Employing the press image in Emirati news sites, the Emirates Barq website as a model

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Abstract

The successive technological developments in the media industry led to its entry into a new era characterized by a straight news flow around the world, which resulted in a change in the world of journalistic art to the world of visual art. Because the press photo has taken a distinguished position and a key role in achieving the goals of the press, and as a result of the rapid development in the manufacture of patterns and in the way of transferring and processing photos. This led to the transformation of some paper newspapers into electronic ones, and the use of the image in most of the news became from a silent image to a moving picture. This is due to the awareness of the press institutions of the importance of the image in the newspaper, and the press image is the most critical pillar of the structural elements used in the output units of electronic newspapers. Because of its impactful ability and essential meanings that it carries to future, and after the emergence of Internet networks, which became the lifeblood of users. Because of the services it provides in various areas of life, and thanks to the applications. it offers that facilitate access to them, the website is one of the most essential services provided by the Internet to humans.

Keywords: press photo, websites, Emirati press.

Introduction

First: The methodological framework of the study

Research problem: the press image plays an important role in conveying news and information; and the absence of independent studies focusing on employing the press image in news websites. In general and Emirati news websites in particular, the research problem has been identified in analyzing the form and content of the press image used on the Emirates Barq website for the year 2021 as a model. The research problem can be formulated by the following question: How is the press photo employed in electronic news sites?

The importance of the research: The importance of this research derives from the importance of the topic it studies, which is the topic of employing the press image on websites. Journalism by addressing the visual side of the communicative message.

Research Objectives: The research aims to

1. Getting to know the topics of the press photo published in the Emirati news websites?

2. Disclosing the types of press photos that are most used in Emirati news websites?

3. Identify the sources of the press image that Emirati news websites rely on for their daily news?

4. Know the most reliable news values in the press image used in the Emirati news websites?

Research Methodology: This study belongs to the survey studies that are based on accurate

monitoring and follow-up of a phenomenon or event, in a quantitative or qualitative manner in a specific period of time, and then analyzed and interpreted to arrive at accurate facts about the existing conditions.

Research community: the study population is represented in the period specified by the researcher after a careful follow-up of the Emirati electronic news websites in general, and the researcher took the research sample on the Emirates Barq website in particular.

The limits of the research: Emirates Barq website was chosen as a sample for research from Emirati news sites according to several objective criteria in addition to the recent development that the Emirates is witnessing today in terms of communication technology in various fields. Researcher for a period of three months from 1/8/ to 31/10/2021.

Second: The theoretical framework of the study:

Media framing theory: This theory is one of the tributaries of modern means of communication, which facilitates the researcher to measure the implicit content of media messages, and contributes, to the interpretation of the effects of the media message. The audience, and that the basis of the contents of the media is not meaningful in itself; Except if it is placed in an organization, context and media frameworks, not to put it in a framework that defines and organizes it, and gives it a degree of consistency by focusing on some aspects of the subject and omitting other aspects. What, meaning a process carried out by the communicator with the aim of reorganizing the media message to fall into the category of people's perceptions and their persuasive influences (Al-Dulaimi, 2016 AD, page 204). Research on media frameworks assumes a scientific assumption that the focus of media messages on some aspects of an issue or event and not others that is, defining media messages for specific news frameworks. Leads to the creation of different criteria that are likely to be used by the public when individuals think about this issue or event and form their opinions about it. (Mazrou, 2013 AD, p. 5)

The first level: This level is concerned with measuring the content of the non-virtual media, or the so-called implicit content.

The second level: This level is concerned with measuring media frameworks, and this level affects the formation of the public's attitudes towards a particular issue. What is reflected in determining the attitudes and opinions of the masses towards issues.

Media Framework Theory Functions: (Hassouna, 2015, p. 26)

1.   Play a vital role in stimulating opposition or mobilizing support for an event or cause.

2.   Frameworks effectively define the meaning of media messages, and shape individuals' discussions and conclusions about these messages.

3.   Framing affects the perceptions of real audiences, and the effects may be limited or persistent, and journalists continue to identify audience attitudes and opinions.

4.   Some researchers pointed to the role of the theory of framework analysis in achieving social cohesion, through the role played by the media in determining the frames of reference that the reader uses to interpret and discuss public events. professional, audience judgments, and at the same time individuals' processing of information is influenced by pre-configurations of meanings and systems.

