



Contemporary news persuasion methods: An analytical study on a sample of local, Arab and international news websites.

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Abstract

The researcher has studied analytically the news websites (CNN, BBC, Sky News, Al Arabiya, Sabq, Akhbar Al-Aan, Al Sharq Al Awsat, News 24, Ajel), in terms of formal features, objective characteristics, and the foundations of their news coverage.

The study demonstrated the interest of the news sites in using persuasive forms and methods most notably interactive methods, the most prominent of which was the possibility of sharing the news, commenting on it, and the possibility of liking the news, which indicates the interest of the sample of the analytical study in general in the opinions of users and recording their impressions on the news presented. Likewise, these sites used persuasion methods to support the news, primarily; Citing current events and keeping up with events, as well as providing evidence and evidence to support the news which indicates the interest of the sites sampled in the analytical study in attracting users, through technical and objective methods. The analytical study also



demonstrated that the most important issue addressed by the news sites was: Political issues, conflicts, demonstrations, and social issues.

#Websites; #News; #CNN; #BBC

Introduction to the study

The state of integration that media outlets witnessed for the first time in human history between print media and audio-visual media is due to information technology. It also contributed to the production of new media systems that are more distinguished than these, namely the news press or news websites, which are based on multimedia and allow the search process within them. Save it and print its pages on paper (Sonia, p 47, 2011).

The new media technology did not end the old means of communication, but it changed and developed them in a remarkable way and it also integrated the media with each other. In the past, these means were independent and had no relationship with each other, and the boundaries separating those means were abolished, due to the characteristics of the means. Communication with the public and international audiences has greatly benefited the news, and has also contributed to increasing the effectiveness of the means of communication to perform their news tasks at the local and international levels, in addition to creating a qualitative shift in the field of television transmission and reception and expanding the geographical area of news coverage (Williams, 2009, p287).

The Internet offers a new type of photographic arts that is completely different from the printed newspaper. When compared to newspapers or websites; We find that they are less accurate, the editing is weak, and readers cannot comment. It is also clear that newspapers and websites on the Internet; It encourages the establishment of a large private and more informal relationship with readers. In the field of news, the Internet is characterized by its richness, as the presentation of information varies between written speech, sideshows, video clips, audio clips interactive media, and pages dealing with the background of the news. The basis of all of this is the scope, depth, and citation that It is characterized by reporting events or writing news reports (Makki, 2004, p. 36).



Objectives of the study

This study aims to identify the features and characteristics of the most famous international and Arab electronic news sites in the Arab world, as well as the local ones that are most followed by the Saudi public, in terms of formal features, objective characteristics, treatment methods, and persuasion strategies in them, to thus form a framework of modern persuasive methods used. In Al-Khobar in the age of the Internet.

Study questions

1. What are the formal features of the electronic news websites of the study sample?
2. What are the objective characteristics of the electronic news websites in the study sample?
3. What are the methods of media processing of news on the electronic news sites of the study sample?
4. What are the foundations of news coverage on the websites sampled in the study, in terms of geographical coverage, trends in media coverage, and persuasion strategies used?

The research sample and its study method

The analytical study population included the most used by Saudi user according to "The Global Statistics for Website by Saudi Users".

Therefore, the sample was intentional on the following sites:

1. "Sabq" <https://sabq.org/>

An electronic news newspaper, which is a Saudi commercial newspaper. It is considered one of the most important sites in covering local news and issues that concern Saudi public opinion internally and externally. Its main headquarters is in Riyadh. It was founded by Saudi businessman Ali Al-Hazmi in 2007.

2. Al-Arabiya <https://www.alarabiya.net/>

A Saudi commercial news website, linked to the Al Arabiya channel, affiliated with the Middle East Television Center (MBC), in Dubai, owned by Saudi businessman Walid Al-Ibrahim. The website was launched in 2004, and is considered one of the important Arab news



websites. The site is interested in news related to internal Saudi affairs, and also focuses on... On political issues of concern to Saudi affairs through political pages and files.

3 .Ajel/ Ajel <https://ajel.sa/>

A Saudi commercial news newspaper that focuses primarily on local news. It was established by Ejaz Electronic Publishing Company in 2007.

4 .BBC Arabic <http://www.bbc.com/arabic>

An independent government news site, affiliated with the British Broadcasting Corporation. Its beginnings were in 1997, but it was an introduction to the corporation's programs. In 1999, the site's real launch was, with a specialized editorial staff and a 24-hour news publication, as needed for updating. Saudi Orbit Company is one of the supporters of the establishment of the Arab departments in the Commission, as it supported the establishment of BBC Arabic TV. The site covers important global events and is also concerned with Arab affairs, through coverage, investigations, and interviews.

5 .News 24 <https://akhbaar24.argaam.com/>

A news site, which is a Saudi commercial site, concerned with internal and external news of interest to the Saudi citizen. It also focuses on issues that spread within Saudi society. It is one of the services provided by Arqaam Business Info, an investment company based in Dubai. The site was established in 2007.

6 .CNN Arabic <https://arabic.cnn.com/>

An American commercial news site, launched in 2002, owned by Warner Media, with its headquarters in Manhattan, New York, and its Arab branch in Dubai. The site is affiliated with the parent American television network CNN. The site focuses especially on the most important events from the Arab perspective, and follows them around the clock. Through a group of experienced journalists with long experience in the media field in the region, it also generally covers global news that has an impact on global public opinion and its stability, as well as the



most prominent events at the world level, and the most prominent at the level of every country in the world.

7 .News Now <https://www.akhbaralaan.net/>

An Emirati commercial news site, based in Dubai. It was launched in 2006 and is owned by the Middle East Media Tower Company. Its developer is the technical department of the international news agency Reuters. The site follows the policy of the parent satellite television channel, in terms of its focus on issues of the Arab world, in particular Topics related to Arab youth of both sexes, in addition to issues of concern to Arab public opinion in general.

8 .Asharq Al-Awsat Newspaper <https://aawsat.com/>

A diverse electronic news newspaper, established in 1977, by Hisham and Muhammad Ali Hafez, and its ownership was transferred to Prince Turki bin Salman Al Saud. It is administratively affiliated with the Saudi Research and Marketing Group, headquartered in London. The electronic version of it was launched in 1998, as the first foreign Saudi electronic newspaper. Developed in its current form in 2013, the site focuses on Saudi, Gulf, regional, and Arab issues in general, but it focuses on Saudi issues and gives them more space, follow-ups, and deeper coverage.

9 .Sky News Arabia <https://www.skynewsarabia.com/>

A commercial channel, owned by the Abu Dhabi Media Investment Company and Comaxt, which owns the British Sky News brand. Mansour bin Zayed Al Nahyan is the owner and representative of the Abu Dhabi company, and the American giant Comaxt is the owner and representative of the British Sky News, and operates from its headquarters in Abu Dhabi, which is a multi-platform news company. The company also benefits from British Sky offices, whether spread out in Britain, America, Europe, or other regions around the world. The channel launched its Arabic website in 2012. The website addresses the Arab world, is interested in Arab affairs, and provides in-depth coverage of the current Arab crises in the Arab region. Events and issues affecting the security of the Gulf region, especially issues of extremism, political



conflicts, diplomatic crises in the region, and American and European efforts to resolve conflicts in the Gulf, Arab and Middle Eastern regions.

In particularly, researcher analyzed the issues that those news sites presented on the front page of their electronic page or the main presentation page of the site, and other requirements of the analytical study.

