

The aspects and mechanisms of change in press editing in the electronic journalism

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ABSTRACT

This research paper aims to identify the aspects and mechanisms of change in electronic press editing, and the variables controlling it, as well as technical media and modern automated systems, that produced a new style, structure and form for journalistic writing and electronic editing

In this article, we examine the various characteristics of electronic journalism as well as the fundamental principles, the various technical media and modern automated systems as a press editing supportive tools, which produced a new style, structure and form of journalistic writing and electronic editing.

Keywords

Press editing, electronic journalism, electronic newspaper.

Introduction

The triple revolution of technology, communication and information has enhanced the development in the level of media practice in general and journalistic writing in particular, and the unprecedented integration of communication and information media has become the most prominent feature of the new media environment. This development has been accompanied by a change in the structure and form of journalistic editing that led to the emergence of a new type of "textual" writing, which has unprecedented characteristics in terms of the use of digital technology in the journalistic editing of hypertexts (Hypertext and Hypermedia), in addition to enabling the user to navigate, browse, and interact with the text by means of the selective feature that is available in the text structure itself (hyperlinks) either inside the text (internal) or outside the text (external), which led to the emergence of a new format for the structure and methods of journalistic editing that is in line with the user's preferences and needs.

If journalistic editing in electronic journalism is witnessing a change in terms of structure and form, what are the mechanisms that control this change? What are the technical and technical characteristics of electronic journalistic editing in the digital environment?

Electronic Journalism Concept and Attributes

1.2 The concept of electronic journalism:

The translation of electronic journalism in foreign writings comes to several expressions, including:

- Electronic journalism
- Electronic Edition
- Electronic news paper
- Online journalism
- Virtual news paper
- Interactive journalism
- Internet journalist
- Digital journalism
- Digital publishing

Electronic journalism is referred to in Arabic studies and writings by many names, most notably (AlQaysi, 2013, p. 90):

- Instant Press
- Electronic copies
- Journalism.

"The term (electronic journalism) is the most used in the other terms previously presented, as it includes electronic journalism, whether in its form (direct or online) or in its form (indirect Offline)" (Ezzat, 2018, page 307), and the definitions that aimed to define the nature of electronic journalism as a media phenomenon based on different classification criteria are as follows:

Dr. Samira Shaikhani believes that electronic journalism is a product of the major transformations that have taken place in print journalism thanks to modern technology, technical development, the use of facsimile, computers and telecommunications in various stages of production, production and delivery of journalistic materials using desktop publishing and electronic publishing systems (Shaikhani, *New Media in the Information Age*, 2010, p. 449).

Shaikhani starts from the fact that the electronic press provides services through computerbased desktop publishing technology, printing and publishing programs in receiving news and images, in designing and directing, in addition to services specialized in electronic publishing, which requires the electronic provision of the newspaper's texts and images as an immediate source of information via the Internet, on CDs, or through the newspaper's internal network, where the user can access the texts through search and retrieval programs.

Shaikhani lends a technical service character when defining electronic journalism as a marriage between computer technology and remote communication technology, which support desktop publishing and electronic publishing technologies, and therefore it can be said that electronic journalism is part of a large communication system based on electronic desktop publishing.

Frank Rebillard Frank focuses on content through the relationship between journalism and the Internet. Therefore, electronic journalism is called online journalism, and he believes that the added value of the Internet is its contribution to enriching media content. This content is classified on websites and electronic newspapers based on two criteria, namely the publishing style and the type of content resulting from sociological and historical interactions.

According to Frank Rebillard, the publishing style is divided into four categories (editorial model modèle éditorial, documented publication authoritative, distributed publication distribuée, supraeditorial level (niveau métaéditorial). The type of content is divided into (opinion information, general information, specialized information) (Rebillard, 2006, p. 215).

