THE ROLE OF MODERN MEDIA IN STRENGTHENING SCOOP AMONG IRAQI JOURNALISTS: A FIELD STUDY ON IRAQI JOURNALISTS

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ABSTRACT

The Internet and the modern media have helped to bring about changes in the media environment and emerged new concepts such as the new media as a counterpart to traditional media and citizen journalism versus citizen journalism versus professional journalist, and the belief of media institutions about the importance of these new means and new concepts and the inadequacy of traditional sources in obtaining the news lead, the employees of the press institutions began to rely on the new media, including social networks to get the news ahead in order to serve their interests and enrich their press products and enhance their standing among the public. Hence this research came to take care of this problem, through which we will try to know the role of the new media in strengthening the journalistic lead of journalists working in Iraqi newspapers by demonstrating the importance of these means as a source of news and support for traditional sources. The research seeks to achieve a number of objectives: First, finding out why Iraqi journalists working for Iraqi newspapers use the new media. Second, how reliable are Iraqi journalists on the new media to achieve the journalistic foresight of information and its adoption as a source of news. Third, learn about the most important additions provided by the new media as a competitor to traditional sources in obtaining news in the work of journalism knowledge of the level of confidence in the new media and its adoption in the press ahead of.

INTRODUCTION

This research is a descriptive research aimed at describing phenomena and identifying their elements and components by collecting information and data

and analyzing them and interpreting them in order to provide an accurate and objective picture of the phenomenon in question (Omar, 2008: 211). In order to achieve the objectives of the research, the survey method has been used as one of the approaches aimed at describing the features, opinions and trends of the sample to allow the results to be distributed to the society from which the sample has been withdrawn (Al-Jamal, 1999: 134).

Study Subjects

The process of identifying the research community is an essential and important process, as the sample is chosen from it, so it must be precisely defined in order to reach accurate results that can be generalized. The society of this research is represented by journalists working in the Iraqi newspapers and the researcher sought to use the sample deliberate, where (120) questionnaires were distributed in the method of equal distribution distributed (40) for each of the newspaper (Al-Sabah, Al-Zaman and Al-Distour) and (16) questionnaires have been excluded for not completing the answers after the review and (104) questionnaires were included in the statistical program to conduct statistical processes and extract the results.

Study Instruments

The research procedures required the use of several tools for data collection, namely observation, interview and questionnaire, and a questionnaire was designed with a number of questions, taking into account the observations provided by the experts, which contributes to the development of the research tool.

LITERATURE REVIEW

(Amira, 2014) the role of social networks in strengthening media practice in Algeria, the study was aimed at reaching out to the reasons why Algerian journalists use social networks and highlight the most important additions provided by social networks to the Algerian journalist and the study is included in the descriptive studies that adopted the survey method, but the sample of the study was based on a number of media journalists written in Algeria in both public and private types and the study reached the following conclusions:

Most of the journalists surveyed use social networks permanently at 67.3%.

The largest percentage of journalists spend more than 4 hours browsing websites.
Most Algerian journalists confirm that they have already published news and information from social networks by 70.6%.

Most Algerian journalists agree that social networks are a "reliable" source of information dissemination.

The use of Algerian print newspapers for social media sites as a source of information in Algeria (Khairi, No date)

The study aimed to determine the importance of social media sites as a source of information for Algerian journalists and to know the quality and nature of the information that Algerian journalists draw from social networking sites and the study falls under descriptive studies, while the research community is represented by journalists who work in print newspapers and the study relied on the resolution tool for data collection and has reached a number of conclusions:

The majority of the researchers check social networks when they use them as a source of information satisfaction to a medium degree and primarily a professional and then cognitive satisfaction and that Facebook is the most achievable site" for the satisfactions

Most journalists use social media to extract information motivated by instant news and the diversification of journalistic material.

Social networks ranked third among the sources on which Algerian journalists rely, preferring to be at the scene and obtain accurate and reliable information.

THEORETICAL APPROACH

The Concept of Usage and Satisfaction Theory

The introduction of uses and satisfactions is a paradigm shift in the field of media influence, focusing on how the media responds to the motivations and needs of an active, positive and choice-choice audience, thus changing the traditional concept of influence, which means what the media does to the public to study what the public is doing to the media (Amin: 2007: 33).

Research in the introduction of uses and satisfactions assumes that individuals play a positive role in the communication process and have a motive to use means of communication, as well as that the needs of individuals can be satisfied through exposure to means of communication (Saad, 2012: 67).