The news that will be subject to study is the first news on each of the nine analysis sites, or the news that comes at the top of the display page horizontally, distinct in its presentation form from the rest of the news below it, and from the side news. The first news or news on the front of the display page of the news sites subject to analysis usually changes. The researcher tracked the change in the news on the front of the display page of the nine news sites during the study period and found that the change or update does not exceed five times, so the researcher adopted these times to collect analysis materials. These times - in Saudi local time - are: (nine o'clock in the morning, one o'clock in the afternoon, five o'clock in the evening/pm, nine o'clock in the evening, and twelve o'clock after midnight, from Friday 7/7/2023 until Friday 14/7/2023).

Limitation of the study and what may the study raises

1. The study was limited to the first and main news on news websites, and future studies may not be limited to the main news.
2. Researchers track news sites during specific times, and independent studies can track sites at multiple times.
3. The researcher limited his study of news sites to seven days, and future studies can study news sites over a period longer than this.
4. This study opens horizons for researchers to conduct future studies on the Saudi user's journey with the aim of knowing the reasons for his use of international news sites and why he is not limited to local sites.

Analysis categories

1. Logo.
2. Main menu contents.
3. News list design (horizontal, vertical, mixed).



4. Issues for the news subject to study.
5. The geographical coverage of the news subject to analysis.
6. Interactive forms and methods presented with the news.
7. Visual media used with the news.
8. Artistic methods used with the news.
9. Persuasion methods used with the news.

Statistical methods used

In the analytical study, the researcher used the statistical methods used to analyze the data, starting with calculating frequencies and percentages, in detail, and then in a comprehensive manner for all the news sites sample of the analytical study, to describe the general characteristics of the analytical study population. The relationship between the analysis categories and the news sites of the study sample was also tested using the chi-square test.

A theoretical framework of the study

"Media system dependency theory" is the A theoretical framework of this study and it provides an explanation for individuals' dependence on the media, stressing that the media works within a system in society to form a relationship between the media, society and its audience, and also exchange influence and impact with them. This theory is also among the traditional theories most likely to survive in the age of digital media, and was nominated by a group of media professors to be one of the best old theories that can be applied to traditional media and digital media.

The theory believes in the mutual dependence of the media and the exchange of roles in the communication process, which is consistent with digital media in this era, in which the roles are exchanged between the sender and the receiver, as sending and receiving have become a communication process that can be carried out by both parties of the communication.

The idea of the theory is based "on the fact that individuals' use of the media does not occur in isolation from the influence of the society in which they live, and that the ability of the media to influence increases when these means carry out the function of transmitting information continuously and intensively (Kanaan, 2016, p. 130)".



Also, the degree to which individuals rely on media information; It is the basis for understanding the impact of media messages on individuals in their knowledge, feelings, beliefs, and behavior (Abdel Hamid, 2010, p. 298).

This theory looks at the amount of information sent, not its content, as it does not deal with meanings as much as it deals with the quantity sent (Makki and Muhammad, 2003, p. 62). It - from the researcher's point of view - stems from the formation of the theory itself, since at its inception it saw communication and linear influence from the sender to the receiver, and the transfer of information from the source to the recipient, and its focus was on the technical factors of the message more than the contents of the message that the audience receives, until it came The scientist Tobert Wiener added the inverse process between sender and receiver to the theory model (Al-Dahmashi, 2014, p. 78).

Literature Reviews

There are many factors of persuasion in the newsletter, including the sender of the message, the message itself, the medium, and the nature of the audience receiving the message, which are as follows:

First: Factors related to the news source

is known as: "The creator of the communication message, and therefore he is everyone who participated in this message by preparing or presenting it." Many researchers view the credibility of the source as "that imagination that the recipient believes in the source, and it means the ability of the source to be convinced or trust what he says" (Kawana, 2017, p. 34).

Based on what was stated in the studies, if the source gains the admiration of the user audience, then that admiration has an impact on the acceptance of the news, and the greater the conviction in the competence of the source, and the conviction in the news it presents and its integrity. Confidence and conviction in what he offered it has been increased. (Kiouisis, 2001, P381-386)

In a study conducted on trust in on news sites, the study showed several factors that help the source gain the public's trust, which are: Presenting the facts of the matter, not spreading false news, and not

rushing to spread the news, taking into account custom, tradition, and the security and interest of society. (Ani, 2015, pp. 483-385)

He cited what studies have reported on the factors affecting belief in the news source, which are as follows: (Kadwani, 2017, pp. 33-39; Kioussis, 2001, p. 381-386)

- Experience of the source.
- There is trust in the source, or positive reputation for it.
- Professionalism.
- Erudition and broad culture on the topics discussed.
- Do not fall into fabricating news or rushing to publish unconfirmed news.

Second: Factors related to the method

Studies have proven that the means by which the message is conveyed; It has an impact on the acceptance of the message, and through the results of studies; Internet media usually occupies an advanced or competitive position when compared to other media, and it does not necessarily mean trust in the Internet. This may be explained by the habit of individuals in general to using the Internet, and their search for what meets their needs of information, news, or entertainment through the Internet. And their use of other means decreased, and this makes it an opportunity for news sites to present their news with high professionalism, and to make good use of the advantages of the Internet. To attract the attention of users, gain their satisfaction, trust, and follow-up, and their interaction with the news published by the site. (Bin Saud and Tawil, 2016, p. 26)

There is almost consensus among media studies that there are differences between the types of media used, but what the studies have reported on the factors affecting the public's conviction related to the medium can be summarized as follows: (Mahmoud, 2017, p. 165; Al-Tawam, 2017, pp. 24-29).

1. Its relationship with traditional media.
2. Involving the audience in presenting the news.



3. Responding to inquiries and taking feedback.
4. Various media outlets touched on the issue.
5. The public's mental image of a medium.

Third: Factors related to the content

One study (Esther, 2006, p166) stated that trust in the newsletter provided; It decreases in topics that are a controversial issue, or a source of controversy in society, or in times of crises or wars, and the public resorts to its own means of verifying the credibility of the news, which may be through opinion leaders, or specific media outlets that it trusts, or through His own source that he always trusts. Based on some studies, trust in the media generally decreases in favor of certain media outlets, at certain times.

In the study conducted by **Kim & Masielat** (2007, August) proved the existence of a positive, direct relationship between the social importance of the issue to the public and satisfaction with and conviction with the method, as confidence in the method increases. News sites are popular with users whenever they are close to their interests Its audience and its needs.

He cited what studies have reported on the factors for gaining the public's trust and convictions related to the content of the message: (Abdulaziz, 2006, p. 36; Hashem, 2012, p. 72; Nazato, 2002, p40).

1. The issue should touch the public's interests.
1. Depth in the selected topics and not flatness.
2. Coverage should be comprehensive of the details of the news.
3. Separating opinion from news.
4. Balance in presenting the dimensions of the topic and points of view.
5. Clarity in displaying content.
6. Language integrity and clarity.
7. Update content.
8. Honesty in presenting opinions and positions.
9. Speed in covering the news.



Fourth: Factors related to the form of the message

According to the representation expansion probability model; Users tend to evaluate the trustworthiness of the electronic news text through discussions within the text or through external evidence such as the way the text appears (Kadwani, 2017, p. 136). It has also been stated in some studies that there is a relationship between belief in the news message and how it is presented, and given Because the Internet is characterized by interesting and attractive elements in presentation, the Internet is ahead of other means, which has a positive effect on conviction in the message.