Press photo: As Mahmoud Adham defines press photo as: "a white and black or colored artistic image with clear, attractive and expressive current content, alone or with others, in truth, honesty and objectivity in most cases about events, people, activities, ideas, issues. Texts, documents, or Various occasions often related to a specific editorial material that you publish or that is valid for publication on the pages of a newspaper or magazine or distributed by a news agency" (Adham, 2007, pg. 27).

Press photo jobs: The jobs can be summarized as follows:

1. News function

2. Psychological function

3. Excretory function

4. Aesthetic function (Salman, 2019 AD, p. 44)

5. Documentary function and credibility of the event

6. Communication function

7. The educational position (Al-Zoubi, 2020 AD, pg. 43)

8. Mentoring function

9. The persuasive function

10. The educational function

11. The monetary function (Al-Rifai, 2020 AD, p. 61)

Press photo features:

The press photo is characterized by many characteristics and features, as follows: (Hani, 2019 AD, page 84)

A- Appropriate size: meaning that the news image accompanying the news topic is appropriate with its real importance, also with the degree of its technical success, and with the importance of the topic that accompanies it, and finally with the area of the page on which it is published.

b- Clarity: meaning that it should be clear in form in all its aspects and dimensions, in proportion to its reasonable size and importance, which motivates readers to stop there to read its details, and thus fulfill its published goals.

C- Diversity: meaning that their sizes and areas vary, and the images related to a single topic, story or news report must also vary from the angle of their sizes as well.

d- Gravity: Press photos must have an attractiveness that pushes readers towards them, and this attraction has several aspects, such as focusing on a section that represents. The most attractive part of the image, or

overlapping between images of the event and the image of the person at the center of this event, or the use of some complete or incomplete artistic frames or lines decorative.

Types of photojournalism:

1. Independent news photos

2. Photo themes

3. Selfie

4. Archival photos

5. Images with a human side

6. Artistic and aesthetic images

7. Advertising image

8. Line images or hand drawings

9. Tags or avatars

Employment of the press image: Ali Abdel-Fattah al-Ta'deef defined it as: "a set of operations carried out under careful planning, focus on inspiration, and the use of symbols in broadcasting messages through the media, with the aim of persuasion and change in opinions and attitudes of individuals. To achieve goals and objectives as a kind of psychological warfare that is not The announced" (Ali A., 2016 AD, pg. 28), and the image is not a simple reflection of reality, and it is read directly. On the contrary, it is not directly assimilated, but rather imposes a perceptual and interpretation effort that is not permitted by traditional culture. The reader must acquire a new culture, which is The culture of the image, and the abandonment of the superficiality and indifference with which we deal with the image, especially the journalistic one. The correct reception of a visual message presupposes the existence of social and cultural balance and intellectual gains, especially in view of the multiplicity of areas of using the media image to include all social, political, military, sports and artistic fields...etc.

And the recruitment mechanisms change according to the field in which they are employed so that pictures are published according to their role in achieving any of the communication functions, such as information,

explanation, interpretation, education, entertainment and entertainment. (Tala'a, 2021 AD, pg. 5), the use of the image is not necessarily innocent, for example, the neutrality of the media during wars and conflicts is not always guaranteed, as the image has become an integral part of the military strategy and it is one of the strong indicators of victory and defeat. Its neutrality is almost impossible, like that The manipulation that occurred in the use of the image by the media, or some of the international news agency operating in Iraq during the US occupation in 2003. There is a change and formation according to the orientations of each of those means and according to the goal they aspire to, by displaying the image in a specific way and nothing else. The image published in the media motivates local or international public opinion. For example, a picture comes from Iraq of American soldiers participating in a certain game with Iraqi children. There is no doubt that this image does not come by chance, but rather that there are certainly directives by the American government. It aims to promote the idea of the satisfaction and approval of the Iraqi people about the presence of the American army and to show it in the appearance of a friend, and such an image dispenses with a lengthy and programmed speech to the American president, (Ali A., 2012, pp. 34-35). So the role of the journalist is not limited to Information gathering and dissemination, and even beyond that, they need to formulate conscience and thought and make change, and from here came creative journalism that depends on credibility, and the realization that the journalist should do (Singer, 1997, p. 2). The journalist must also decide, through the criteria for selecting the image, to choose an image according to the nature and importance of the news, and images that are not related to the subject to be published are excluded so as not to fall into the process of falsifying the real image (Gans, 1980, p. 19).

Website concept:

The Internet space is filled with websites, which have broken the barrier of hundreds of millions of private, commercial and news websites ... etc., which have imposed themselves on governmental and non-governmental institutions. In keeping pace with the era of technological developments, in order to achieve the desires and satisfy the needs of users, due to the provision of instant and abundant services in the information.

