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The Digital Age: Transforming Jordanian Traditional Newspapers through Online Media in Information Dissemination

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Abstract: ***The advent of the digital age has brought about a significant transformation for conventional newspapers, and this trend is also evident in Jordanian publications. This research investigates the influence of the adoption of the impact of digital media on conventional media outlets. in Jordan with regards to the dissemination of information. This research examines the implications of the transforming process on availability, accuracy, interactive features, and accomplish of knowledge. The results underscore a notable shift in Jordanian traditional newspapers as they embrace online media platforms. These newspapers have acknowledged the significance of establishing an online presence and have enthusiastically adopted committed internet pages and social network accounts to distribute information to a wider range of readers. This transition has led to improved accessibility, enabling viewers to easily read news At any given moment and irrespective of geographical constraints. The digital shift has posed challenges for traditional media in Jordan, despite the myriad advantages it offers. Key concerns include the ability to adapt to evolving consumption habits, optimizing one's digital presence, and maintaining journalistic integrity amidst heightened competition. The advent of the digital age has brought about significant changes to the landscape of Jordanian traditional newspapers, primarily due to their adoption of online media platforms for the purpose of disseminating information. The aforementioned transition has led to enhanced availability, instantaneous dissemination of information, and heightened levels of engagement. Nevertheless, it is imperative to continuously adapt in order to effectively tackle the obstacles presented by the digital environment and guarantee the sustained generation of news articles of superior quality in Jordan.***

Keywords: ***Digital Media, Jordan, New Media, Digital Age, Newspapers, Traditional Newspapers.***

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1. INTRODUCTION

The advent of cutting-edge media tools has caught everyone off guard. Though its rise to prominence has been mixed for the media industry as a whole and for journalists specifically, one sector has been particularly affected. One such facet is television broadcasting. Technology has been essential to television at every stage of its development, from the early days of analog to the present day of digital broadcasting (Alzubi, 2022 c). The media consumption landscape has experienced a substantial shift due to the widespread adoption of digital media in the current century. It achieves this by conducting a thorough assessment of existing literature and analyzing the various ways in which digital media has influenced consumer behavior, business models, content creation, and distribution. Furthermore, this article delves into the challenges and opportunities that conventional media face in the era of digital technology (Alzubi, 2023 a). However, The advent of the digital era has brought about a significant transformation in the processes of information generation, dissemination, and consumption. The advent of multimedia platforms on the internet has presented a multitude of challenges for traditional newspapers on a global scale. The newspaper industry in Jordan has undergone notable transformations as it adopts online technologies to augment the dissemination of information (Alzubi, 2023 b). However, The print media, widely regarded as a reliable channel for information dissemination, has encountered various challenges posed by the emergence of new media in recent years. Without a doubt, the print media fulfills the essential role of disseminating information to the general public. From the realm of politics to entertainment, education, sports, and business, a wide array of news topics are covered (Tahat et al., 2020). Nevertheless, the emergence of new media appears to be negatively impacting the print media industry due to its ability to deliver rapid and up-to-date information. Individuals from various regions across the globe have the ability to access news updates on multiple occasions throughout the day, regardless of their geographical location. Furthermore, the act of reading news articles is typically free of charge (Seibu, 2020).

The rise in digital platform usage among journalists has prompted inquiries regarding the relationship between journalism and media training (Habes et al., 2020). In contemporary times, the utilization of digital platforms by journalists has become prevalent as a means to enhance their professional presence and garner acknowledgement (Ali et al., 2020). Similarly, students frequently engage with online media platforms for the purposes of communication and entertainment. In this context, Butler and Matook (2015) assert that journalism departments and newspapers are actively seeking young individuals who possess proficiency in utilizing digital media and journalistic methodologies. The objective of this study is to integrate web-based technology into the field of professional journalism in order to enhance audience reach and engagement (Elbasir et al., 2020). The integration of digital platforms into journalistic practices has led to the emergence of media organizations that provide media guidelines manuals, stylebooks, and online training courses (Abbas et al., 2019). Prominent digital platforms utilized for journalistic endeavors encompass digital platforms such as blogs, YouTube, and microblogs. While there may be variations in the content provided by different platforms, journalists assert that all platforms assist them in discovering distinctive information, accessing fresh research, and acquiring knowledge (Angell et al., 2019). According to Subramanian (2017), students frequently express a lack of familiarity with