I present what studies have reported on the factors affecting conviction related to the form and presentation of the message, as follows: (Maier, 2005, P533; Mackay & Lowey, 2011, P40).

- Providing important news prominently on the site, which is based on the theory of prominence or interpretation of prominence, which assumes that the user gives his judgment of credibility sometimes based on the prominence of a topic on the site and distinguishing it from other topics, and the user observes it and gives his interpretation or judgment, which often tends to ratification.
- Use video, audio or graphics clips with the news.
- Presenting the news in an audio and video clip.
- Write the news below the video.
- The sound effects fit the news events.



Study results:

i. : Comparison between news sites (study sample).

Distribution of sample materials according to logo frequency category

the total	Ajel	News 24	The Middle East	News Now	Previous y	Arabic	Sky News	BBC	CNN	Statistics	Phrase
280	35	35	35	35	35	35	0	35	35	Repetition	Side at the top of the page
44.4%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	0.0%	5.6%	5.6%	The ratio	
35	0	0	0	0	0	0	35	0	0	Repetition	Center top of page
5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	The ratio	
210	35	35	35	0	0	35	35	35	0	Repetition	Independent in bar
33.3%	5.6%	5.6%	5.6%	0.0%	0.0%	5.6%	5.6%	5.6%	0.0%	The ratio	
105	0	0	0	35	35	0	0	0	35	Repetition	Shared with news classification list
16.7%	0.0%	0.0%	0.0%	5.6%	5.6%	0.0%	0.0%	0.0%	5.6%	The ratio	
630	70	70	70	70	70	70	70	70	70	Repetition	the total
100.0 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	The ratio	
. . . . Probability value =				Degree of freedom = 24			square test value = ٦٣ . . . - Chi				

Table No. (1)

The table shows the distribution of sample materials according to: Repeating each study sample for logo categories, as follows:

1. The category (top side) in each of the news sites in the sample - with the exception of the news site (Sky News) - had a frequency of “35” at a rate of 5.6%.
2. The category (Independent on tape) in each of the news sites (BBC, Sky News, Al Arabiya, Al Sharq Al Awsat, Akhbar 24, Ajel) had a frequency of “35” and a rate of 5.6%.
3. The category (shared with the news classification list) in each of the news sites (CNN, Sabq, Akhbar Al Aan) had a frequency of “35” and a rate of 5.6%.



Frequency distribution Main menu contents

the total	Ajel	News ٢٤	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
140	0	35	35	0	35	35	0	0	0	Repetition	above news categories
11.8%	0.0%	2.9%	2.9%	0.0%	2.9%	2.9%	0.0%	0.0%	0.0%	The ratio	
105	0	0	0	0	0	0	35	35	35	Repetition	news categories
8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	2.9%	2.9%	The ratio	
70	35	0	0	35	0	0	0	0	0	Repetition	less than news categories
5.9%	2.9%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	The ratio	
0	0	0	0	0	0	0	0	0	0	Repetition	not available Informational windows
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	The ratio	
35	0	0	0	0	35	0	0	0	0	Repetition	Available Single information window
2.9%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	The ratio	
70	0	0	35	0	0	0	0	0	35	Repetition	Available Two information windows
5.9%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	The ratio	
35	0	0	0	0	0	35	0	0	0	Repetition	Provides informational windows
2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	The ratio	
175	35	35	0	35	0	0	35	35	0	Repetition	There are information windows available
14.7%	2.9%	2.9%	0.0%	2.9%	0.0%	0.0%	2.9%	2.9%	0.0%	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	Availability of the site's search engine
26.5%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	The ratio	
70	0	35	0	35	0	0	0	0	0	Repetition	additional classification for the news
5.9%	0.0%	2.9%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	The ratio	
35	0	0	35	0	0	0	0	0	0	Repetition	Additional classification of the news
2.9%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	The ratio	
0	0	0	0	0	0	0	0	0	0	Repetition	Additional classifications for the news
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	The ratio	
140	35	0	0	0	0	0	35	35	35	Repetition	Above Additional classifications for the news
11.8%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	2.9%	2.9%	The ratio	
1190	140	140	140	140	105	105	140	140	140	Repetition	the total
100.0%	11.8%	11.8%	11.8%	11.8%	8.8%	8.8%	11.8%	11.8%	11.8%	The ratio	
. . . . Probability value =				^ Degree of freedom =			٢٣٠٢.٤٠ square test value = -Chi				

(٢) Table No.



The table shows the distribution of sample materials according to: The repetition of each study sample for the main menu content categories as follows:

1. The category (above 10 news ratings) in each of the news sites (CNN, BBC, Sky News) received a frequency of “35”, representing 2.9% of the total occurrences, while the rest of the news sites did not receive any percentage.
2. The category (10 news categories) in each of the news sites (Al-Arabiya, Sabq, Al-Sharq Al-Awsat, News 24) received a frequency of “35”, representing 2.9% of the total occurrences, while the rest of the news sites did not receive any percentage.
3. The category (less than 10 news classifications) in each of the news sites (News 24, Ajel) received a frequency of “35,” representing 2.9% of the total occurrences, while the rest of the news sites did not receive any frequency.

Distribute the frequency of the design of news lists

the total	Ajel	News ٢٤	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
0	0	0	0	0	0	0	0	0	0	Repetition	horizontal
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	The ratio	
70	0	0	0	35	0	35	0	0	0	Repetition	head
22.2%	0.0%	0.0%	0.0%	11.1%	0.0%	11.1%	0.0%	0.0%	0.0%	The ratio	
245	35	35	35	0	35	0	35	35	35	Repetition	Mixed
77.8%	11.1%	11.1%	11.1%	0.0%	11.1%	0.0%	11.1%	11.1%	11.1%	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	the total
100.0%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	The ratio	
Probability value =				Degree of freedom =			Chi-square test value = ٣١٥.٠				

Table No. (3)

Table No. (3) shows the distribution of sample materials according to: Replicate each study sample for news list design categories, as follows:

١. The (Mixed) category, which combines vertical and horizontal menus in the design of news menus on the site, received a frequency of “35,” or 11.1% of the total occurrences, in each of



the news sites except for the news site (Al-Arabiya, Akhbar Al-Aan).

٢. The “vertical” category in each of the news sites (Al-Arabiya, Akhbar Al-Aan) received a frequency of “35”. And by 11.1%.
٣. The (horizontal) category received a percentage of 0%, as the news sites in the analytical study sample did not use this type only to design their news templates.