Katz et al summarize the assumptions of this theory in (Hamid, no date: 12):

Audience is an active audience that uses the media to achieve certain goals
The media compete with other sources to satisfy needs such as personal communication or academic institutions
Only the public can determine the true picture of the use of the media because it determines its interests, needs and motives.

Journalists' Use of Modern Media

The world is now living a new phase of technical development in which new revolutions have been mixed, namely the information revolution and the modern media revolution, and one of the manifestations of this modern media revolution is the ease of obtaining new information from its direct sources, as well as facilitating the delivery of information to the public and also "being able to communicate the information message in the form and time that the sender wants (Al-Adly, 2004: 126).The recent years have witnessed the development of "continuous" in the media and the media thanks to modern communication technology and the new media is one of the most important aspects of this technology, which has helped to provide the services of Allows users to interact, share, and get information (al-Bayati, 2014: 112).

The new media is known as "a set of new digital methods and activities that enable us to produce, publish and consume media content in all its forms through electronic devices and means connected or not connected to the Internet, and the new media provides the possibility of communication and social communication as in mobile services and social networks on the Internet (Shafiq, 2011: 82).

In recent years, traditional media have increased their use of the Internet in general and new media in particular in order to achieve a number of objectives (Rayyan, 2012: 10):

Keeping readers and communicating with them in various ways
Maintaining the advertising market
Achieving the greatest percentage of press coverage through the use of the public
The new media is a media bridge linking traditional media to new forms of public participation

The new media has reduced the presence of journalists in newsrooms and looking forward to broadcasting news agencies or on the sites of events, as these means helped them to use thousands of new sources after the newsrooms used three or four news agencies as major news sources (Baaziz, 2012) and some new media applications such as Facebook and Twitter helped to open channels of communication between journalists who share the same contributions to benefit from news coverage in the future. Today's journalist is resorting to the use of new media for the following purposes (Amira, 2014: 94):

Get information. Confirmation of information, a process that requires checking the source and the nature of the information and making comparisons between

the information obtained. Promoting information where the new media works to achieve and ensure the spread of the media product (article, news, investigation, dialogue) and helped to make star journalists in the field of media

The danger of using these means to the media work is that they are (Amira, 2014: 96)

You need experts to validate the news that's circulating.

The possibility of employing them to serve the interests of certain groups and groups

May exceed professional standards and values

Scoop and News Sources

The press precedent is known as: news published by a journalist or news organization before other sources and is of exceptional importance or surprise or excitement or secrecy, and exclusive news content is not always "prior" to the journalist" because it may not provide the required importance or excitement and often "scandals are considered a major source" of the press precedence (Amnia, 2012: 112).

As for the news sources, these are the tools through which the journalist gets news and information (Wikipedia) and the newspaper has two main sources of news: self-sources, which are those sources in which newspapers rely on their editorial board to obtain news such as a press representative or external correspondent (Hijab, 2004: 498). External sources are the ones on which the newspaper relies without its editorial board, such as news agencies, local and international audio and video media, bulletins and documents (Otman, 2006: 68). Official figures, speeches and press conferences can be a source of news for newspapers (Al-Far, 2006: 69).The most important news sources for journalists are (Khokha, 2011: 37)

Traditional Sources of Information

The journalist himself: represents one of the editorial staff of the newspaper and feeds the newspaper with a large percentage of the news and the newspaper depends on it to achieve the newspaper's precedence.

Venue: Represents one aspect of news coverage and contains people,

information and important updates for the press ahead.

Eyewitnesses: Eyewitnesses may be ordinary individuals or official persons and the journalist gets the required information from them.

Texts and documents: It is an important source for the journalist to collect information (Khokha, 2011: 20).

Audio and video media.
News agencies.

Electronic information sources

E-mail: E-mail tops communication and interaction tools because of its advantages of ease of use, exchange of information, news, exchange of messages with the editor and groups (Khokha, 2009: 38).

Mailing lists: Mailing lists differ from e-mail as they automatically deliver new messages to subscribers while forums require members to visit the site and check the new messages (Hamid, 2007: 78).

News websites: It is one of the types of electronic press with a fixed address on the Internet to display news and current events around the world with the aim of publishing news in text and analysis on the pages of the site and be available free of charge or in exchange for subscription (Mohammed, 2013: 59) the most important features of news websites are instant, live and in-depth press coverage and also provide interactive and continuous update of press content 24/7 (Hijazi, 2005: 16).

Social networking sites: A term used on a group of web sites that have emerged with the second generation of the Web allows communication between individuals in a virtual society environment and newspapers have increasingly used social networks to enhance their role in news production or as a means of distributing and marketing content (Bakhit, 2004: 179).

