges them to keep looking at the design details. (Abu Sabah, Umm Hani, 2018,2018)

One of the most famous types of design for journalistic text is the infographic design, as it has proven its existence and quality, and has proven a lot of information to the recipient as it addresses the focused mind, due to its clarity, simplicity, and quality in graphics and shapes to communicate the type of media message. The infographic design has proved its effectiveness as a modern basis for employing text as a visual means of embodying data, information, statistics, tables, numbers and maps, and presenting them as illustrations in a clear and simplified way for the eye and the mind to facilitate its comprehension.

The basic information must be determined before starting the design in terms of (choosing colors, the shape of the design, the editorial template used, understanding the idea of the newspaper, followed by creating a chart and structure for the infographic, then developing a color design that attracts the eye and using a wide range of reliable research and studies, then providing the facts and results in graphic form, with editing and modifying the infographic several times trying to make it coherent and easy to narrate through organization and arrangement).

The stage of reviewing the content and making sure that there are no errors before the design journey is one of the most important steps that reduce the rates of modification during printing and electronic publishing and helps in improving the quality of the design and improving the mental image of the newspaper for the recipient and follower, especially since the newspaper has multiple and varied editorial templates in shapes, colors, and graphic treatments. Therefore, the design is presented after its completion to a design consultant who makes his final remark before publishing, with flexible options such as changing colors, font type, size, and some non-fixed design templates to expand the circle of discussion about the design and enhance confidence in design standards.

Visual text treatment of contemporary issues and sustainable development goals

The concept of development witnessed a regression at the end of the twentieth century, and the reason for its regression is the failure to meet the aspirations of societies for a comprehensive and integrated development that creates a balance in the various aspects that affect people's lives, in which the media plays an important role. The journalistic text witnessed

many developments in turn in communicating the media message with all its editorial templates on issues related to sustainable development and addressing contemporary issues through the directive vision of the journalist. That development was linked to integrated, multidimensional works of development, where the human being was its starting point and goal, and it is only the result of the concerted efforts undertaken by the living forces of the nation. The media is one of the important components of the issue of development, as it is a comprehensive and purposeful media through the visual arts to process the text that can deliver a meaningful message that contributes to addressing many of the current issues of society. (Brunel, Sylvie, 2012)

Newspapers have witnessed many recent developments in publishing methods accompanied by honesty, clarity, and frankness with the public through the employment of the text and what it plays in highlighting the participation with other institutions for what development needs in terms of integrating media, economic, social and cultural policies to come up with the development plan in an appropriate manner. In order for the development media to play its specific role, it is necessary to find the most important requirements for media and executive policies and to build a media industry, including employing text on all pages of the newspaper in line with the strategic plans to address contemporary issues through guidance, guidance, and awareness, and by offering alternatives and creating an alternative front page by designing the newspaper for two first pages: Main and alternative, and it has cases, including allocating the first page to an important and distinguished typographical unit. This unit deals with a topic of high importance, such as a news report on sovereign decisions, a very important royal speech, or a major event of interest to a large number of readers and followers, as all the space of the first page is devoted to dealing with this topic.

Large headings, illustrations, and models may be used in a newspaper for all categories, while sometimes these elements are less in the newspapers of intellectuals, where the subject necessitates dealing with it in more than one page in the event that it is completed in other internal pages in addition to the full first page, and often this alternative page is the third page, because it is considered one of the most important pages after the first page and the last page, and it contains the same elements in the first and last pages, namely the header or the banner, whether in its normal, complete form, or in a miniature form. The second case is dedicating the first page to important global news in addition to the most important local news, which is often the third, and the third case is dedicating the first page to important serious news, i.e. dealing with serious political and economic issues while dealing with some non-serious topics such as light and funny news, which is often the last. The fourth is the design of the front page in the form of a magazine cover, and this case abounds in newspapers with weekly periodicals or newspapers.(Imam, Ibrahim:247)