Distribution of the frequency of issues covered in the news subject to the study

the total	Ajel	News ٢٤	the East Middle	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistic s	Phrase
81	6	7	13	10	8	8	8	10	11	Repetition	Political And political crises
25.8%	1.9%	2.2%	4.1%	3.2%	2.5%	2.5%	2.5%	3.2%	3.5%	The ratio	
35	2	3	4	5	3	4	4	5	5	Repetition	Conflicts and wars
11.1%	0.6%	1.0%	1.3%	1.6%	1.0%	1.3%	1.3%	1.6%	1.6%	The ratio	
15	3	3	1	1	3	2	1	1	0	Repetition	Religious
4.8%	1.0%	1.0%	0.3%	0.3%	1.0%	0.6%	0.3%	0.3%	0.0%	The ratio	
22	4	2	5	1	1	1	4	1	3	Repetition	Economical
7.0%	1.3%	0.6%	1.6%	0.3%	0.3%	0.3%	1.3%	0.3%	1.0%	The ratio	
31	7	5	1	1	6	5	3	2	1	Repetition	Social
9.9%	2.2%	1.6%	0.3%	0.3%	1.9%	1.6%	1.0%	0.6%	0.3%	The ratio	
25	2	2	3	3	2	3	3	3	4	Repetition	Intellectual And terrorism
8.0%	0.6%	0.6%	1.0%	1.0%	0.6%	1.0%	1.0%	1.0%	1.3%	The ratio	
11	1	1	1	3	1	1	1	1	1	Repetition	Arts and literature
3.5%	0.3%	0.3%	0.3%	1.0%	0.3%	0.3%	0.3%	0.3%	0.3%	The ratio	
12	1	1	1	2	2	0	1	3	1	Repetition	Tourism and entertainment
3.8%	0.3%	0.3%	0.3%	0.6%	0.6%	0.0%	0.3%	1.0%	0.3%	The ratio	
6	0	1	1	1	1	0	1	0	1	Repetition	Scientific discoveries
1.9%	0.0%	0.3%	0.3%	0.3%	0.3%	0.0%	0.3%	0.0%	0.3%	The ratio	
13	3	4	1	0	1	3	1	0	0	Repetition	Sports
4.1%	1.0%	1.3%	0.3%	0.0%	0.3%	1.0%	0.3%	0.0%	0.0%	The ratio	
9	1	1	0	1	2	1	1	1	1	Repetition	Healthy
2.9%	0.3%	0.3%	0.0%	0.3%	0.6%	0.3%	0.3%	0.3%	0.3%	The ratio	
6	3	1	0	1	1	0	0	0	0	Repetition	Weather and climate
1.9%	1.0%	0.3%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	The ratio	
15	0	2	1	2	1	2	4	2	2	Repetition	Catastrophes
4.8%	0.0%	0.6%	0.3%	0.6%	0.3%	0.6%	1.3%	0.6%	0.6%	The ratio	
33	2	2	4	4	2	5	3	6	5	Repetition	demonstrations
10.5%	0.6%	0.6%	1.3%	1.3%	0.6%	1.6%	1.0%	1.9%	1.6%	The ratio	
315	35	35	35	35	34	35	35	35	35	Repetition	the total
100.0 %	11.1 %	11.1 %	11.1%	11.1 %	10.8%	11.1%	11.1 %	11.1 %	11.1 %	The ratio	
.٩٠٦P value =				١٠٤ Degree of freedom =			٨٣.٩٥٢square test value = -Chi				

(٤)Table No.



The table shows the distribution of sample materials according to: Repeating each study sample for issue categories as follows:

1. The category (Political Issues and Political Crises) received a frequency of (11, 3.5%) for the CNN website, a frequency of (10, 32%) for the website “BBC”, frequency (8, 2.5%) For “Sky News” website, frequency (8, 2.5%) for “Al Arabiya” website, frequency (8, 2.5%) for “Sabq” website, frequency (10, 3.2%) for “Akhbar Al Aan” website, frequency (13, 4.1%) for the “Al-Sharq Al-Awsat” website, frequency (7, 2.2%) for “Akhbar 24” website, frequency (6, 1.9%) for “Ajel” website.
2. The “Conflicts and Wars” category received a frequency of (5, 1.6%) for CNN, a frequency of (5, 1.6%) for the BBC, a frequency of (4, 1.3%) for Sky News, a frequency of (4, 1.3%).) for the “Al Arabiya” website, frequency (3, 1.0%) for the “Sabq” website, frequency (5, 1.6%) for the “Akhbar Al Aan” website, frequency (4, 1.3%) for the “Al -Sharq Al- Awsat” website, frequency (3, 1.0%) for the “Akhbar 24” website, a frequency of (2, 0.6%) for the “Ajel” website.
3. The “Demonstrations” category received a frequency (5, 1.6%) for the “CNN” website, a frequency (6, 1.9%) for the “BBC” website, a frequency (3, 1.0%) for the “Sky” News” website, a frequency (5, 1.6%). For “Al Arabiya” website, frequency (2, 0.6%) for “Sabq” website, frequency (4, 1.3%) for “Akhbar Al Aan” website, frequency (4, 1.3%) for “Middle East” website, frequency (2, 0.6%) for “Akhbar 24” website, frequency (2, 0.6%) for “Ajel” website.

Frequency distribution of the geographical coverage of the news subject to analysis

the total	Ajel	News24	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
80	20	16	6	3	15	8	3	4	5	Repetition	Kingdom of Saudi Arabia
25.4%	6.3%	5.1%	1.9%	1.0%	4.8%	2.5%	1.0%	1.3%	1.6%	The ratio	
44	5	5	4	5	4	5	7	5	4	Repetition	Arab Gulf States
14.0%	1.6%	1.6%	1.3%	1.6%	1.3%	1.6%	2.2%	1.6%	1.3%	The ratio	
88	5	4	10	11	6	13	12	14	13	Repetition	Arab countries
27.9%	1.6%	1.3%	3.2%	3.5%	1.9%	4.1%	3.8%	4.4%	4.1%	The ratio	
27	2	3	4	2	4	2	3	4	3	Repetition	Other Islamic countries
8.6%	0.6%	1.0%	1.3%	0.6%	1.3%	0.6%	1.0%	1.3%	1.0%	The ratio	
76	3	7	11	14	6	7	10	8	10	Repetition	Global countries
24.1%	1.0%	2.2%	3.5%	4.4%	1.9%	2.2%	3.2%	2.5%	3.2%	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	the total
100.0%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	The ratio	
P value =			Degree of freedom =			square test value = -Chi					

Table No. (5)

Table No. (5) shows the distribution of sample materials according to the frequency of each study sample for the categories of geographical coverage of the news subject to analysis, as follows:

1. The (Arab countries) category received a frequency of (13, 4.1%) for the “CNN” website, a frequency (14, 4.4%) for the “BBC” website, a frequency (12, 3.8%) for the “Sky News” website, a frequency (13, 4.1%). for the “Al Arabiya” website, frequency (6, 1.9%) for the “Sabq” website, frequency (11, 3.5%) for the “Akhbar Al Aan” website, frequency (10, 3.2%) for the “Middle East” website, frequency (4, 1.3%) for “Akhbar 24” website, frequency (5, 1.6%) for “Ajel” website.
2. The “Kingdom of Saudi Arabia” category received a frequency of (5, 1.6%) for the “CNN ” website, a frequency of (4 , 1.3 % for the “ BBC ” website , frequency (3, 1.0%) for the “Sky News” website, frequency (8, 2.5%) for the “Al Arabiya” website, frequency (15 , 4.8%) for the “Sabq” website, frequency (3, 1.0)



%) for the “Akhbar Al- Aan ” website, frequency (6, 1.9%) for the “Middle East” website , frequency (16, 5.1%) for the “Akhbar 24” website, frequency (20, 6.3%) for the “Ajel” website .

3. The “Global Countries” category received a frequency (10, 3.2%) for the “CNN” website, a frequency (8, 2.5%) for the “BBC” website, a frequency (10, 3.2%) for the “Sky News” website, a frequency (7, 2.2%) for the “Al Arabiya” website, frequency (6, 1.9%) for the “Sabq” website, frequency (14, 4.4%) for the “Akhbar Al Aan” website, frequency (11, 3.5%) for the “Middle East” website, frequency (7, 2.2%) for “Akhbar 24” website, frequency (3, 1.0%) for “Ajel” website.

