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Forms of Digital Writing in Arab Online Journalism: A Preliminary Approach

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Abstract

This study aimed to explore the extent to which Arab media outlets (newspapers, magazines, radio stations, television channels) have utilized the technological advantages and interactive services provided by the Internet, and the level of implementation of digital writing forms through analytical and evaluative methods. These methods serve as a necessary starting point for developing appropriate perceptions and solutions to address shortcomings in the electronic services offered by these outlets through their websites on the Internet. The study is descriptive in nature, aiming to achieve scientific results. It employed a survey method (using a sample) due to the difficulty of conducting a comprehensive survey of all Arab media websites on the Internet. The purpose was to establish a basic foundation of data and information required in the field of Arab electronic media and to assess the efficiency of the current conditions in this field by comparing the obtained information with pre-tested and prepared levels and standards. The study used a comparative method to compare different Arab media outlets (television, radio, press) in terms of their utilization of the vast capabilities offered by the Internet in providing their media services. The study employed the content analysis tool and developed a quantitative scale to measure the level of digital writing forms.

Keywords: Arab, technological advantages, interactive services, evaluative methods

1. Introduction

A significant intellectual debate arises regarding the impact of electronic writing on journalism in general and specific journalistic genres. Some researchers believe that journalistic writing has preserved its essence regardless of the medium or tool through which it is presented (print media, radio, television, or the internet). Others argue that modern technology has brought about a significant transformation in mass communication and its domains, erasing the boundaries between news, commerce, and advertising. This has necessitated a new formulation of expression forms (Hervouet, 2000, p. 106; Nuraini et al., 2023). On the other hand, Dube (2018), the publisher of "cyberjournalist" website, views electronic writing as a blend of print, radio, and television journalism. He asserts that the concise and simple writing style preferred by broadcasters facilitates the reading and comprehension of electronic writing. However, he points out that many websites neglect the fundamental rules of good writing. He also emphasizes that while using simple phrases and a conversational tone is favorable, linguistic rules and spelling remain important.

Electronic news differs from print news by providing interactive elements for readers, hyperlinks that allow readers to navigate the desired information, which is known as the non-

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linear format. Non-linear news is presented in a specific system from beginning to end. As internet readers desire different levels of engagement, with some preferring only a summary while others seek more details, the news is written in full but with short sentences and paragraphs. Readers tend to skim more than engage in deep reading. Including subheadings also assists readers who seek quick information (Al-Shaibani, 2022; Sriyakul et al., 2022).

Short news pieces are an essential and fundamental part of news topics in online portals (Ritch, 2002, p. 203; Lim et al., 2023). This signifies that the development in the concept of producing, editing, and writing electronic news and articles has led editors to perceive them as targeted messages to readers rather than mere topics. Electronic journalism is a product of technology, and like any other website, it can be considered as one of the manifestations of technological influence on news formulation, editing, and presentation.

1.1 The Methodological Approach of the Research problem and its questions

The electronic media environment has generated new forms and means of delivering news and information that were not familiar to traditional media. This has had an impact on the nature of media work and the media and editorial methods used, making them less formal and routine. It has also led to a decline in the influence of certain organizational and institutional factors on its media products, in contrast to the growing personal and fluid preferences. Moreover, it has created an environment that allows for the fusion and blending of different media forms that were previously separate, whether in news, dialogue, commentary, chat, forums, and others, while also enabling the presentation of traditional journalistic or media genres in a new way. News is now broadcast and presented through multiple media with a lot of analysis and depth. This means that modern technology has influenced the nature of the form or method of presenting news content in new forms and styles (Läidi, 1999, p. 61; Srithep et al., 2022).

The central question of the research is: With all these innovations in the media space, is it possible to continue following the same rules in news writing and presenting it to the reader, listener, or viewer? Does the consumption pattern of electronic news necessitate thinking about digital journalistic editing formats and utilizing the technical enhancements of the Internet? (Ghnaim et al., 2023).

To clarify the content of the research problem, the researcher formulated additional questions:

- What are the elements of digital writing formats provided by websites to support their media output?
- To what extent do the elements of digital writing formats converge with the media characteristics and editorial content provided by websites in terms of integration and diversity?
- What are the important modern communication technologies accompanying journalistic genres in electronic journalism?
- Have websites of media outlets on the Internet reached a consistent level of development in their handling of digital writing formats?