This trend refers to the role of user interactions on the Internet in producing online journalism content (electronic journalism) and considers it a product of the general sociological and historical contexts of society that highlight the phenomenon of intellectual and social convergence on the Internet as a result of the high rate of expression and participation of opinions.

The researcher Abdulaziz AlSharif tried to present the most important definitions that aimed to describe electronic journalism, and on the one hand he sought to discuss them in an attempt to reach a new definition.

The definition stated that the electronic press "is a paperless version issued using the Internet, and displayed on the network or any other nonpaper media" (Khaled AlSharif, 2014, p. 56).

It is noteworthy that the vision of Khaled AlSharif that he extracted about electronic journalistic content is not much different from Frank Ribier, as he sees it as a "hybrid media form" because its contents are a joint product between the journalist and the user" (Khaled AlSharif, 2014, p. 72). Electronic journalism is a natural fruit of the Internet environment rich in its varieties, different spectra and new mechanisms, as it reflects an increasingly large, highly interactive and rapidly changing part of human society.

Khaled AlSharif is credited with the spread of the newspaper in its electronic form as one of the sources of information due to the recent boom in the use of the Internet, and therefore this definition enhances the interactive service role of the Internet, and supports the trend based on the pivotal role of the Internet in the production of electronic press content.

2.2 Electronic Press

Many studies and researches have dealt extensively with the features of electronic journalism, the most important of which are summarized in:

- Interactivity, Popularity, and Spread Global Reach (Shaikhani , *New Media in the Information Age*, 2010, p. 477)
- Cognitive depth (AlQaysi, 2013,p. 66)
- Online (Khaled AlSharif, 2014, p.70)
- Multimedia, Hypertext, and Intertextuality
- Flexibility, convertibility, and the possibility of modification, correction and updating Updating

- Web Based Archive and Reproduction of Material
- Demassification
- Changability
- Empowerment and vulnerability

Measuring echo feedback: Gives the ability to learn about users' and visitors' reactions to published materials

Electronic Press Editing

1. Research Methodology

Electronic Press Editing Concept:

The concept of electronic editing from the terminological side is witnessing wide circulation among researchers interested in the field of media. Everyone starts from a point of view that he considers as a reference for conceptual establishment in the definition of electronic journalistic editing, and with several definitions, we will rely in this paper on some of them, as we summarize them:

According to Ali Abdelfattah Kanaan, journalistic editing in its general sense is. The technical writing method that allows the journalistic editor to transform facts, events, ideas, opinions and experiences from mental perceptions and ideas into written language that is understandable to the average reader, as it is the tool through which content is transformed into journalistic material (Kanaan A., 2014, p. 66).

Kanaan focuses on the editorial technical aspect and the mental abilities of the editorial journalist, which he considers to be the cornerstone of the journalistic editing process in electronic journalism.

As for the most comprehensive concept of electronic editing, according to Khaled AlSharif, it lies in the directive technical aspect of the press editing process, and thus goes beyond the editorrelated aspect, as the press editing process is carried out on the medium or holder (computer), it supports the perception that journalistic editing is "the process that takes place on one of the computer screens, while the editor sits in front of him to correct and modify the press material presented to it, which is stored on files inside the computer" (Khaled AlSharif, 2014, page 86), and

the point of view in this definition involves the role and importance of the computer on which the electronic editing process is carried out.

In his definition of electronic journalistic editing, Mohamed Abdelbadi Elsayed focused on managing the editorial process within the newspaper as a whole, where. All the terminal links in front of the editors are connected to the editorial hall in a local network managed by a central device that ends at the main responsible for the issue issued by the newspaper.

Through this definition, it is clear that electronic journalistic editing goes beyond the journalistic editor as an individual who writes a journalistic topic using a technological tool, to the newsrooms and how they manage the editorial process through the newspaper's archive, the technical secretariat department, and all other departments that rely on computer systems for their work (Abdel Badea AlSayed, DSN, page 105).