The website is embodied on the Internet through a web server and browser, and it consists of a set of files and pages connected between each other, and these pages include all that is published on the site from images, static and moving texts, site information and the definition of the topics. It provides, as well as internal and external links with other sites And every website has a home page, which is called the home page. (Al-Aqbawi, 2010 AD, p. 251)

Abbas Mustafa defines a website as "a group of web pages, linked to each other, with a specific main address and sub-address of the site in the web. Hypertext (HTTP) The website is called in English (Web Sites), and the site's appearance varies according to its specialization." (Mustafa, 2008, p. 91)

News websites:

News websites began to flourish at the beginning of the seventies with the use of teletext and video technology, and the first experiment in publishing electronic news began in (1971 AD), when the General Post Office in the United Kingdom (Ghazi, 2016 AD, page 99), and then launched Radio and television networks (B.B.C) and (C.N.N). Which have designated independent sites for them, and publish what they receive of data and news through the site, and any user of the Internet can visit and browse, and important newspapers. Also began to appear on the screens of the information network through the sites that they prepared for this, and they met with great demand A large number of Internet pioneers, who found their desired writing in it. Dispensed with the traditional paper newspapers, in addition to that, pure and exclusive websites began to appear both in foreign and Arab countries (Shafiq, 2010, p. 63),

Hosni Mohamed Nasr defines news websites as: one of the types of websites and one of the

forms of new flags, which exist in a virtual space, which is the space of the web that is constantly renewed. It arose from a technological environment and modern technologies (Nasr, 2013, p. 77)

Third, the practical framework of the research: analysis of the image on the "Barq Al Emarat" website for the period from 1/8 to 10/30/2021.

The researcher analyzed the press photos published on the Emirates Barq website for the period from 1/8 to 30/10/2021, according to:

Two methods, the first for analysis by content, and the second for image analysis on the basis of shape, and the total of 120 images were subjected to analysis for their compatibility with the objectives of the research, and as follows:

Press photo tables in terms of content and form

1- In terms of content:

Table No. (1) *represents the subject of the press photo on the Emirates Barq website during the research period.*

	photo theme	repetitions	percentage %	Rank
1	political	60	50%	first place
2	healthy	22	18.33%	Second place
3	military and security	18	15th%	3rd place
4	disasters and disasters	6	5%	fourth place
5	sports	5	4,16%	5th place
6	social	3	2.5%	6th place
7	cultural	2	1.66%	7th place
8	economic	2	1.66%	Seventh place repeated
9	religious	2	1.66%	Seventh place repeated
	Total	120	100%	

photo position
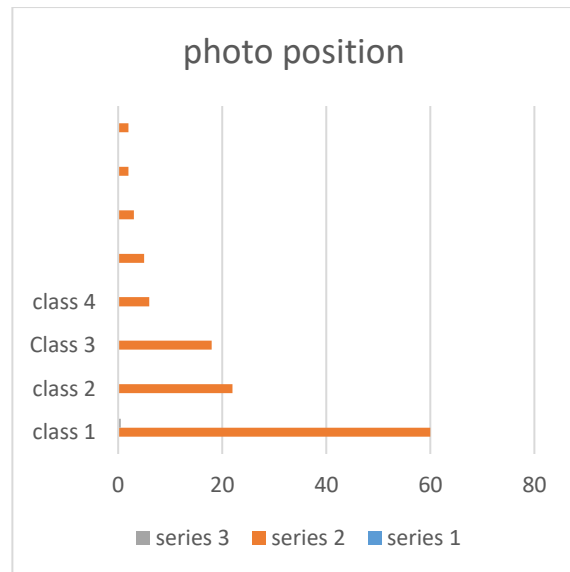
The data of Table No. (1) in terms of content indicates the press photo, and the number of its repetitions was (120), and that the political photo numbered (60) in the first place with a percentage of (50%), and in the last seventh place was the religious photo that numbered (2) with a percentage of (1.66%) This indicates that pictures of political topics are of greater importance than all pictures of other topics published by the Emirates News website.