Research Objectives

Through the available research methods and tools, the research aims to achieve several scientific objectives related to its research topic, including the following:

- Identifying the elements of digital writing formats provided by websites to support their media output.

- Monitoring the extent to which the elements of digital writing formats converge with the media characteristics and editorial content provided by websites in terms of integration and diversity.
- Determining the important modern communication technologies accompanying journalistic genres in electronic journalism.
- Recognizing the level of development of websites of media outlets on the Internet in their handling of digital writing formats.

Significance of the Research

This research attempts to contribute to the field of scientific knowledge in general and Arab scientific research in particular, enriching scientific research in the field of media. Moreover, this research can serve as a reference for other studies in terms of its methodology, description, analysis, judgment, and results. Therefore, the significance of the research lies in the importance of the topic (digital writing formats in Arab electronic journalism) due to the constant presence and large audience of these newspapers.

All the electronic websites affiliated with Arab media outlets on the Internet represent the study community. In this regard, we relied on a common method in determining the sampling frame in the analytical study of web pages. This method utilizes lists or directories provided by well-known websites or utilizes search engines to identify the targeted websites based on the study objectives (McMillan, 2000; Wang, 2023).

Research Sample

The researcher decided to select a purposive sample consisting of electronic websites affiliated with Arab media outlets, which were included in the list of the top 100,000 most popular sites on the web according to Alexa statistics. The sample comprised 144 websites ranging in rank from 436, belonging to the Egyptian newspaper "Al-Youm Al-Sabea," to 99,582, belonging to the Emirati newspaper "Roya." Table 4 illustrates this. The study aligns with the majority of analytical studies of electronic websites, which have identified samples consisting of no less than 50 websites and no more than 500 websites (McMillan, 2000, p. 84; Al Doghan & Zakariya, 2022). It is a purposive sample because the nature of the research community necessitates a non-probabilistic sample. The purposive sample is most appropriate to ensure a closer approximation to the representation of the community.

In selecting the research sample, we considered the following criteria based on the research objectives:

1. Representing most Arab countries and Arabic-speaking media outlets outside the Arab region.
2. Including websites affiliated with newspapers, magazines, radio and television stations, and media portals.
3. Representing local, national, and international media outlets.
4. Representing both government and non-governmental media outlets.

1- Research areas

Temporal Field

The time periods adopted by previous studies in analyzing the content of electronic websites vary due to the nature of each study, its objectives, and approaches. Some studies extended their analysis period to years, while most other studies adopted timeframes for analysis ranging from a minimum of two months to a maximum of 12 months.

For example, a study by (Grier & Mensing, 2003; Hasbullah, 2022) which examined the reality of American online journalism over a period of seven years and a study by (Mahsub, 2004) which analyzed a sample of Egyptian and American newspaper websites for a whole year using the “industrial week” method. There is also a study by (Montaser, 2004) which analyzed the content of major international business organizations’ websites for four months, and a study by (Abdel Mageed, 2004; Bhatti et al., 2022) which analyzed the content of websites for Al-Ahram, Al-Sharq, and USA Today for two months.

The current study specifies a three-month analysis timeframe from January 1, 2018, to March 31, 2018. The researcher believes this period is sufficient to gain a clear understanding of digital writing forms in electronic journalism and their proximity to the media characteristics facilitated by the Internet.

Spatial Field of the study

This scope of the study revolves around the electronic newspaper websites of Arab media outlets, which were selected based on their widespread presence and inclusion in the top 100,000 most popular sites according to Alexa statistics.

Research Type

This research falls within the descriptive research category, aiming to depict, analyze, and evaluate the characteristics of a specific group or a specific situation characterized by specificity (Mohammed, 1995, p. 131).

2- Content Analysis Procedures

The study identified the homepages of electronic websites – the study sample – as units for analysis. Researchers believe that the homepage is the ideal unit for analysis because many web visitors decide whether to continue browsing the site or exit based on their initial impression of the homepage. Analyzing the entire website can be excessively time-consuming and biased due to the site’s size, as the size of a web site can range from one page to fifty thousand pages (Montasser, 2004, pp. 244-245).

Statistical Data Analysis

The research will utilize a specialized program, Doctor HTML, to analyze the targeted web pages. This program was proposed by a study conducted by Li (2002), which presented a comprehensive measure of information retrieval efficiency in electronic websites. The research adopted a method of saving the HTML files of the sample websites during a specified time period. This approach has been followed by other studies, such as the analysis of the content and structure of 300 websites affiliated with American television stations conducted by Chan-Olmsted & Park (2000, p. 325).