Despite the differences in previous views on the definition of electronic journalistic editing, which concerned various actors from the journalistic editor and the mediator as well as the editorial department, they share their definition of the general principles of electronic journalistic editing. Although editing on a medium may seem more exciting in terms of the use of modern techniques in writing, it does not differ much in its essence and purpose from written or linear writing, as it adheres to a set of principles, the most important of which are: (Abu Rashid, Electronic Journalism and Electronic Publishing, 2020, page 45).

Clarity: This is in response to the special nature of the Internet, based on speed and multiple options.

Consistency: In the sense that the elements of the topic are consistent and harmonious.

Accuracy: In the sense of textual accuracy, serious news and information are the reasons that led audiences to use the Internet.

Adequacy and proportionality: In the sense of adequacy and proportionality of information with editorial principles and practice.

Construction: It allows the editor to formulate new elements using the ability of the computer to construct any text unit as a new element in vocabulary and signals that expand through the interlocking of many text segments or chapters.

This principle is unique to electronic editing from other written writings.

2.3 Mechanisms of change in journalistic editing in the digital age:

The transformation of journalistic writing from linear or linear to electronic writing is the result of the mechanisms of the digital age that succeeded in reformulating a new style, structure and form of journalistic editing from the construction of the text block, dividing the subject into small units, using the editing tools available on the web from image and sound, animation, video, colors and other effects, among these mechanisms:

1.2.3 Software:

They are programs and systems that are installed on computers that work through operating systems. Without these systems, it is not possible to run computers or use any of the common applications such as text, tables, drawing, audio or animation programs. These programs can be referred to as follows (Khaled AlSharif, 2014, page 44):

- Word Processing
- Spread Sheets Handling
- Graphics and Multimedia
- DataBase
- Artificial Intelligence

2.3.2 The Internet as a New Means of Communication:

The Internet has combined the ease of communication with the development of computers and software significantly (Khaled AlSharif, 2014, p. 45), and it is the largest means of electronic communication. Its technological structure has made its work different from that of other means of communication, as it plays a key role in creating a kind of interaction between people, institutions and other organizations, and in processing information and providing it in the form of services in record time called real time (AlTayeb Issani, Modern Technical Media and Its Impact on Audiovisual Media, 2010, pp. 8586).

AlAyadi points out in this context that the increasing number of contributors to comment on press materials published on the Internet using some techniques such as Talkback technology increases the value of these materials, and these different comments allow the writer to rewrite on the same topic, and AlAyadi believes that

commenting in the electronic press differs from the classical press in that it is individually and voluntarily obedient (AlAyadi, page 13).

By presenting these convergent visions, it can be confirmed that online journalistic editing is growing and developing in its form and content thanks to the technological structure of the Internet and its interactive space, so that modern technologies of communication and the echo feedback feature provided by the Internet contribute to directing the press editor to edit electronic journalistic materials according to the impressions and interactions of the audience used.

3.2.3 ICT Integration :

It is "the fusion of modern communication technologies (satellites, optical fibers, the Internet...) Computing technology, microelectronics, software and information networks " (AlTayeb Issani, Modern Technical Media and its Impact on Audiovisual Media, 2010, p. 26) " This merger between communication technology and information technology has contributed to the transition from the level of information processing, storage and retrieval, to the service of transferring and broadcasting that information to the browsing public, taking advantage of modern technologies in editing, relying on text, sound, image, movement, color and other interactive mass and personal communication effects together" (Ibrahim Hamada, 2008, p. 443), which allowed the transformation of various multimedia to the digital form that can be stored, processed and connected to the computer by relying on digital media technologies. This has resulted in a radical shift in the media content industry, the ways it is presented to the public, and freedom from rigid and static stereotypes (AlSharif, 2021).