Table No. (2) *Represents the contents of the images published on the Emirates Barq website during the research period, which indicate violence.*

	Image content	repetitions	percentage	Order
1	political conflict	30	37.5%	first order
2	Demonstrations	20	25%	Second order
3	social conflict	12	15%	3rd order
4	People disturb the security	7	8.75%	4th order
5	Pictures of judges and courts	6	7.5%	5th order
6	protests	5	6.25%	6th order
	sum	80	100%	
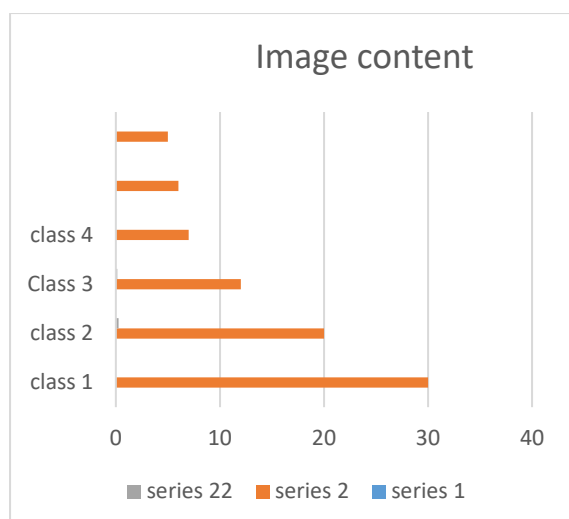
The data of Table No. (2) in terms of content indicates the press photo. It is clear that the violent photos whose total recurrence was (80) photos, and that the photo of political conflict numbered (30) in the first place with a percentage of (37.5%), and in the last place the protest photo numbered (37.5%) 5) by (6,25%), and this indicates that the image of a political conflict has greater importance than all images of other topics published by the Emirates Barq news site.

Table No. (3) *shows the direction of the content of the images on the Emirates Barq website during the search period*

	The direction of the photo subject	**repetitions**	**percentage**	Order
1	negative	70	58،33%	first place
2	neutral	30	25%	Second place
3	positive	20	16،66%	3rd place
	sum	120	100%	
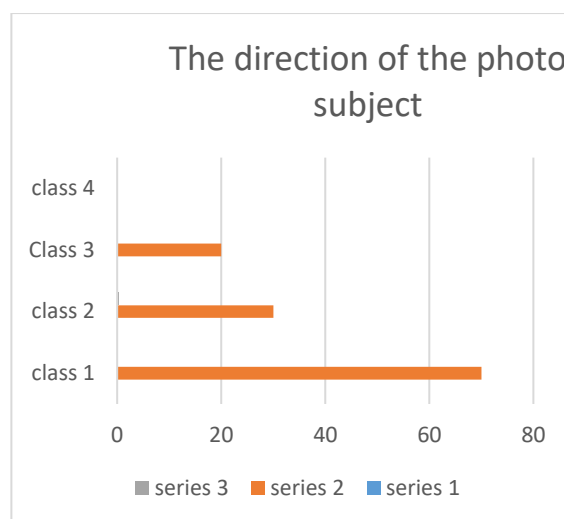
The data in Table No. (3) indicate that the direction of the content of the press photo shows that the images are in the direction of the subject, whose total frequency was (120), and that the negative image numbered (70) in the first place with a percentage of (58.33%), and in the last third rank the positive image was (20) by (16,66%), and this indicates that an image bearing a negative nature without being neutral in the subject is the most prevalent on the Emirates Barq news site.

Table No. (4) *represents the event venue category, international, Arab, regional, and local on the Emirates Barq news site during the research period.*

	place category	**repetitions**	**percentage**	Order
1	Local event photos	70	58،33%	first order
2	Arabic event photos	30	25%	Second order
3	Regional event photos	12	10%	third order
4	Global event photos	8	6،66%	fourth order
	sum	120	100%	

photo location

series 3 series 2 series 1

image source

series 2

The data of Table No. (4) indicates that the location of the event of the image whose total recurrence was (120) images, and that the images of the local event numbered (70) in the first place with a percentage of (58,33%). In the last place the images of the global event were (8) with a percentage of (6,66%) and this indicates that the pictures of the local event published by the site are more than the pictures of other events on the Emirates Barq news site.

The data of Table No. (5) indicates that the source of obtaining the image is from the internal sources of the website, which has a total frequency of (50) images, and that the archive images numbered (30) in the first place with a percentage of (60%) and in the last third rank were the images of the website's photographer (8). By (16%), and this indicates that the archive images used by the site are more than the other source images on the Emirates Barq news site.