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utilizing digital platforms for sharing or producing content. Indeed, research has indicated that receiving training on digital platforms can enhance one's employability across diverse professional domains. However, integrating digital platform coursework into conventional academic curricula poses practical and pragmatic obstacles (Kosterelioglu, 2016).

Research Gap:
Numerous studies have been conducted to examine the transition of conventional newspapers in different countries in light of the digital era (Darwish, 2010; Sharadga et al., 2022). However, a research void exists concerning the particular circumstances surrounding Jordanian conventional newspapers and their adjustment to digital media platforms for the purpose of disseminating information. While existing research has examined the broad difficulties encountered through conventional newspapers and the influence of digital media, further investigation is required to specifically examine the strategies implemented and challenges confronted by Jordanian newspapers during this process of digital transformation (Abokhoza & Abdallah, 2023; Safori et al., 2016; Ziani et al., 2021). Moreover, there exists a deficiency in comprehending the ramifications of this conversion on the dissemination of information within Jordanian communities as well as the potential for traditional media to prosper in the era of digitalization (Duffy & Maarouf, 2015; el-Nawawy, 2007; Al-Najjarm 2013). Hence, the primary objective of this study is to address this research gap through conducting an extensive examination of the digital shift experienced by conventional newspapers in Jordan, and the subsequent effects it has on the dissemination of information.

Literature Review
The newspaper industry is compelled to persistently engage in innovation and explore strategies to effectively leverage technology and adopt business models that can yield cost savings and enhance revenue generation for organizations (Kalombe & Phiri, 2019). The advent of new media technology has brought about a transformation in the field of journalism. The convergence of traditional media with new media platforms, as well as the development of smartphone news applications tailored to contemporary needs, is significantly influencing the practice of journalism in the modern era. According to Cote (2020), new media encompasses various forms of digitally delivered content, including newspaper articles, blogs, music, and podcasts. The individual emphasized that new media technologies encompass various forms of communication, such as websites, emails, smartphones, apps for watching videos, and other internet-related formats (Lecheler & Kruikemeier, 2016). The significance of advancements in digital media stemming from the convergence of technology cannot be overstated. These developments have emerged as the cornerstone of modern information societies and journalism. However, they have also given rise to pressing concerns regarding regulatory matters, the proliferation of false information through mobile news and social media, as well as issues surrounding digital privacy and security (Park, 2019; Peil & Sparviero, 2017). Although technological convergence has been associated with negative effects, the advantages of digital media, particularly the utilization of the internet and smart phones by journalists, are frequently praised for their contributions to enhanced news productivity, rapid dissemination, heightened public engagement, political and social mobilization, and secure access to remote regions (Sayre et al., 2010; Westlund, 2013; Lasorsa et al., 2012). The advent

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of the Internet and the widespread adoption of digital technologies, such as smart phones, have posed significant challenges and brought about profound transformations in the manner in which mainstream media outlets and journalists interact with their viewers, the procedures involved in news creation and dissemination, and the established frameworks for conducting business (Nicholas et al., 2015). The production and dissemination of traditional media are primarily targeted at the majority of the community, and they are facilitated through the utilization of prominent distribution channels. This enables the simultaneous provision of news and data to a substantial audience(Matsaganis et al., 2011).