Distribution of the frequency of interactive methods used with the news

the total	Ajel	News24	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
175	35	35	35	35	35	0	0	0	0	Repetition	Likeability
11.1%	2.2%	2.2%	2.2%	2.2%	2.2%	0.0%	0.0%	0.0%	0.0%	The ratio	
245	35	35	0	0	35	35	35	35	35	Repetition	Possibility of sharing the news
15.6%	2.2%	2.2%	0.0%	0.0%	2.2%	2.2%	2.2%	2.2%	2.2%	The ratio	
210	35	35	35	35	35	35	0	0	0	Repetition	Possibility to comment on the news
13.3%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	0.0%	0.0%	0.0%	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	Provide similar news
20.0%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	The ratio	
70	0	0	0	0	35	35	0	0	0	Repetition	Possibility of obtaining PDF a image of the news
4.4%	0.0%	0.0%	0.0%	0.0%	2.2%	2.2%	0.0%	0.0%	0.0%	The ratio	
105	35	35	0	0	35	0	0	0	0	Repetition	Statement of the number of views
6.7%	2.2%	2.2%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	The ratio	
105	35	35	0	0	35	0	0	0	0	Repetition	Statement of the number of comments
6.7%	2.2%	2.2%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	The ratio	
70	0	35	0	0	35	0	0	0	0	Repetition	Statement

the total	Ajel	News24	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
4.4%	0.0%	2.2%	0.0%	0.0%	2.2%	0.0%	0.0 %	0.0 %	0.0%	The ratio	of the number of shares of the news on social media
70	0	0	35	0	35	0	0	0	0	Repetition	Possibility to change character style
4.4%	0.0%	0.0%	2.2%	0.0%	2.2%	0.0%	0.0 %	0.0 %	0.0%	The ratio	Possibility of printing the news
140	35	0	35	0	35	35	0	0	0	Repetition	Short link to the news
8.9%	2.2%	0.0%	2.2%	0.0%	2.2%	2.2%	0.0 %	0.0 %	0.0%	ratio The	the total
70	0	0	0	0	0	35	0	35	0	Repetition	
4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0 %	2.2 %	0.0%	The ratio	
1575	245	245	175	105	three hundred fifty	210	70	105	70	Repetition	
100.0%	15.6%	15.6%	11.1%	6.7%	22.2%	13.3%	4.4 %	6.7 %	4.4%	The ratio	
. Probability value =				^ . Degree of freedom =			١٠٢٣.٣٦ square test value = -Chi				

Table No. (6)

Table No. (6) shows the distribution of the sample materials according to the total frequency of the frequency categories of interactive methods used with the news, as follows:

1. The category (providing similar news) in each of the news sites received a frequency of “35”, representing 2.2% of the total occurrences.
2. It won the “Ability to Share News” category in all news sites except my site (Asharq Al-Awsat, Akhbar Al-Aan) received “35” repetitions, representing 2.2% of the total repetitions, while the rest of the news sites did not receive any percentage.
3. The category (the ability to comment on the news) in each of the news sites (Al-Arabiya, Sabq, Akhbar Al-Aan, Al-Sharq Al-Awsat, Akhbar 24 , and Urgent) received a frequency of “35” at a rate of



2.2% of the total occurrences, while the rest of the news sites did not receive any percentage.

- The “Likeability” category in each of the news sites (Sabq, Akhbar Al Aan, Al Sharq Al Awsat, A Khabar 24, Urgent) was repeated. "35" At a rate of 2.2% of the total occurrences, the rest of the news sites did not receive any rate.

Distribution of frequency of visual media used with the news

the total	Ajel	News24	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
218	33	24	35	10	35	25	22	18	16	Repetition	photo
69.2%	10.5%	7.6%	11.1%	3.2%	11.1%	7.9%	7.0%	5.7%	5.1%	The ratio	
14	0	0	0	0	0	0	0	11	3	Repetition	fees
4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	1.0%	The ratio	
83	2	11	0	25	0	10	13	6	16	Repetition	video
26.3%	0.6%	3.5%	0.0%	7.9%	0.0%	3.2%	4.1%	1.9%	5.1%	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	the total
100.0%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	The ratio	
. . . . Probability value =				Degree of freedom = ١٦			١٥٤.٤٧ square test value = -Chi				

Table No. (7)

Table No. (7) shows the distribution of sample B materials according to frequency of the visual media frequency categories used with the news, as follows:

- The (Photos) category received a frequency (16, 5.1%) for the “CNN” website, a frequency (18, 5.7%) for the “BBC” website, a frequency (22, 7.0%) for the “Sky News” website, a frequency (25, 7.9%) For “Al Arabiya” website, frequency (35, 11.1%) for “Sabq” website, frequency (10, 3.2%) for “Akhbar Al Aan” website,

- frequency (35, 11.1%) for “Middle East” website, frequency (24, 7.6 %) for “Akhbar 24” website, frequency (33, 10.5%) for “Ajel”.
- The (Video) category received a frequency (16, 5.1%) for the “CNN” website, a frequency (6, 1.9%) for the “BBC” website, a frequency (13, 4.1%) for the “Sky News” website, a frequency (10, 3.2%). For the “Al Arabiya” website, frequency (0, 0.0%) for the “Sabq” website, frequency (25, 7.9%) for the “Akhbar Al Aan” website, frequency (0, 0.0%) for the “Middle East” website, frequency (11, 3.5%) for the “Akhbar 24” website, a frequency of (2, 0.6%) for the “Ajel” website.
 - The (fees) category received a frequency of (3, 1.0%) for the “CNN” website, a frequency (11, 3.5%) for the “BBC” website, and the rest of the news sites (0, 0.0%) frequency.

Distribution of frequency of artistic methods used with the news

the total	Ajel	News24	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
315	35	35	35	35	35	35	35	35	35	Repetition	Hypert ext
25.0 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	colors
25.0 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	wide line
25.0 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	Identify the location of the news
25.0 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	2.8 %	The ratio	
1260	140	140	140	140	140	140	140	140	140	Repetition	the total
100.0 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	11.1 %	The ratio	
Probability value = ١.٠٠٠				Degree of freedom = ٢٤				square test value = -Chi			

Table No. (8)



Table No. (8) shows the distribution of the sample materials according to the total frequency of the frequency categories of the technical methods used with the news. Which shows that all categories of artistic methods used with the news (hypertext, colors, bold font, highlighting the location of the news) have been repeated. “35” and 2.8% of the total occurrences, for each category of technical methods used with the news.

methods used with news and news websites was also tested using the chi-square test, and it was found that the calculated chi-square value is equal to 154.471, and the probability value is equal to 1, which is greater than 0.05, which indicates that there is no relationship between the technical methods used with news and news websites.