Table No. (5) *Represents the source of the image for the Emirates Barq news site during the search period.*

|	Image source inside the website	**repetitions**	**percentage**	Order
1	to archive	30	60%	first order
2	Reporter or journalist representative for the site	12	24%	Second order
3	Website photographer	8	16%	third order
	sum	50	100%	

Table No. (6) *Represents the source of the image for the Emirates Barq news site during the search period.*

	Image source is off the website	**repetitions**	**percentage**	Order
1	News agencies	45	64،28%	first order
2	Internet	15	21،42%	Second order
3	Various other sources	10	14،28%	third order
	sum	70	100%	Order
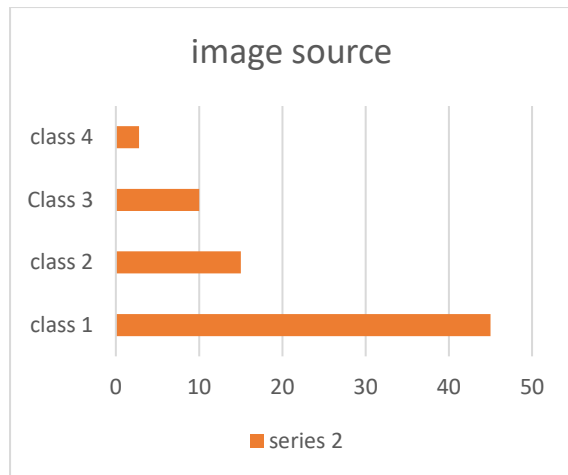
The data of Table No. (6) indicates that the source of obtaining the image is from external sources of the site, which has a total frequency of (70) images, and that the images of news agencies numbered (45) in the first place with a rate of (64.28 %), and in the last third rank are other miscellaneous images. (10) by (14,28%), and this indicates that the pictures of news agencies that the site uses are more than pictures of other sources on the Emirates Barq news site.

Table No. (7) *Represents the images in terms of their functions for the Emirates Barq news site during the search period*

	photo function	repetitions	percentage	Order
1	news function	60	50%	1rd order
2	persuasive function	18	15%	2rd order
3	aesthetic function	12	10%	3rd order
4	indicative function	8	6‚66%	4rd order
5	Documentary function	6	5%	5th order
6	Instruction function	5	4‚16%	6th order
7	communicative function	4	3‚33%	7th order
8	output function	3	2‚5%	8th order
9	psychological function	2	1‚66%	9th order
10	educational function	1	0‚83%	10th order
11	cash post	1	0‚83%	11 th order
	sum	120	100%	
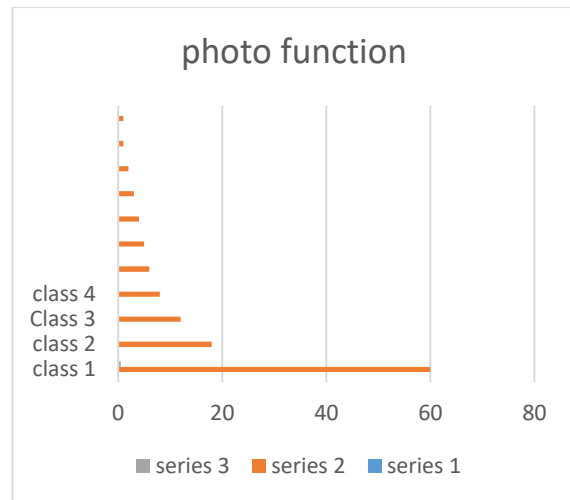
The data of Table No. (7) indicates that the job of the image published on the site, whose total recurrence was (120) images, and that the news job numbered (60). In the first place with a percentage of (50%). In the last eleventh rank the cash job was (1) with a rate of (0 , 83%), and this indicates that the news images function used by the site is more than the other image functions on the Emirates Barq news site.

Conclusions:

1-   There is great interest from Emirates Barq website in employing the image politically, embodied through continuous interest in publishing.

2-   The news employment of the press image is embodied in the Emirates Barq website by publishing the image in sizes commensurate with the news text and in color and accompanying the news with the published press reports.

3-   The political and news use of the image locally and internally and in everything related to the citizen in the Emirates in particular is almost more than the orientation towards the world.

4-   Emirates Barq website relies on supporting the image with commentary to increase clarification and focus the idea in terms that have deep and clear connotations, and what makes the image an aid to the accompanying text.

5-   The Emirates Barq news website relies heavily on its archive images, as well as on images from news agencies in international and Arab news.

6-   The news function is the main goal of the site, and after that comes the rest of the press photo functions published on the Emirates Barq news website.

7-   The site uses images that are modified by Photoshop, and one of the violations is the credibility of the press photo according to the standards of the American Photographic Society.

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