However, The advent of digitalization and technological advancements has facilitated convenient access to information for people. Based on a survey report conducted by Salleh et al. (2018) The pervasive integration of technology as a catalyst for mobility and a nexus connecting people and machines fundamentally alters human cognition, social interaction, and physical locomotion. One prominent indicator of the significant growth in digital engagement in contemporary times is the widespread utilization of the internet, encompassing various social media platforms. However, the growing prevalence of social media presents a significant obstacle to promoting public engagement in politics (Anggraheni et al., 2021). Examining the significance of the transformation and evolution of conventional media in the era of new media is beneficial for elucidating the trajectory and objective of traditional media's transformation as well as for investigating the pragmatic approach to this transformation (Wang & Xue, 2022; Ahmad et al., 2019). This report examines the three dimensions of resource allocation, information dissemination mode, and public opinion guidance ability (Auwal, 2016; Liu et al., 2017). It explores how traditional media can enhance competitiveness, broaden influence, and enhance appeal through transformation. This signifies the inherent value of traditional media change and growth in the era of new media (Nan, 2020). However, The pursuit of growth and transformation is an essential and advantageous endeavor for conventional media in order to effectively respond to market concurrence and industry trends and foster self-innovation within the context of the new media era. In the era of new media, the transformation and development of traditional media can enhance the allocation of resources, alter the mode of information dissemination, and enhance the capacity for public opinion guidance (Dan, 2021; Zhao & Wang, 2020). These changes enable traditional media to reshape their competitiveness, broaden their influence, and strengthen their appeal. Drawing on the historical context of the new media era and considering the operational attributes of traditional media, it is imperative for traditional media to redefine its principles and introduce innovative systems. This entails prioritizing content innovation and iterative forms while simultaneously emphasizing the cultivation of talent and the integration of scientific and technological advancements. By establishing a framework that encompasses foundational systems, innovative empowerment, and talent support, traditional media can effectively implement transformative strategies and achieve efficient, stable, and sustainable development (Wang, 2021; Zhang, 2021).

Digital Journalism

Digital journalism, also referred to as online journalism, is a contemporary form of journalism that disseminates editorial content via the Internet as opposed to traditional mediums such as print or television. There is a lack of consensus among scholars regarding the precise definition of digital journalism (Kulkarni et al., 2022). Nevertheless, it is widely acknowledged that the

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core essence of journalism, which involves the provision of news and features pertaining to contemporary events, is delivered exclusively or in conjunction with various formats, including text, audio, video, and interactive platforms such as news games. These forms of journalism are disseminated through the utilization of digital media technology.

Digital journalism now undergoes a series of transformations in which its significance is initially constructed and subsequently reconstructed by the general populace (Schulte, 2013). The process of digital journalism is currently in progress. During the initial stages of digital technology's influence on journalism, practitioners who incorporated these technologies faced challenges gaining recognition from their counterparts in traditional journalism. However, recent research indicates that digital journalists now tend to distinguish themselves slightly from conventional journalists (Ferrucci & Vos, 2017). However, Digital journalism has been delineated by scholars and practitioners through the utilization of digital technologies or tools (Deuze, 2008; Schmitz, Weiss, & Domingo, 2010). Digital journalism can be defined as the production of news content specifically tailored for consumption in a digital environment, as stated by Deuze and Witschge (2018). The utilization of various technological tools, such as emails, notebooks, tablets, cellphones, electronic media voice microphones, blogs, self-publishing tools, and inexpensive digital video recorders, by journalists for digital publication distinguishes digital journalism from traditional journalism (Mari, 2019). Researchers and journalists have not distinguished digital journalism from conventional media based on communication routines or newsgathering operations, instead focusing on the tools utilized throughout those processes or practices (Ferrucci, 2017). The demarcation between digital journalists and non-digital journalists has been established by journalists themselves, primarily relying on technological criteria (Ferrucci & Vos, 2017; Vos & Ferrucci, 2018). The utilization of these tools by journalists exhibits significant variation across different organizations and individuals within the profession (Tandoc Jr. & Ferrucci, 2017; Usher, 2014). However, In recent studies, scholars have indicated that there is a potential decrease in the significance of technology as a defining factor in the realm of digital journalism (Carlson, 2019; Ferrucci et al., 2020). According to Eldridge and Franklin (2019), there exists a distinction in professional role conceptions between digital journalists and non-digital journalists. Similarly, Ferrucci and Vos (2017) observed that during interviews, digital journalists expressed a greater inclination towards embracing the role of advocates. However, they also maintained the belief that digital journalism primarily encompasses a mindset that extends into the process of gathering news. In order to function as a digital journalist, it is imperative for journalists to maintain a constant focus on digital appearance through the entire process of developing a news story.