The study will employ percentage ratios and frequencies for analysis. It will utilize the Chi-Square Test (χ^2) and the Contingency Coefficient to assess compatibility.

Research Terminology

Electronic Journalism: In this research, it refers to Arab electronic media websites, including newspapers, radio stations, and television channels.

Digital Writing Formats: In this research, it refers to the observation of five main methods of media content writing, namely classical text, branched text, animated images, static images, and videos.

Secondly: Applied Aspect of the Research

Digital Writing Formats in Arab Electronic Media Websites: The analytical part of this study focuses on monitoring five main methods of media content writing, which are classical text, branched text, animated images, static images, and videos.

Table (1): Forms of digital writing in Arabic media websites - research sample

Total K %		Media portals		TV channels		radio stations		Journals		Newspapers		Sites writing forms
		%	K	%	K	%	K	%	K	%	K	
59.6	407188	67.2	94688	60.0	40051	70.5	5090	58.7	9096	57.1	258,263	classic text
29.4	200367	24.8	34,993	24.6	16395	24.4	1763	29.5	4561	31.5	142,655	http
0.5	3553	1.4	2009	0.9	601	-	0	-	0	0.2	943	moving pictures
three												
9.5	64961	5.7	8020	12.5	8370	4.8	hundred	10.8	1675	10.3	46546	still images
fifty												
1.0	6706	0.8	1124	2.0	1310	0.3	18	1.0	151	0.9	4103	the video
682,775		140834		66727		7221		15483		452510		the total

Ca2 = 11709.95

degree of freedom = 16

Significance level = 0.000

Analysis of Digital Writing Formats in Arab Media Websites

The analysis of digital writing formats in Arab media websites, based on the research sample, reveals several facts, including the following:

Arab media websites in the research sample did not fully utilize the expressive potential of network logic based on interconnectedness. Content structured using the branched text technique accounted for only 29%, as indicated in Table 1. The predominant format adopted by the websites was static text, representing over 59% of the total sample. This refers to media content conveying news, whether political, sports, economic, or other journalistic genres. Furthermore, more than 9% of the websites still presented their media content using static image formats, compared to only 0.5% for animated images. The utilization of video formats by the websites did not exceed 1%.

The results from Table 1 demonstrate statistically significant differences among the research sample of websites in their approach to digital writing formats. The calculated value of Chi-Square (χ^2) was 11709.95, with 16 degrees of freedom and a significance level of 0.000, indicating a statistically significant relationship at a confidence level of 99%. This indicates a strong association between the variables of the type of media outlet and the digital writing formats employed on those websites. Newspaper websites stood out in their utilization of the branched text format for writing media materials, accounting for 31.5%, compared to 29.5% for magazine websites. The proportions were relatively similar for radio station websites, television channel websites, and media portals, with percentages of 24.4%, 24.6%, and 24.8%, respectively.

- 1- Some studied websites have partially adopted digital writing forms based on the logic of branching text, limiting it only to news articles without other media content. Examples of these websites include newspapers such as Al Hayat Al Dawliya, Al Masry Al Youm, Echorouk Algeria, and Al Bawaba Jordan.
- 2- The study observed that clicking on a keyword in some media websites - the study sample - is expected to lead the reader/user to a text or video. This text includes the mentioned keyword, but it refers them to another text that does not contain the keyword, indicating a weakness and lack of accuracy in implementing the branching text.
- 3- Websites such as Al Hayat Al Dawliya, Al Sharq (Saudi Arabia), Al Rai Kuwait, LBCI (Lebanon), and Chouf TV Morocco utilize the branching text and keyword as the source of the news from which the information is obtained. Therefore, when clicked, the reader/user is directed to all the news obtained from this source.
- 4- Some of the studied websites use the hypertext technique in the body of the news text and refer to the keywords or tags at the bottom, such as: Al-Jazeera channel, Radio (Algeria) and Al-Masry Al-Youm newspaper, while others contented themselves with including the body only.
- 5- Some of the studied websites use the technique of branching text within the body of the news article and indicate relevant keywords or tags at the bottom. Examples include Al Jazeera, Algerian Radio, and Al-Masry Al-Youm newspaper, while others only include the branching text within the body.
- 6- Certain websites stood out by adopting the branching text technique along with related coverage, such as Al-Shorouk Algeria, Al-Dostour (Egypt), Al-Sharq (Saudi Arabia), Al-Fajr (Algeria), Al Jazeera, Al Arabiya, and Al Jadeed (Lebanon).
- 7- Both Algerian Radio and Monte Carlo International radio stations distinguished themselves by utilizing the branching text technique on their radio station websites.
- 8- Despite being the first Arabic online newspaper without a printed version, Elaf newspaper did not employ the branching text.
- 9- Arabic media websites in the internet network did not achieve a unified level in their handling of the branching text technique with:

Technological effects: still or moving images as well as videos. Temporal or quantitative regularity has been absent from most of the studied websites. In this regard, we can refer to some examples in terms of the statistics of images and videos, which are distinct from those used in news, main reports, investigations, and interviews, constituting an independent media material in and of itself. Details of each website's results are presented in tables that were not included in the research.

A – Al-Youm Al-Sabea newspaper sometimes includes 7 to 125 still images for a single topic. The researcher recorded 7,561 still images in the newspaper's archive, and 6,390 still images in the archive of Al-Arabi Al-Qatari newspaper. The attached images accompanying the published topics range from 4 to 189 images daily. Another website, the Palestinian newspaper Dunya Al-Watan, publishes between 14 to 112 still images, with a total archive of 4,215 images. As for the Algerian newspaper Al-Fajr, its archive includes 2,759 still images, with a notable emphasis on animated images. The study recorded the publication of 201 animated images during the analytical study. On the other hand, newspapers such as Al-Quds Al-Arabi published only 9 still images, and other newspapers contented themselves with the main media content images, without including separate images. Examples of such newspapers include Al-Hayat Al-Dawliya, Kul Al-Watan Saudi newspaper, Al-Rai Kuwaiti newspaper, and Al-Ghad Jordanian newspaper.

B – Four magazine websites lack the publication of still images. The study recorded 973 images in Al-Intiqad Lebanese magazine, which publishes 5 to 20 images daily, and 574 images in Al-Jaras Lebanese magazine. As for Hakaek Tunisian magazine, it included 75 images with an irregular frequency of publication, ranging from weekly to daily. Tanger News did not exceed the publication of 36 images, also with an inconsistent frequency of publication. On the other hand, the website of Al-Fajr Al-Jadeed Palestinian television ranks first in the publication of still images compared to other television websites, with a total of 2,934 images during the analytical study, at a rate ranging from 15 to 25 images daily. The website of Nablus Palestinian Television ranks last with the publication of 12 still images. As for the website of Al-Masry Al-Youm newspaper, it achieved the first position in the field of still image publication, surpassing other media portals with a daily average ranging from 32 to 123 images and a total of 4,080 still images.

- 10- If the content of newspapers, magazines, channels, and media portals reflects varying levels of engagement with still images, the majority of radio station websites did not give significant importance to this technological effect. However, the website of Algerian Radio stood out by publishing 350 images.
- 11- Nile Channel began using images on September 14, 2015, under the name “Panorama Al-Akhbar,” but it appears to have also stopped in the same month. The Jordanian Al-Bawaba newspaper has a monthly link titled “Hadeeth Fi Sowar” (Events in Pictures), which stopped displaying images in the second stage of the study, specifically on April 25, 2015. Another link, titled “Al-Usbu’ Fi Sowar” (The Week in Pictures), displays four images weekly. Shu’un magazine displays two images every two weeks. Al-Madina Studio showcases 5-15 images per news item, utilizing large images. Al-Wa’am corner displays a picture of the day and pictorial news.
- 12- The majority of magazine and radio station websites studied lack animated images.
- 13- The presentation of animated images varied inconsistently in terms of temporal and quantitative context across newspaper websites, television channels, and media portals, which together constituted a proportion that did not exceed 0.5%, as mentioned earlier. For example, Al-Riyadh Saudi newspaper displayed 17 images, and Al-Quds Al-Arabi newspaper displayed 9 images during the analytical study. Al-Jazeera and Al-Arabiya channels stood out by presenting animated images, which were absent from other television channel websites. While Al-Wafd Egyptian newspaper presented 1,410 images, Al-Nahar Al-Jadid Algerian newspaper only displayed 5 animated images during the analytical study.
- 14- Kuwaiti newspaper Al-Qabas displayed 23 images but was absent during the analytical study in November 2014 and April 2015.
- 15- Some Arab media websites have broadcasted selected media topics on video tapes. The study provides details on some of them. Al-Youm Al-Sabea Egyptian newspaper excelled in designing virtual videos for events occurring in Egypt. This approach enhances the message delivery in a more engaging and interactive manner with the reader/user. The newspaper presented an interactive virtual video on November 15, 2014, about the terrorist attack on a missile boat belonging to the Egyptian Navy in the city of Damietta on February 14, 2018.