Field Framework

Personal Information

Table 1. Distribution of sample personnel by type.

Demographic Features		Number	Percentage
Gender	Male	88	84.6%
	Female	16	15.4%
Position Status	Journalist	73	70.1%
	Head of Department	28	27%
	Chief Editor	3	2.9%
Education Level	Bachelor's Degree	64	61.5%
	Higher Education	26	25%
	High School	14	13.5%

According to table 1 data, the proportion of males was 84.6 percent, while females were 15.4 percent. From the sample, which is a natural result because most of the workers in the media field are male, and in the center of the job center the percentage of journalists from the sample was 70.1%, followed by a head of department 24% Then came the editor-in-chief category with 2.9 percent. At the educational level, the most prominent sample was those with a bachelor's degree and 61.5%. Followed by graduate school with 25% finally, high school by 13.5%.

Table 2. Distribution of sample personnel by extent of use of new media.

Usage Frequency	Number	Percentage
Always	76	73.1%
Sometimes	23	22.1%
Rarely	5	4.8%
Total	104	100%

According to the results of Table 2, 73.1% of workers use the new media permanently. In second place was workers who sometimes used the new media, with 22.1 percent of the total. In third place are workers who use the means rarely account for 4.8%. According to the researcher, 73 percent of the world's population is in the best of countries. From the sample of journalists, the serious media is always used as an indication that some of them are addicted to staying with these means and where they find that they meet their desires and needs.

Table 3: distribution of sample personnel according to the duration of the use of the new media

Duration	Number	Percentage
More than 6 hours	37	35.5%
1-3 hours	31	30.4%
4-6 hours	26	25.5%
Less than an hour	10	9.8%
Total	104	100%

Table data (3) show that 35.5% of the sample uses new media for long periods (more than 6 hours), followed by second use duration (1-3 hours), 30.4% and third place (4-6 hours) at 25.5% and finally " duration (less than an hour) by 9.8%.

Table No. 4: Distribution of sample personnel according to the use of new media types

Modern Media	Number	Percentage

Social Media	50	48.1%
E-Journals	24	23%
News Application	18	17.5%
Forums	4	3.8%
Live Broadcast	4	3.8%
Others	4	3.8%
Total	104	

The results of Table 4 show that social networks achieved the highest percentage (48.1 percent). In second place were the websites of the newspapers with 23 percent. Followed by news apps (17.5%) Finally, blogs and live broadcasts came in at 3.8 percent. The reason why journalists prefer social networks is due to several reasons, the most important of which is the simplicity of this network and its ease of use and the wide spread that it has enjoyed globally" and the participation of most of their colleagues in it.

Table 5: shows newspapers' use of new media to achieve scoop

Section	Number	Percentage
Yes	64	61.5%
Sometimes	28	27.7%
Rarely	6	5.9%
No	6	5.9%
Total	104	100%

Table 5 shows that 61.5 percent of the population is in the country. The sample relies on the new media to get the news, which is a high percentage that indicates the important role of these media in the work of journalists, while 27.7%of the participants indicated that they sometimes rely on the new media to achieve a press lead and a ratio of 5.9 percent. They use the media rarely and the same percentage of journalists who do not use the new media in the media, which confirms that the new media has become an important pillar for the Iraqi journalist in his media work, especially in obtaining exclusive news.

Table 6: shows the nature of news obtained by newspapers through the new media

News Nature	Number	Percentage
Local	78	75%
International	14	13.4%
Arabic	11.6%	12
Total	104	100%

From the table above, it is clear from the table that local news is what the Iraqi journalist is most seeking through the new media and by 75 percent. World news is 13.4 percent. In second place and Arab news third" by (11.6%) This can be explained by the fact that journalists have more confidence in local news published through the new media because they can be confirmed from the official pages of official bodies.

Table 7: distribution of sample personnel according to the form of information obtained from the new media

Information Form	Number	Percentage
Written News	62	59.6%
Image	19	18.4%
Video	15	14.4%
Recording	8	7.6%
Total	108	100%

The results of table 7 indicate that the written news has the highest percentage (59.6 percent). Followed by images 18.4% then the videos 14.4% finally, registrations by 7.6%

The above results show that journalists have more confidence in and rely on image-supported written news for news coverage.