2. RESULTS & DISCUSSION

The advent of the digital age has brought about a significant transformation in the manner in which conventional newspapers in Jordan distribute information, as they have embraced various online media platforms. This research investigates the effects of the aforementioned transformation on traditional newspapers in Jordan and presents an analysis of the primary outcomes. The integration of online media platforms by conventional media outlets in Jordan has yielded a number of notable consequences. The ability to first gather and recover information has greatly improved. Newspapers may now reach readers all over the world

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because of the proliferation of digital media. Newspapers and technological improvements have made it possible for people in many different locations to quickly receive information, allowing for a greater spread of knowledge. Incorporating internet media has also substantially improved the speed and efficiency with which news may be disseminated. The lengthy processes involved in creating and sharing content presented significant obstacles for traditional newspapers, making it difficult for them to provide rapid news updates. However, thanks to internet mediums, news agencies can swiftly disseminate stories and updates, guaranteeing that readers will always have access to the most recent information. The introduction of this flexible and malleable means of conveying information has greatly altered the Jordanian media landscape. In addition, the proliferation of online media has significantly increased the level of interaction and participation between media organizations and their viewers. Readers are more likely to join in debates, voice their opinions, and connect meaningfully with journalists when they are given more opportunities to do so, thanks to features like discussion groups, connection to internet-based channels, and the addition of digital media components. Newspapers may better cater to their readers' individual tastes and interests via the formation of a communication avenue that is two-way, which also helps foster a sense of community among the publication's audience. There are many things for conventional newspapers to think about now that we live in the digital age. Newspapers confront a big challenge from the need to adapt to changing consumer habits and interests. Newspapers must emphasize the improvement and accessibility of their websites as readers' reliance on social media platforms for news discovery increases. That calls for investing in cutting-edge gear, educating journalists on how to use it effectively, and encouraging them to use novel methods of storytelling . In brief, the advent of online media has brought about a significant transformation in the realm of Jordanian traditional newspapers, leading to a revolutionary shift in the dissemination of information. The advent of online platforms has significantly transformed the media environment in Jordan, primarily due to the enhanced availability, quickness, communication, and worldwide reach that they provide. Nevertheless, this transformation necessitates newspapers to adjust and develop in accordance with shifting audience tastes and spending habits. By accepting all that is afforded by the digital age, traditional newspapers in Jordan have the potential to flourish within the ever-changing media landscape.

3. CONCLUSION

In summary, the advent of the digital era has resulted in a notable metamorphosis in the realm of Jordanian traditional newspapers, as they have embraced online media platforms for the purpose of disseminating information. The findings of the study indicate that media outlets in Jordan have acknowledged the necessity of adapting to the evolving media landscape through the establishment of online platforms. The aforementioned transition has facilitated the expansion of their target demographic, enhanced the efficiency of news distribution, and ensured their competitiveness in the digital age. Nevertheless, the shift towards digital media has presented journalists with certain difficulties, specifically in upholding the standards of excellence and precision in news reporting. Journalists are faced with the challenge of balancing the need for timely news updates with the imperative to maintain journalistic

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integrity. Moreover, the increasing dependence of readers on online platforms gives rise to apprehensions regarding the validity of news sources, thereby highlighting the need for initiatives aimed at fostering media literacy and cultivating critical thinking abilities. The transition of Jordanian conventional newspapers to online media represents a substantial change in the manner in which information is distributed and consumed. In order to ensure the sustained generation and utilization of accurate and outstanding news in Jordan, it is imperative for media outlets, journalists, and the audience to effectively adapt to the possibilities as well as obstacles that arise from the digital age.

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