4.2.3 The Newsroom :

It is a space of automated systems provided by modern technologies that allow the provision of instantaneous news material from its sources quickly and abundantly, where it meets automatically and the editorial team filters and arranges it and then edits it and publishes it in the electronic space allocated to it, which are of two types:

- Builtin newsrooms:

Video editing, page design, photography, audio editing, and audio narration are composed of a group of highly technicalskilled individuals, so news editors had to acquire new abilities in order to edit content in all media (Carvajal & Garcia, 2008, p. 230).

- Smart (digital) newsrooms:

Digital newsrooms enable news to be collected and stored in servers. Satellite feeds from news agencies or newsgathering trucks in the field can be automatically recorded and displayed instantly anywhere in the newsroom via the Desktop Editing System (Garcia & Bienvenido, 2016, p. 361).

The writing system is continuously updated using systems that contribute to the presentation of the text by relying on modern methods in the writing process, the most important of which are:

- CMS (Content Management System):

It is a content management system used by some news sites in order to manage the "backstage" of making news on the web, and editing articles before publication. This system distinguishes between groups of users who have varying rights, such as professional journalists who feed the system with content, participants who write feedback, for example, and anonymous users who can access the content (Antum, 2017, p. 170).

There are many content management systems that are designed in the service of the user to create, manage and edit content on websites, the most important of which are in terms of use:

- WordPress:

It is a website builder tool written in PHP, created by Automattic. It is open source and free, and the company itself is interested in developing famous services such as: Akismet (antispam) or Gravatar (managing your identity on the Internet) WordPress.com and WordPress.org Both sites are operated by Automatic (Kern, 2017, p. 3), and it is considered the best content management system according to studies, as it has been widely used in sites designed using CMS.

- Drupal :Drupal

From content management systems, it provides many services, including site programming and complex analytics, remote assistant service, search and indexing for all types of content, and its tools are constantly evolving and widely used on large

sites such as news sites as well as ecommerce sites.

- Joomla :Joomla

It is used by many newspapers, magazines and portals for its ease of use. It is good at designing websites on the Internet, equipped with a text and image editor. It also allows the user to communicate with the communicator through his posts and comments on electronic content. It can be relied upon in voting and sounding opinions. Thanks to the evaluation system service for available topics, the number of visits as well as the number of page impressions can be monitored to be a way to identify the desires and tendencies as well as the needs of the browser reader.

. 5.2.3 Electronic platforms as a means of producing and distributing content :

These platforms are based on the transfer of information and media electronically using the Internet through various holders, whether computers or mobile phones and their offshoots, with an unlimited possibility of audience interaction with the content, starting from the editor getting the news or writing the subject and photographing it, then processing the image and video and then publishing it on the site (AlSharqawi, 2017, page 11). During the electronic editing process, the editor benefits from the available production tools such as computers, cameras, videos, as well as podcasts and smart phone applications, in addition to employing all Internet technologies in editing, thus developing the structure and format of the media material. These media platforms are available either in a purely news format such as electronic news sites or with a social nature and are intended for social media platforms such as Twitter, Instagram, Facebook, Tumblr, YouTube, Google Plus, WhatsApp, Skype and Telegram, which play an important role in the production of electronic press content, as they constitute a rich source of information. Online users have begun to contribute journallike or exploitable material to become media content (Falak Shabra, 2012, p. 137). It has become an important source of information in the service of the editorial journalist, who processes and edits news daily in the light of what is published or broadcast on it.

Technical and technical characteristics of electronic journalistic editing

1.4 Use of modern techniques in electronic journalistic editing:

The new technology posed a challenge to every editor, linked to the form, structure and process of writing itself in the electronic media, represented in the beginning of the abandonment of written or linear writing, thanks to the use of modern editing techniques and arts represented in:

1.4.1 Formative Writing (Digital):

The formative (digital) writing method, both Hypertext and Hypermedia, is mainly based on linking each part of the text to other complementary parts... The electronic text is built through formative writing in the form of overhead relationships, which may be (internal) leading the browser to other parts within the text or (external) sending it to other texts outside the text (Abu Rashid, Writing and editing news, 2020, page 213).