This method is not used much in daily newspapers because of its difficulty and incompatibility with daily work. As it designs the first page in a way similar to designing covers for magazines, that is, it focuses on all the important news, whether political, economic, mathematical, and other types, as it puts it in short news units in which the most important is

mentioned in the news, while the least important is displayed in the inner pages with the status all possible elements to highlight the news that the newspaper wants to highlight specifically. This case is similar to the previous one in that it allocates the third page as an alternative page and in repeating the page header and fixed elements such as the banner on the alternate page. This case differs according to the newspaper, some of them permanent and some temporary. Another development in modern innovation trends is the reduction of commercial advertisements. It tries to separate the editorial and commercial material, as the advertisements take up space on the page, and this leads to a lot of criticism, although the advertisements benefit the newspaper financially. One of the criticisms is that the advertisements hinder the readers' focus on the news content because it draws attention and the press aims at media and not advertising, and it also limits the freedom of the director in designing because of the page space it occupies, and in order to solve this problem, the newspaper can increase the price of ads on the front page or put alternative pages, and also the newspaper must increase the number of pages sections that receive advertising popularity so that ads do not affect the published newspaper article, which is not required.(Issa, Talaat, 2009:2)

Modern technical concepts for text processing in the media message:

Modern technical concepts dealt with the text in the media message to facilitate reading for the recipient and follower of events, information and data, the process of navigating through the pages of Makkah Al-Mukarramah newspaper, and giving newspapers distinguished personalities and aesthetic touches through various color connotations, professional and effective text design and its integration with accompanying images and varying degrees of color, especially in light of modern concepts to follow the modern development of journalistic output and address contemporary issues in the directive, indicative and educational ways for complex and sequential data and news of events, in which the recipient needs the simplicity of content elements and clarity of information and content that the newspaper presents in its news, informational, indicative, directive and educational templates through the employment of text graphics through infographics. Here simplicity allows the recipient to know information smoothly and absorb the content of the message easily without difficulty, in (Fig. 1) of the Makkah Al-Mukarramah newspaper, in which the researcher dealt with creative thinking skills, which took into account the distribution of spaces and defining the gray color in all its varying degrees as a background and a cool and calm color for the front elements of the design, which are characterized by warm and strong colors at the same time to maintain the contrast and visual balance of the design, taking into account the unity of the blue color and its employment in the numbers and backgrounds of the text and in the subheadings of the information in addition to the presence of its degrees in the element of forming the head and neck, the depth and the third dimension were taken into account and made by creating a reflection in the upper part of the design with a difference in shades of grey.



(Fig. 1)

Modern standards also need uniqueness in processing to design text and communicate information, news and events in visual content. This is achieved through thinking and developing creative strategic plans in its various phases, whether near, medium or long-term, for the newspaper's strategy, with good purification of colors, shapes, elements, images, graphics, expressive icons and lines that match the content. In order to clearly show uniqueness and be characterized by attractiveness and increase the attention and absorption capacity of the recipient, Makkah Al-Mukarramah Newspaper in (Figure 2) provided the Saudi team with many news and information in visual content distinguished by the means of explosion, as it focused on the text in a headline with an attractive font, large and clear size, green color and polygonal shapes of strong meaning with circle shapes and images. So that the elements of the design of the images become with the definition of the players of the team on a background of a calm color of shades of green, and this indicates the consistency of the design and the integration of its units to give a modern concept of text processing in the integrated media message.



(Figure 2)

To attract the recipient, arouse his feelings, and urge him to comprehend, watch, and follow up, the text design must be consistent by maintaining consistency, harmony, and homogeneity for the content and form, whether through colors, abstract or cartoon graphics, or backgrounds and hollow shapes in a simple template capable of delivering the message quickly and with high quality, to lead the recipient and the reader to comprehend, digest and understand information without distraction and confusion. There must be logic in arranging and organizing the content with the optimal selection of fonts and symbols, simplifying the multiple styles of designs, and purifying and selecting graphics that suit all design elements of the event, news, or report template without crowding and overcrowding the design elements. In order to achieve stability for the recipient without worry, Makkah Al-Mukarramah Newspaper continued its uniqueness in the guiding and educational templates in dealing with contemporary issues of society, some of which are represented in family issues and various children's issues. Makkah Al-Mukarramah Newspaper dealt with what are the causes that lead to children's tension.