The motives of journalists using the media for new media and the satisfactions achieved

Table No. 8; Distribution of Sample Personnel according to The Motives of The New Media Use

Motives	Always		Someti mes		Rarely		No		Me an	Std. Deviat ion	Perce ntile
	N	%	N	%	N	%	N	%			
Searching Informati on	8 3	79.8 %	1 8	17.3 %	2	1.9 %	1	1%	3.7 6	0.871	94
Getting Breaking News	7 3	70.1 %	2 6	25%	4	3.8 %	1	1%	3.6 4	0.882	91
Stay up to date on the latest events	6 8	65.3 %	3 4	32.6 %	2	1.9 %	0	0%	3.6 3	0.877	90.7

Interviewing	34	32.6%	47	45.1%	19	18.2%	4	3.8%	3.07	0.899	76.7
News Dissemination	66	63.4%	30	28.8%	5	4.8%	3	2.8%	3.53	0.885	88.2
Interact with readers	55	52.8%	38	36.5%	10	9.6%	1	1%	3.41	0.894	85.2
Exchanging points of view	46	44.2%	48	46.1%	10	9.6%	0	0%	3.35	0.902	83.7
Exchanging videos and images	50	48%	38	36.5%	10	9.6%	6	5.7%	3.27	0.892	81.7
Making new friends	38	36.55	50	48%	15	14.4%	1	1%	3.20	0.894	80
Real-time coverage of events	61	58.6%	34	32.6%	8	7.6%	1	1%	3.49	0.883	87.2
Entertainment	27	25.9%	40	38.4%	27	25.9%	10	9.6%	2.81	0.910	70.2

The results of table 8 indicate the most prominent motivations of journalists from the use of new media and came in first place (search for information) and in 94% and in the second place (obtaining breaking news) by 91% and in the third place (see events) by 90.7% and these results reveal to us the important role played by the new media in the work of journalists and get the press lead for important and urgent events.

Table No. 9: distribution of the sample according to the satisfactions achieved by the new media

Satisfaction	Always		Sometimes		Rarely		No		Mean	Std. Deviation	Percentile
	N	%	N	%	N	%	N	%			
Gives new skills in gathering and	63	60.5%	35	33.6%	4	3.8%	2	1.9%	3.53	0.881	88.2

preparing news material										
Helps in completing details of events	60	57.6%	38	36.5%	4	3.8%	2	1.9%	3.50	0.883	87.5
Strengthening the relationship with colleagues	55	52.8%	42	40.3%	7	6.7%	0	0%	3.46	0.884	86.5
Increases culture and journalistic abilities	58	55.7%	36	34.6%	9	8.6%	1	1%	3.45	0.884	86.2
Understand the readers' problems	56	53.8%	37	35.5%	11	10.5%	0	0%	3.43	0.885	85.7
Provides documentation and information recovery	60	57.6%	33	31.7%	8	7.6%	3	2.8%	3.44	0.883	86
Provides feedback	47	45.1%	43	41.3%	10	9.6%	4	3.8%	3.28	0.891	82
Provides instant news	64	61.5%	34	32.6%	6	5.7%	0	0%	3.56	0.880	89
Satisfies the need for entertainment	25	24%	45	43.2%	21	20.1%	13	12.5%	2.79	0.910	69.7

The results of table 9 show the most prominent satisfactions achieved for journalists from the use of new media and came in first place of satisfaction (providing instant news) by 89% and second place (earns me new skills in collecting and preparing the press material) by a percentage weight 88.2% and in third place (helps me complete the details of important events) with 100.5%.

The Competition between Modern and Traditional Media

Table No. 10: Distribution of the sample according to sources of research for news through the new media

Sources	Number	Percentage
Groups	35	33.6%
Foundations' Websites	25	24.3%
Journal Web Pages	23	22.3%
Personal Web Pages	12	11.7%
Hashtags	4	3.9%
Celebrities' Web Pages	3	2.9%
Others	2	1.9%
Total	104	100%

Table 10 shows the sources of news search through the new media as the largest percentage of respondents 35% they get news from the groups, while 25% of the population is not. From the sample they rely on the websites of government institutions and the pages of electronic newspapers come in third place 23%, then the personal pages of individuals by 11.7%. The hashtag service ranked fifth 3.9%. It is followed by star pages with 2.9%. 1.9% are looking for other sources.

Table 11: shows the dispensation of journalists from traditional sources and the use of new media in the press ahead

Section	Number	Percentage
Yes	50	48%
No	54	52%
Total	104	100%

Through the results of table 11, we are trying to find out the vision of Iraqi journalists for the new media future, as 52% of Iraqis believe that they are not in the best terms. Journalists believe that the new media cannot be solved instead of the traditional sources of journalism, while 48% of respondents believe that the media is not able to solve the issue. Journalists can dispense with traditional sources and rely on the new media to get the lead in obtaining the news, and these results can be explained by the fact that the journalist, despite his use of the new media in his work and his recognition of the importance of the information

provided, but he is still sticking to the traditional sources and considers that the new media is supportive but does not cancel them.