Distribution of frequency of persuasion methods used with the news

the total	Ajel	News 24	The Middle East	News Now	Previously	Arabic	Sky News	bbc	cnn	Statistics	Phrase
297	30	32	35	32	31	35	35	35	32	Repetition	Providing evidence and evidence
35.7%	3.6%	3.9%	4.2%	3.9%	3.7%	4.2%	4.2%	4.2%	3.9%	The ratio	
65	4	4	10	3	3	7	11	12	11	Repetition	Provide data and statistics
7.8%	0.5%	0.5%	1.2%	0.4%	0.4%	0.8%	1.3%	1.4%	1.3%	The ratio	
152	5	6	24	13	13	19	20	29	23	Repetition	Show different points of view
18.3%	0.6%	0.7%	2.9%	1.6%	1.6%	2.3%	2.4%	3.5%	2.8%	The ratio	
315	35	35	35	35	35	35	35	35	35	Repetition	Cite current events
37.9%	4.2%	4.2%	4.2%	4.2%	4.2%	4.2%	4.2%	4.2%	4.2%	The ratio	
2	0	0	0	0	0	0	0	2	0	Repetition	Presenting famous Arabic proverbs
0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	The ratio	
831	74	77	104	83	82	96	101	113	101	Repetition	the total
100.0%	8.9%	9.3%	12.5%	10.0%	9.9%	11.6%	12.2%	13.6%	12.2%	The ratio	
P value = ٠.٠٣٩				Degree of freedom = ٣٢			square test value = -Chi ٤٧.٤٣٩				

Table No. (9)

Table shows the distribution of the sample materials according to the total frequency of the frequency categories of persuasion methods used with the news, as follows:

1. The category (citing current events) had a frequency of (35 , 4.2 %) for all news sites.
2. The category (providing evidence and evidence) received a frequency of (32, 39%) for the “ CNN ” website, a frequency of (35, 4.2%) for the “ BBC ” website, a frequency of (35, 4.2%) for the “Sky News” website, a frequency of (35, 4.2) %) for the “Al Arabiya” website, frequency (31, 3.7%) for the “Sabq” website, frequency (32, 3.9%) for the “Akhbar Now ” website, frequency (35, 4.2%) for the “ Middle East ” website, frequency (32, 3.9%) for “News 24”, repeat (30, 3.6%) for the “Ajel” website.
3. The category (presenting different points of view) received a frequency of (23, 2.8%) for CNN , a frequency of (29, 3.5%) for the BBC , a frequency of (20, 2.4%) for Sky News, a frequency of (19, 2.3%) for the “Al Arabiya” website, frequency (13 , 1.6 %) for the “Sabq” website, frequency (13 , 1.6%) For “Akhbar Now ” website, frequency (24 , 2.9%) for “ Middle East ” website, frequency (6, 0.7%) for “Akhbar 24” website, frequency (5 , 0.6 %) for “Ajel” website.
4. The category (Providing Data and Statistics) received a frequency of (11, 1.3%) for the “ CNN ” website, a frequency of (12, 1.4%) for the “ BBC ” website, a frequency of (11, 1.3%) for the “Sky News” website, a frequency of (7, 0.8) %) for the “Al Arabiya” website, frequency (3, 0.4%) for the “Sabq” website, frequency (3, 0.4%) for the “Akhbar Al Aan ” website, frequency (10, 1.2%) for the “Middle East ” website , frequency (4 , 0.5%) for the “Akhbar 24” website, a frequency of (4, 0.5%) for the “Ajel” website.



ii. Discussing the results of the study

Location of the site logo

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
88.9	280	35	35	35	35	35	35	-	35	35	Top side of the page
11.1	35	-	-	-	-	-	-	35	-	-	Top center of the page
100%	315	35	35	35	35	35	35	35	35	35	Total

Table No. (10)

This table shows, the majority of news sites have taken the “top side of the page” approach, at a rate of 88.9%, while the news sites that placed the logo at the “top center of the page” come in second place, at a rate of 11.1%.

In the researcher's opinion, this is due to the agreement with what the Arab reader's eye is accustomed to, which is to turn to the right side when seeing Arabic text.

Independence of the site logo

The percentage	Total	ajel	Akhbaar 24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
66.7	210	35	35	35	-	-	35	35	35	-	Independent in bar
33.3	105	-	-	-	35	35	-	-	-	35	Shared with news classification on list
100%	315	70	70	70	70	70	70	70	70	70	Total

Table No. (11)

This table shows, the news sites in the study sample prefer to have the logo in a separate bar, at a rate of 66.7%, while news sites that placed the site logo in a common bar with the site's classifications came in next place, at a rate of 33.3%.

This is due - from the researcher's point of view - to the fact that the majority of the sample of news sites consider the independence of the logo to be more distinctive for the site, while the news sites that did not make the logo in a separate bar, this is - from the researcher's point of view - due to facilitating visibility, as You can see the logo at the beginning of the ratings bar, as is the case with the CNN website.

Design news lists

The percentage	Total	ajel	Akhbaar 24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
0	0	-	-	-	-	-	-	-	-	-	horizontal
22.2	70	-	-	-	35	-	35	-	-	-	head
77.8	245	35	35	35		35		35	35	35	Mixed
100%	315	35	35	35	35	35	35	35	35	35	Total

Table No. (12)

This table shows, the majority of the study sample prefers the mixed method of presenting the design of news lists, which combines the horizontal method and the vertical method of presenting news, at a rate of 77.8%, which, in the researcher's opinion, gives diversity in presentation and more space. In viewing the news, while the sample that preferred the vertical method occupied; Next ranked at 22.2%.

The number of categories in the main menu of the site

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
44.5	140	-	35	35	-	35	35	-	-	-	Above ten news categories
3.33	105	-	-	-	-	-	-	35	35	35	Ten categories of news
22.2	70	35	-	-	35	-	-	-	-	-	Less than ten news categories
100%	315	35	35	35	35	35	35	35	35	35	Total

Table No. (13)

This table shows, the news sites in the study sample have multiple classifications exceeding ten classifications, and that sample ranked first, with a percentage of nearly half of the sample, which is 44.5%, and in second place; News sites that classify site news into ten categories, with a rate of 33.3%, and in third place are news sites that have less than ten news classifications, with a rate of 22.2%.



This diversity - from the researcher's point of view - is due to the vision of those responsible for the site and what they want the reader to understand when seeing the tape. In the multiple classifications - which most of the samples of news sites were taken from - the viewer of the tape will understand that this site has multiple types of news, which may be considered to the advantage of the site if the news continues to be continuously updated by the site's editorial department, while the news sites that contented themselves with ten categories in the main bar of the site are due - from the researcher's point of view - to the fact that those sites do not want to "stack" the categories in the bar, so it seems to the viewer that it is overcrowded and in a state of chaos, and the evidence is that sites such as BBC and CNN have made multiple categories in the "More" icon.

"Additional" categories in a separate icon on the main menu of the site

The percentage	Total	ajel	Akhbaar 24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
28.5	70	-	35	-	35	-	-	-	-	-	One additional
14.3	35	-	-	35	-	-	-	-	-	-	Two additional
0	0	-	-	-	-	-	-	-	-	-	Three additional
57.2	140	35	-	-	-	-	-	35	35	35	Above three additional
100%	245	35	35	35	35	0	0	35	35	35	Total

Table No. (14)

This table shows, the majority of the analytical study sample, at a rate of 57.2%, provides more than three additional classifications on the site's main menu, in a separate icon on the site's main menu under the name "More," mostly, followed by the sample that provides one additional classification, at a rate of 28%, and in third place came the sample that placed only two additional classifications in the "More" icon, at a rate of 14.3%.

This icon - from the researcher's point of view - is a method for arranging the site's basic classifications bar, as news sites that have many classifications have placed some of the classifications in the site's main

classifications bar, while putting the rest in the More icon, and the less rated sites are in the More icon. She did the same thing.

Provides other informational windows related to the site on the main menu

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
0	0	-	-	-	-	-	-	-	-	-	No informational windows
11.1	35	-	-	-	-	35	-	-	-	-	One informational window
22.2	70	-	-	35	-	-	-	-	-	35	Two informational window
11.1	35	-	-	-	-	-	35	-	-	-	Three informational windows
55.6	175	35	35	-	35	-	-	35	35	-	Above three informational windows
100%	315	35	35	35	35	35	35	35	35	35	Total

Table No. (15)

This table shows, the majority of sites - the sample of the analytical study - have more than three information windows affiliated with the site on the main menu, at a rate of 55.6%, and it comes in second place; Sites that have two windows for affiliated media sites, on the main menu of the site, accounted for 22.2% of the total units of the analytical study sample. As for those who had only one site, the rate was 11.1%, and a similar percentage for those who had only three media windows.