The Lebanese newspaper Al-Nahar publishes one to five videos per day, while the Egyptian newspaper Al-Jumhuriyah features 3-4 videos in the ‘Hotline’ section for urgent reports. The Egyptian newspaper Al-Dostour extensively broadcasts videos, reaching a total of 390 clips, each with documented dates. Al-Sada newspaper publishes 29 videos daily, while Dunya Al-

Watan newspaper categorizes its 17 videos based on their topics. Al-Quds Al-Arabi newspaper includes 4 videos but does not utilize videos in its main news.

The Gulf Affairs magazine only started incorporating videos in March 2018. The International Magazine ceased broadcasting videos since 2012 (prior to the research). The Moroccan magazine Tanger News broadcasts an average of one video per day.

The ‘People’s Opinion’ corner consists of videos on Algerian radio, whereas Huriyetna radio, despite having a video link in the ‘Dialogues’ section, does not activate it.

The Al-Arabiya channel’s ‘Windows’ corner presents animated images and videos on various topics, while the Moroccan channel Medi 1 TV showcases video reports.

The Algerian newspaper El-Chorouk broadcasts sports and political videos, while Al-Bawaba newspaper publishes 8 videos in the ‘Health and Beauty’ section. The Egyptian newspaper Al-Fajr extensively broadcasts videos, reaching a total of 380. The Jordanian newspaper Al-Rai occasionally features one video per day, while the Emirati newspaper Al-Bayan broadcasts approximately 1 to 2 videos daily. The Omani newspaper Al-Shabiba did not include videos during the initial stage of the analytical study, but the researcher observed their introduction in October 2015.]”

➤ Based on the above, it is evident that the selection of certain Arabic media websites for digital writing formats has not been guided by a well-thought-out media strategy, but rather influenced by improvisation and imitation. Many of the studied websites lack sufficient awareness of the necessities that led foreign media sites to diversify and utilize new technologies and technical features introduced by the Internet in their self-renewal process. This technology has practically reevaluated the traditional classification of media based on their communication patterns: written, auditory, or audiovisual media, as they have all merged into a single medium. Scholars of the “usage sociological school” describe this form of integration as hybridity (Hub Media Arab, 2008). Hybridity refers to the production of a new substance or entity by combining two pre-existing elements or using elements taken from existing materials or entities. They believe that hybridity has always been inherent, but they do not see it as a concise explanation for the emergence and evolution of each media form. Instead, it forms a trajectory of creating coherence and harmony in expressive forms that were previously played independently. Based on this understanding, it is difficult to claim that all Arabic media websites on the Internet work towards establishing and familiarizing the relationship with their audience by defining their identity, shaped by various factors related to their content and presentation methods, and the extent to which they represent the users/readers.

The study raises the following question: Why do websites publish separate images and video clips? What is the wisdom behind this practice?

Table 2: Percentages achieved by electronic websites in the digital writing formats of media content.

	portals	TV channels	radio stations	Journals	Newspapers
classic text	67.2	60.0	70.5	58.7	57.1
http	24.8	24.6	24.4	29.5	31.5
cartoon	1.5	0.9	0.0	0.0	0.2
Still images	5.7	12.5	4.8	10.8	10.3
video tape	0.8	2.0	0.3	1.0	0.9

Third: Conclusions

The analytical findings of the research reveal the following digital writing formats in online journalism:

1. Electronic media websites have liberated themselves from the constraints faced by traditional media outlets, such as limited editorial space in daily newspapers and print magazines, and time constraints for radio and television news broadcasts. This liberation has allowed them to incorporate a diverse range of journalistic formats and media content.
2. Websites have made a conscious effort to feature a significant number of news articles on their main pages, enabling readers to stay informed about the most important events and issues. These websites have also included various forms of editorial styles, content types, and journalistic genres.
3. While media outlets can write or speak, it does not guarantee that readers will necessarily read, listen, or watch. It is essential to improve the way discourse is presented and utilize the latest media tools effectively. In media, the emphasis is on impact rather than the quantity of media content. Furthermore, communication skills, their artistry, and techniques are integral to this profession.
4. This necessitates electronic media websites, such as the ones studied in this research, to have an understanding and awareness of the nature of the new medium, which allows news in online journalism to possess a greater formulation or formation within the digital media environment. This is unlike traditional media outlets, which face constraints of time and space. Online platforms can accommodate everything new and urgent in an event, providing background information such as statistics, complete statements that are excerpted and included in the news article, various images, a glimpse into the individuals or entities associated with the event, and an introduction to news sources, if necessary.
5. In light of the previous presentation of the table results, despite the immense amount of information and news that provide background on events and topics, supporting the subject matter and enriching the reader's knowledge, it can be said, without justification, that the tendency of the studied websites to adopt and use direct links (branching texts) remains very limited, not exceeding 29%. It has not reached the level achieved by some international websites in the concept of producing, editing, and writing electronic news articles, and has made editors view them as messages directed to readers rather than mere topics. The Internet is a tool in the hands of media outlets to reach the audience and maintain a symbolic relationship with them, constantly engaging them to give a second life to their content and substance. Electronic news differs from print news in that it provides interactive electronic elements and hyperlinks that allow readers to navigate the system to access the desired information. This is known as non-linear formatting.
6. Many electronic websites, including those in the research sample, overlook the fundamental principles of good writing. While the use of simple phrases as if in a conversation is good, linguistic rules and spelling remain important. As online platforms tend to provide multiple options for readers, writers should avoid delaying the essence of the news and avoid major jumps that lead to an anecdotal story without quickly referring to the content of the news story. The main sentence should be presented in a way that convinces the reader to continue reading. Generally, digital news stories are shorter than those in print newspapers.

7. Few websites capitalize on the feature of technical effects, such as the ability to incorporate animated images or video clips that express the news. This refers to the multimedia versatility used in news presentation, where electronic news is delivered through printed text, still images, animated images, and can also be listened to as an audio news item by computer users. Undoubtedly, this electronic culture requires a new linguistic creativity, a transformative creativity in the art of writing texts, in order to blend and merge with the “alloy” of multimedia along with other symbolic formats, such as images and sounds. This calls for a reevaluation of journalistic writing forms and expression templates, emphasizing critical vision of journalistic genres rather than merely relying on a historical narrative of journalistic writing, and preparing journalists to edit according to the logic of branching text (Hypertext).

8. The increasing importance of interactivity in the media process calls for proposing the exclusion of the traditional media equation based on vertical communication. It also necessitates reconsidering the audience’s role after they have become participants in the media process rather than mere recipients.

9. Most of the sampled websites do not include a photo gallery despite its significance in diversifying the reader’s engagement with a single event.

10. The majority of the studied websites heavily rely on protocol images or general images from the public archives, which constitute approximately one-third of the news content, especially on the main economic page. While protocol images convey the formal tone associated with many of these news pieces, the reliance on unrestricted general images that lack specific time and place information does not contribute significantly to the news content and weakens the credibility of the text, especially since most of these images are provided without a source.

11. The study’s results indicate that a number of Arab newspapers, based on their historical establishment, have not fully utilized the capabilities and technologies of the internet, including multimedia features and hypertext. Examples of these newspapers are Al-Riyadh and Okaz from Saudi Arabia, Al-Sharq Al-Awsat and Al-Hayat International, as well as magazines such as Al-Usbu’ Al-Arabi from Lebanon and Al-Watan Al-Arabi International. The same applies to radio stations like Voice of Beirut and Radio Oman, as well as several television channels, including Al-Ahram and Al-Gomhuria from Egypt, Al-Bayan from the United Arab Emirates, Al-Anbaa and Al-Qabas from Kuwait, Al-Madina from Saudi Arabia, and Al-Rai from Jordan. The absence of hypertext in a newspaper like Elaph, which is considered the first online newspaper in the Arab world, raises questions.

12. The web platform is ultimately a product or service that falls within the “horizon of expectation” defined by the parent medium. It generates a set of beliefs, convictions, values, and standards that it shares with the media outlet. Philosopher Hans Robert Jaus defines this concept by stating that it is the reference system through which a literary or artistic product is formulated. This system is based on the following three factors: the audience’s prior experience with the literary and artistic genre, the form and subject that limit its cognitive preparations, and the conflict between poetic language and practical language, and between the imaginary world and daily facts.

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