In (Figure 3) by developing simple and clear solutions, any member of the family can absorb this message without much effort. Therefore, through the generous design, in which the text is employed in black with shades of gray varying between dark and light in the backgrounds, with the child's cartoon and abstract drawings in their distinctive color as a front element for the design, a degree of brown color was used in the sub-headings and the study table for the first

child, with an explanation of his condition and psychological pressure, and showing signs of anxiety, fear, and tension on the second child. The distribution of the elements and the quality of the processing of the media message were made use of by employing the text.

In (Figure 4) the Makkah Al-Mukarramah newspaper shows in infographics how to spend quality time with your children on a regular basis despite the pressures of official work. And integration into an atmosphere full of entertainment and play at the top of the design. The design relied on a calm background of varying shades of pink and the foreground elements of the design are represented in illustrations of the father, mother, and two children at the bottom of the design in strong colors, in addition to the simplified drawing of the mental map consisting of a horizontal line and three arrows indicating important divisions of information, taking the black color as a sign for clarification. The two components of the design were completed to show the possibility of the balance of design and contrast of colors. This in itself is a solution to the child's psychological problems, which contributes to the sustainable development of a healthy life free from future stumbling blocks.



(Figure 3)

(Figure 4)

Keeping up plays an important role in changing the attitudes of the recipient and the follower towards achieving future goals derived from the vision and goals of sustainable community development, such as meeting and enhancing the future skills of employers and the requirements of direct work and remote employment. The content of the message is processed according to the period of publication of news, data, information, and events, and its

fits with the trend of using symbols, bold colors, backgrounds, images, and design elements of the text in the newspaper.

In (Fig. 6), the Makkah Al-Mukarramah newspaper monitored the text processing through the infographic unit (16 skills for remote work), taking the blue color and its shades as a background for the text and illustrations. The text has been employed in black in the main heading, subheadings, and information body. The design included drawing people in strong colors in a work environment with icons that express electronic interaction and tight, elaborate, and fruitful communication at the top and bottom of the design. The design contained thin lines separating some information in addition to the simplified mental map of information distribution represented in the horizontal black line with information placed below each arrow, forming an integrated panel for text processing of the media message.

In (Figure 7), Makkah Al-Mukarramah newspaper focused on topics related to enhancing future jobs and increasing production through an infographic with an indicative treatment of "functional burnout" often afflicts those who spend a longer period of their life in the same job and put it through the design as a protection capsule for the psychological state by employing the text in the main heading, subheadings, and information body with a background in light beige colors and graphics showing the psychological state and pressures experienced by each of the employees with complementary icons to the work environment, explained through the design, causes, symptoms, and prevention, and this indicates the technical treatment of the text in the visual content.



(Fig.6)



(Fig.7)



(Fig.8)



(Fig.9)

In (Figure 8) Makkah Al-Mukarramah newspaper, in terms of directives for building the future, contributed to enhancing self-confidence in the work environment as one of the basics of success and excellence for production, especially those responsible for it, and urging them to

improve the mental image of the institution, the employees of the institution and its external audience, by building a good and distinguished relationship as the situation requires. The text was employed in the main title, subheadings, and information body in black and red tones with a light beige background and illustrations in strong colors that helped balance the design in the distribution of elements and color contrast in the infographic. The treatment of the text in the design showed the quality and mastery of the media message.

As for (Figure 9), Makkah Al-Mukarramah newspaper delved deeper into providing signs that help transfer social skills by designing an infographic with an interrogative title (Are you socially intelligent?) The text was employed in the main headline, subheadings, and information body in black and dark brown, with a background in shades of color. Brown and light gray are formed in harmony with the nature of the front elements, which are composed in a professional, non-stereotypical manner, including a number of people of various nationalities to show the type of different social relations.