The simplest definition of formative writing, which forms the structure of digital writing, is:

- Hypertext:

Hypertext is defined by Conklin as those windows on the screen that are associated with the materials in the database, where links are provided between these materials (Conklin, 1987), which are either internal or external. At the level of interaction structure, internal articles, discussions and external materials are linked in the network starting from the article as the main node, where this is done in the form of titles at the interface level (Lundberg, 2001, p. 17).

- Hypermedia :

Hypermedia. It is an extension of hypertext, including a variety of other media such as audio, video, and graphics (Scarbeau, 1993, p. 64) made using the capabilities of hypertext.

As for the form of formative writing, it appears in the form of internal or external superlinks, or what is technically termed hyperlinks.

- Hyperlinks:

Hyperlinks are widely used in the Internet. They are often presented in a word, phrase or part of an image that, once clicked, shows relevant

information (Lundberg, 2001, p. 510), and hyperlinks to (Bacalja, 2020, p. 39):

Nonlinearity of writing.

Interlocking texts in more complex ways through the use of hyperlinks.

In addition, referrals through hyperlinks allow:

Adding new levels of significance to the original texts.

Producing meaning through infinite paths.

1.4.2 Use of multimedia in journalistic editing (Multimedia) :

Formally, it means multiplicity and integration between more than one medium, such as the use of written text with audible sound with the fixed and moving image in the communication of ideas (Bernice, 2017, page 357), and the employment of these media in electronic journalistic editing has become the dominant feature of journalistic materials, as their use increases the flexibility of transition between more than one alternative of the media, and text support technology, the editor relies on it to give more aesthetic and interactive texts edited in the electronic newspaper, so that the journalist becomes in control of the design and production of images and videos and the choice of colors and shapes he deems appropriate.

The use of multimedia in journalistic editing created a new generation of writing, increased the power of presentation of journalistic materials and produced new editorial genres and templates that combined the idea and its connotations, and between technique and art.

1.4.3 Using the computer "Automated journalistic writing ":

Press automation is based on the intervention of the machine in the work of journalism and is a logical extension of the technological development based on the logic of high speed, instantaneous and comprehensive, which affected the act of writing that turned from linear or linear to automatic writing, it is. "A participatory process between man and machine (computer) reflects Human Computer Interaction (HCI) and Artificial Intelligence (IA) Intelligence Augmentation, and has become common, especially in news agencies, so that in the process of participatory journalistic writing between man and computer (HCI), natural language (NLG) is generated based on digital systems data,

(Yanfang, 2019, p. 2), "The quality of the outputs depends heavily on the quality of those data, and the quality of the data is evaluated on the five criteria: "size, speed, diversity, value and honesty" (Linden, 2019, p. 6).

Thanks to the automation of journalism, news reporting no longer requires the trouble of writing, as one of the characteristics of so-called "automated news" is its focus on writing stories that journalists cannot or do not necessarily have the time to write" (Linden, 2019, p. 5).

2.4 Technical construction of ejournalism content:

It is intended to be the most important templates and methods of presenting the texts adopted in the electronic press, which are as follows:

1.2.4 Press Templates in Editing Journalistic Material in Electronic Journalism:

AlBadrani represents the template in the container in which the news material is placed, so that it accommodates it and is suitable for it, and there are types of which we list:

- model The Inverted pyramid:

The use of this template allows the use of the brief introduction, and moving from it to the list of headlines or main themes within the topic, each of which is written independently with a nonlinear relationship, linking all these themes with each other, and the template of the inverted pyramid is suitable for writing news and news stories (Canaan A., 2014, page 102), and it is worth mentioning that it is also used in the printed press.

- Serial narrative model:

It is adopted in materials of a dramatic and anecdotal nature, in which the material is divided into small passages, each of which ends with an interesting conclusion, written in a linear narrative manner and without links.