The Level of Trustworthiness in Modern Media as a Scoop

Table 12. Distribution of the sample according to the level of confidence in the new media as a source of the press ahead

Transitoriness level	Number	Percentage
Moderate	75	72.8%
High	17	16.5%
Low	12	10.7%
Total	104	100%

The results of table 12 indicate the level of confidence of journalists in the new media survey sample by adopting it as a source of the press ahead and showing that 72.8% of them, 16.5% of journalists are highly trusted. 10.7% of the population is in the country. That they trust a low degree of trust in these means and don't rely on them for news.

We conclude from this that despite the importance of the new media and the speed with which it provides, it does not have a high degree of confidence and requires the journalist to make a lot of efforts to verify the authenticity of the news and its sources.

Table 13: shows the researchers verifying the source of the press advance before publication

Section	Number	Percentage
Yes	76	73%
Sometimes	20	19.4%
Rarely	5	4.8%
No	3	2.8%
Total	104	100%

The results of table 13 show that the majority of the respondents 73% They check the source of the press ahead of publication, while the 19.4% of the population is not in the best possible way. They are sometimes achieved, and then the rarely achieved category comes in third place 4.8% And the percentage 2.8% They don't check with the exporters.

Table 14: shows how to validate the press

Authentication Method	Number	Percentage

Back to the main sources	78	75%
Monitoring News Agencies	13	12.5%
Contacting Colleagues	12	11.5%
Others	1	1%
Total	104	100%

The results of Table 14 show that the majority of journalists validate the press by returning to the main sources by 75 percent. The 12.5 percent of the population is in the country. From the sample check by following the news agencies and (11.5%) from the sample by checking by contacting their fellow journalists.

Table 15. shows the existence of controls to get the news ahead of the new media

Section	Number	Percentage
Yes	49	47.1%
No	30	28.8%
Sometimes	25	24.1%
Total	104	100%

The results of table 15 show that the percentage (47.1%) From journalists, the institutions working in them specify controls to get the news lead from the new media, and this is due to the novelty of these means and the nature and abundance of their contents and there must be controls that determine their handling and see (28.8%) Journalists said that the institutions in which they work do not meet the criteria in the case of obtaining news from the new media, while the percentage of (24.1 percent) From the sample, institutions sometimes set rules and standards for obtaining the press ahead of the news, depending on the subject of news coverage.

In an open question to the sample on the most prominent of these controls and standards, 62 percent said they would not be able to do so. From the sample, the most important of these criteria is respect for the rules and ethics of the profession and confirmed (30%) Among them, the most important criteria is to clarify the methods and methods of obtaining a press lead, he explained (8%) From the sample is that the organization identifies specific topics that are updated through the new media.

CONCLUSION
Most of the journalists surveyed use the new media permanently at 73.1%

The largest percentage of journalists spend more than 6 hours a day" in browsing and using new media at 35.5%, which reflects the importance of these media in the work of journalism.

Social networks are the most popular media" by journalists with 48.1% and 23% of online newspaper sites are second.

Written news is the most sought by the Iraqi journalist from the new media, with 59.6% of the local news and 75% of the total.

The most important motivation for journalists to use the new media is to search for information, get breaking news and get updates on the events.

The most important satisfaction achieved by Iraqi journalists from the use of the new media is to provide real-time news, acquire new skills in collecting press material and complete the details of important events

Karupat is the leading source of news search through the new media with 33.6% and second place in the websites of official institutions and with 24.3%
Most journalists confirmed that they have already published a press advance sourced from the new media and 61.5% this confirms not only the news and information provided by traditional sources and therefore they need sources to satisfy their professional needs

Despite the flourishing of the new media and its spread in all countries of the world, this did not prompt journalists to abandon traditional sources, with 52% saying that the new media cannot eliminate traditional sources, but is a tool to strengthen and strengthen these sources.

Most of the 72.8 percent of Iraqi journalists said they have medium confidence in the new media as a source of news for the news.

Most Iraqi journalists check the information and news produced by the new media by 73%

Iraqi journalists and 75% turn to the main sources in order to verify the accuracy of the press's lead in news

Some newspapers place controls on journalists to get the news ahead of the new media, the most prominent of which is respect for the rules of the profession and to clarify the methods and methods of obtaining the press' precedence.

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