This method - from the researcher's point of view - is considered a propaganda method for other media outlets affiliated with the site, and it is also considered a method for creating coherence between the various media outlets affiliated with the site.

Provide a search engine for the site

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
100	315	35	35	35	35	35	35	35	35	35	Availability of the site's search engine
100%	315	35	35	35	35	35	35	35	35	35	Total



Table No. (16)

This table shows that, the study sample has a search engine for the site on the main menu, and this use is due - from the researcher's point of view - to the interactive features and facilities that the Internet generally provides to its users, and it is logical for news websites to benefit from it because of its facilitation. For users of news sites that are full of daily news and developments.

Issues covered in the news subject to study

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
٢٥.٧	٨١	٦	٧	١٣	١٠	٨	٨	٨	١٠	١١	Political
١١.١	٣٥	٢	٣	٤	٥	٣	٤	٤	٥	٥	And political crises
٤.٨	١٥	٣	٣	١	١	٣	٢	١	١		Conflicts and wars
٧	٢٢	٤	٢	٥	١	١	١	٤	١	٣	Religious
١٠	٣١	٧	٥	١	١	٦	٥	٣	٢	١	Economical
٨	٢٥	٢	٢	٣	٣	٢	٣	٣	٣	٤	Social
٣.٥	١١	١	١	١	٣	١	١	١	١	١	Terrorist
٣.٨	١٢	١	١	١	٢	٢		١	٣	١	Arts and literature
١.٩	٦		١	١	١	١		١		١	Tourism and entertainment
٤.١	١٣	٣	٤	١		١	٣	١			Scientific discoveries
٢.٨	٩	١	١	-	١	٢	١	١	١	١	Sports
١.٩	٦	٣	١	-	١	١					Healthy
٥	١٦		٢	١	٢	١	٢	٤	٢	٢	Weather and climate
١٠.٤	٣٣	٢	٢	٤	٤	٢	٥	٣	٦	٥	Catastrophes
%١٠٠	٣١٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	Total

Table No. (17)

This table shows that, the “political issues” ranked first with a percentage of 25.7% of the total issues presented by the news sites in the study sample. This result is supported by **Al-Sarouji’s** study (2014), whose results showed that political issues take first place over other issues. displayed by electronic news sites. “Conflicts and wars” came in second place, with a rate of 11.1%, then “demonstrations” came in third place, with a rate of 10.4%, and with a similar rate, “social issues” came in fourth place, then came “terrorist issues.” "In fifth place, with a rate of 8%, followed in sixth place by "economic issues" with a rate of 7%, and in seventh place come "disaster issues" with a rate of 5%, and "religious issues" come in eighth place with a rate of 4.8%, then "sporting issues." In the next place with a rate of 4.1%, then “tourism and entertainment” ranked tenth with a rate of 3.8%, in the eleventh place was “the arts” with a rate of 3.5%, in the twelfth place was “health issues” with a rate of 2.8%, and in the thirteenth place were “weather and climate” and “Scientific Discoveries” by a similar rate of 1.9%.

From the researcher’s point of view, the interest of news sites in political issues stems first from the basic function of these news sites, then what the studies revealed about the public’s demand for news sites that display political issues, as was stated in the study of **Al-Hussein** (2014) and the study of **Qutb** (2011).

It is worth noting in this table that “Sabq” is the site that ranked first in the preferences of the field study sample; The presentation of social and local issues came in an advanced position, as it ranked second after local and foreign political issues. Most of the results of previous studies examining local issues in newspapers and news sites have confirmed the importance of presenting these issues because of their positive repercussions on the site’s credibility and the extent of its follow-up. And such studies; **Kim's & Masiclat study** (2007, August), and **Kiousis** study (2001).



Interactive methods used with the news

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
١١.١	١٧٥	٣٥	٣٥	٣٥	٣٥	٣٥	-	-	-	-	Likeability
١٥.٦	٢٤٥	٣٥	٣٥	-	-	٣٥	٣٥	٣٥	٣٥	٣٥	Possibility of sharing the news
١٣.٣	٢١٠	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	-	-	-	Possibility to comment on the news
٢٠	٣١٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	Provide similar news
٤.٤	٧٠	-	-	-	-	٣٥	٣٥	-	-	-	Possibility of obtaining a PDF image of the news
٦.٧	١٠٥	٣٥	٣٥	-	-	٣٥	-	-	-	-	Statement of the number of views
٦.٧	١٠٥	٣٥	٣٥	-	-	٣٥	-	-	-	-	Statement of the number of comments
٤.٤	٧٠	-	٣٥	-	-	٣٥	-	-	-	-	Statement of the number of shares of the news on social media
٤.٤	٧٠	-	-	٣٥	-	٣٥	-	-	-	-	Possibility to change character style
٩	١٤٠	٣٥	-	٣٥	-	٣٥	٣٥	-	-	-	Possibility of printing the news
٤.٤	٧٠	-	-	-	-	-	٣٥	-	٣٥	-	Short link to the news
%١٠٠	١٥٧٥	٢٤٥	٢٤٥	١٧٥	١٠٥	٣٥٠	٢١٠	٧٠	١٠٥	٧٠	Total

Table No. (18)

This table shows that, the “ providing similar news ” took the first place in the most interactive methods presented with the news, with a rate of 20%, followed in second place by “the possibility of sharing the news ” with a rate of 15.6%, and in the third place was “ the possibility “

Commenting on the news ” came at a rate of 13.3%, and fourth came “ the possibility of liking ” at a rate of 11.1%, and in fifth place came “ the possibility of printing the news ” at a rate of 9%, and “ statement of the number of views” and “ statement of the number of comments ” also came in the ranking. Sixth, with a similar percentage for both of them, amounting to 6.7%. It also participated in the seventh rank for interactive methods: “the possibility of obtaining a PDF image of the news,” “an indication of the number of shares of the news in social media,” “the ability to change the character style,” and “a short link to the news.” This is 4.4% for each method.

Studies confirm the need to pay attention to interactive methods on news sites, as stated in **Kim's & Masiqlat study** (2007, August), which proved that there is a positive relationship between the interactivity of websites and their credibility.

media used with the news

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
٦٩.٢	٢١٨	٣٣	٢٤	٣٥	١٠	٣٥	٢٥	٢٢	١٨	١٦	Photo
٤.٤	١٤		-	-	-	-	-	-	١١	٣	Graphics
٢٦.٤	٨٣	٢	١١	-	٢٥		١٠	١٣	٦	١٦	Video
%١٠٠	٣١٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	Total

Table No. (19)

This table shows that, the most attractive methods in visual media that are used with news are “images,” which ranked first with a rate of 69.2%, followed by “video,” which came in second place with a rate of 26.4%, and in third place came “Graphics” was the least used visual media with news during the analytical study period, at a rate of 4.4%.

The use of visual media is one of the methods that positively affects the credibility of the news and the website in general, as the study of Chung, et al. demonstrated. (2012) found that visual media positively affects the user's perception of website credibility.