- ScreenSize chunk model:

Fits journalistic topics and stories that deal with interrelated events. The material is displayed in the form of blocks with a screen size. The user moves linearly between the units by clicking on the two links (next previous). Each unit defines a logical end.

- Scrolling stories long text template:

It is suitable for viewing important documents and reports, which are presented in a classic linear style, and is based on displaying text on

successive screens, in which the user is able to browse the entire content through browsing bars and tools, and it can be divided into small text units that are nonlinearly interconnected with each other.

- Section Technique Template: (Nasr and Abdul Rahman, 2009, pp. 220224)

Which fits with the complex and in-depth news and news stories, as it is based on dividing the news into clips and treating each clip as an independent news, it has an introduction, a body and a conclusion, and the news is divided into clips according to the order of occurrence of events or according to the chronological development of the event.

- Nonlinear pattern :

It is based on the existence of multiple links «Hyperlinks» whose title and introduction are on the first page of the site, in addition to links to its body, details and backgrounds that are placed on other pages of the site. This template takes the form of a multibranch tree and twigs or a circle with rays that lead the reader to the elements of the news through hypertext links.

- Storyboard Template :

This template takes into account that the topic published in the electronic newspaper is distinguished from its printed equivalent by using all the possibilities offered by the work environment on the Internet, especially interactive multimedia (hypermedia). In this style, audio, image, and dialogue forums are introduced (Khaled AlSharif, 2014, p. 63).

2.2.4 Common methods of presenting the media product in electronic newspapers :

The creative editorial arts on the web have evolved and are presented in new forms, the most prominent of which are :

- Republish Printed Content with Added Features Print plus :

During which previously produced content is reproduced and organized by classical media in order to be displayed on the website with the addition of the copy plus feature, also called typographic text and represents the basic form of news presentation in Internet journalism (Bernice, 2017, p. 364).

- Clickable interactive format :

This approach is based on the idea of browser interaction and sharing published content, based on multimedia and referrals through links and forked texts. Which are displayed in the form of signals such as borders, color, size, consistency, position, and adherence to web standards, which gives the interactive components the appropriate appearance. These visual signals that correspond to people's expectations help determine the items that must be clicked on, (Loranger, 2015), and their placement requires time and great intellectual effort.

- **SlidesShows Style :**

It is one of the electronic image views, where a set of images for one subject is displayed sequentially, it may be accompanied by comments or no comments, and the images are automatically reviewed, and the user may have the ability to navigate between the images by clicking on them and can enlarge the image he wants, and it may be used in slides with audio material or video clips and text as an integrated multimedia presentation (Wissam, 2018, page 112).

- **Sidebar Style :**

It deals with the news story briefly and briefly and provides side stories for further information, and sometimes includes tables, lists, biographies ...etc. The editor uses it to read the information card and interact with the published content, as well as to integrate new materials and sources into the text. The editor also has the possibility of examining and knowing the date of publication of the content that constitutes a source of information. (Franks, Wells, Maiden, & Zachos, 2021, p. 8)

- **Transcripts view :** Interested in important reports that are widely published and widely consumed by browsers, such as WikiLeaks documents, websites may provide their users with original documents for interviews and public meetings (such as documents and originals for press conferences) (Khaled AlSharif, 2014, p. 62).

Conclusion

It is clear that the integration between technology, communication and information and the media and communication benefit greatly from the

services of the Internet, especially electronic journalism, in addition to the continuous updates in digital media technologies and content management systems in smart and integrated newsrooms, as well as the high demand of the public used on electronic platforms, all factors that have changed the classic method of journalistic editing due to the nature of the carrier and the developments of the new media environment. This change has not only affected the technical aspect, but also exceeded it to create a new framework for building meanings and connotations, relying on a new language, which is the language of interconnected text "hybrid" that allows the user to navigate information according to his needs and inclinations, which requires media institutions to frame the press staff, starting with the editor in news websites and electronic newspapers, to technicians and directors, in accordance with the requirements of cyberspace.

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