The Makkah Al-Mukarramah newspaper was shortened by employing the text with its modern standards to facilitate the transmission of data. It takes a lot of time and effort to access information, and it also helped deepen knowledge and focus it on the information the user wants. In addition to this feature, Makkah Al-Mukarramah newspaper allowed more freedom of browsing and selectivity in front of the audience, which allows interaction between the user, and the text achieves the largest amount of information for the recipients in a more easy and in-depth manner, and with the least effort and time. Modern standards also helped in designing the journalistic text in shortening the entire topics without resorting to narrating the lengthy news to fit the space allotted to it, as happens in other publications. (Al-Danani, Abdel-Malik, 2001;48)

Ethical and professional values for text design in journalistic directing

The press is moving forward and in constant motion like never before. Today, journalist works at faster rates, under constant pressure, and in a complex atmosphere. It has become clear from the media how the media revolution, with all its liberating qualities, is ultimately a double-edged sword. And while the media can now publish its articles all over the world in a few seconds without taking into account many aspects that may affect the recipient of false information or accreditation that lacks credibility, the means of communication can also build stronger, more enlightened and more integrated societies.(Aidan White, <https://ar.unesco.org/courier/july>)

Dr. Samia Muhammad Jaber defines professional ethics or values of practice in the media as a term that refers to the clear standards of professional behavior in the institutions of the means of communication, as well as effective directions and lawsuits related to everything that is appropriate in the method of work and achievement. Examples of practice values include the paradigmatic notion of a commitment to objectivity in preparing news and claims relating to the most appropriate technological forms to achieve specific quality communication tasks and the claims of setting standards for good television series.(Jaber, Samia, 1984:2)

As far as journalism is concerned, experts in media and sociology have established a moral and value foundation for the practice of journalism that reflects the existence of ethical behavioral standards that stem from the profession itself. (Fahmy, Mohamed Sayed, 1984:82)

Keeping up plays an important role in changing the attitudes of the recipient and the follower toward achieving the objectives of the content of the message according to the period of publishing news, data, information, and events, and their fit with the trend of using symbols, bold colors, backgrounds, images and design elements of the text in the newspaper. Errors and contradictions in the published information abounded to form a negative and not positive reputation for the newspaper and ways to deal with it later may become one of the difficulties that are entrenched in the mind of the reader, which requires the newspaper to be accurate in the content, data, and information and to verify its official and approved sources in accordance with the newspaper's strategic plans and in accordance with the international professional laws. It requires attracting the target group and obtaining the desired response by interacting with the recipient of news, information and data, and by focusing on the visual elements that attract and draw the attention of the largest number of followers. This increases the possibility of exaggerating some elements in the design at the expense of the content of other elements, whether by illustrations or strong colors to highlight a specific meaning or by enlarging the size of the text or placing a frame around phrases for the sake of distinction or other tricks to change the meaning and content of the information and data in the Media message.

Many newspapers resort, according to the line of the media organization, to exaggerate the form and content of the journalistic production in order to attract attention and the journalistic scoop for the news, using that distinction and highlighting many elements more than it should, bypassing the laws of the profession in the credibility of publishing news, information and data with its non-main source and with a treatment that doesn't highlight the real meaning.

Makkah Al-Mukarramah newspaper is concerned with the standards of the knowledge profession for publication based on science, as it and the members of the institution have the authority, competence, and scientific ability to enable them to understand what the public, the recipient, and the follower need in terms of modern issues and problems and how to deal, putting in the hands of the recipient all possible solutions on the basis of moral values for journalistic practice like all media and journalistic institutions, they are supported by ethical constitutions established by professional organizations in every society.

Study recommendations:

Based on the results of the current study, it is to present some recommendations regarding the use of modern standards for text processing in journalistic output and its employment in the media message (Makkah Al-Mukarramah newspaper as a model), including:

1. The need to focus on the reliable sources of the media message and the diversity of its design methods to ensure that it reaches the recipient.

2. Preparing a simple and clear design that serves as an easy-to-understand media message for all audiences.
3. Employing professional specialists in the field of graphic design who are familiar with the laws of professional ethics.
4. Activating design methods by activating various programs in smart devices.
5. Paying attention to developing the skills of designers and enhancing the aspect of evaluation and evaluation with internal and external questionnaires and surveys for the employees of the press institution and for the recipients and followers of the public.

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