The artistic methods used with the news

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
١٠٠	٣٥	(٣٥)									Hypertext-Colors-Bold-Identify the location of the news
%١٠٠	٣٥	٣٥									Total

Table No. (20)

This table shows that, the possible artistic methods of attraction with the news subject to the analytical study, namely: “super text,” “colors,” “broad font of the news topic,” and “distinguishing the location of the news,” were all used by the news sites in the study sample. 100% analytical analysis, throughout the period of the analytical study, in the news subject to the analytical study.

Tawfiq's study came (2011) confirming that users prefer websites and electronic newspapers that most closely follow technological standards. The study also linked the success of the readability of electronic newspapers to the extent of their use of technical and artistic methods.

The geographical coverage of the news subject to analysis

The percentage	Total	ajel	akhbaar24	aawsat	akhbaralaan	sabq	alarabiya	sky news	bbc	cnn	
٢٥.٤	٨٠	٢٠	١٦	٦	٣	١٥	٨	٣	٤	٥	Kingdom of Saudi Arabia
١٤	٤٤	٥	٥	٤	٥	٤	٥	٧	٥	٤	Arab Gulf States
٢٨	٨٨	٥	٤	١٠	١١	٦	١٣	١٢	١٤	١٣	Arab countries
٨.٥	٢٧	٢	٣	٤	٢	٤	٢	٣	٤	٣	Other Islamic countries
٢٤.١	٧٦	٣	٧	١١	١٤	٦	٧	١٠	٨	١٠	Global countries
%١٠٠	٣١٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	٣٥	Total

Table No. (21)

This table shows that, “Arab countries” occupied first place in the scope of news coverage of the sites subject to analysis, with a rate of 28%, followed by “The Kingdom of Saudi Arabia” with a rate of 25.4%, and in third place came the scope of “International Countries” with a rate of 24.1. %, and in fourth place was the “Arab Gulf countries” category, with a rate of 14%, and in fifth place, with a percentage of 8.5%, was the “other Islamic countries” category.

The interest of news sites in the Kingdom of Saudi Arabia is considered an interest in local issues for the Saudi user, and it is an indicator for understanding the reasons for follow-up. Previous studies have proven, as previously mentioned in Table of Issues No. (17), that interest in local issues for users of news sites increases the credibility of those news sites. At users.

Other persuasion methods used in the news

The percentage	Total	ajel	Akhbar 24	aawsat	akhbaralaa n	sabq	alarabiya	sky news	bbc	cnn	
٣٥.٧	٢٩ ٧	٣ ٠	٣٢	٣٥	٣٢	٣ ١	٣٥	٣٥	٣٥	٣٢	Providing evidence and evidence
٧.٨	٦٥	٤	٤	١٠	٣	٣	٧	١١	١٢	١١	Provide data and statistics
١٨.٣	١٥ ٢	٥	٦	٢٤	١٣	١ ٣	١٩	٢٠	٢٩	٢٣	Show different points of view
٣٨	٣١ ٥	٣ ٥	٣٥	٣٥	٣٥	٣ ٥	٣٥	٣٥	٣٥	٣٥	Cite current events
٠.٢	٢	-	-	-	-	-	-	-	٢	-	Presenting famous Arabic proverbs
%١٠٠	٨٣ ١	٧ ٤	٧٧	١٠٤	٨٣	٨ ٢	٩٦	١٠ ١	١١ ٣	١٠ ١	Total

Table No. (22)



It is clear from table that “citing current events” ranked first in percentage It reached 38%, among the methods of persuasion used with the news during the period of the analytical study of the news websites sample of the analytical study, followed by “ providing evidence and evidence ” with a rate of 35.7%, and in third place was “ presenting different points of view ” with a rate of 18.3%, and it came in the ranking Fourth was “ providing data and statistics ” with a rate of 7.8%, and in the fifth and final rank was “ presenting famous Arabic proverbs ” with a rate that did not exceed 0.2%.

From the researcher’s point of view, these methods are considered traditional methods, and at the same time they are essential methods for accepting news and the credibility of news sites. The results of the study of **Chung, et al.** (2012) found that the websites that are most trustworthy among users are those websites Which uses traditional methods of credibility.

Conclusion

From the results of the comparison study between the news sites in the study sample, the following is evident:

1. International and local websites - the study sample - agree that the website logo should be in a separate bar.
2. There are many news classifications in the main menu bar of international news sites, while they are few in Arab and local news sites.
3. The sites - the study sample - agree to display the news format on their home page in a mixture of vertical and horizontal templates.
4. The international websites of the study sample were distinguished by the fact that they present more topics about global and Arab issues, and they also try to provide a number of local news that distinguishes the local websites of the study sample.
5. Political and social topics distinguish global sites from local sites.



6. Topics related to the Kingdom of Saudi Arabia were the most topics on local, then international, then Arab sites.
7. News sites, especially international sites, competed in providing interactive and likable methods. Possibility of sharing the news; The ability to comment on the news; Provide similar news; Possibility of obtaining a PDF image of the bread; Statement of the number of views; Statement of the number of comments; Statement of the number of shares of the news on social media; Possibility to change character style; Possibility of printing the news; Short link to the news.
8. International sites were ahead of local and Arab sites in providing videos and graphics with the news they provided, while local and Arab sites were ahead in pictures with the news they provided.
9. International websites are ahead of local and Arab websites in providing evidence, data and statistics with the news they provide.

The results of the analytical study of the news sites sample of the study were as follows:

Firstly: the locations were distinguished Newsletter e Favorite I have Users Saudis with traits Formal and characteristics Objectivity next:

1. Most of the sites in the study sample prefer to place the site logo at the top of the page, and nearly two-thirds of the sample place the logo in a separate bar.
2. Most news sites take a mixed approach to designing news menus, which combines vertical and horizontal menus.
3. The websites - the sample of the analytical study - provide informational windows affiliated with the site, and in most of the sites there were more than three informational windows.
4. All sites - the sample of the analytical study - provide a search engine for the site.



5. News sites - the sample of the analytical study - divide the news topics they provide into ten categories or more.
6. News sites - the sample of the analytical study - made a special icon for additional classifications of the news topics they provide, and the number of news classifications in them was more than three classifications.

Secondly: The treatment was characterized Media For news on the news sites:

1. **The coverage covered all types of issues, but the most prominent issues that were addressed in the news sites were as follows:**
 - a) The sites sampled for the analytical study deal mostly with political issues and political crises, with a prevalence of up to a quarter of the issues raised.
 - b) Conflicts and wars came in second place after political issues, accounting for 11.1% of the issues raised.
 - c) Demonstrations and resistance came in third place, accounting for 10.4% of the total cases dealt with on a daily basis.
 - d) Social issues related to the areas covered by the news site came in fourth place, accounting for 10% of the total issues.
 - e) Terrorism cases came in fifth place, accounting for 8% of the total cases raised.
2. **Among the methods followed by news sites - the sample of the analytical study - in their treatment of news:**
 - a) Using interactive methods and forms, the most prominent of which are:
 - Providing news similar to the news the user is reading, at a rate of 15.6%.
 - The possibility of sharing the news, at a rate of 15.6%.
 - The ability to comment on the news, at a rate of 13.3%.

- Possibility of liking the news presentation, at a rate of 11.1%.
- b) Using visual media when presenting the news. The most prominent media used were images at 69.2%, followed by video at 26.4%.
- c) Using technical and artistic methods in the process of publishing and presenting the news. News websites were used for all the news that was subject to the study. The hypertext, the colors in the news titles, and the bold font of the main title. They also distinguished the news under study by placing it on the front of the presentation page.

Thirdly: The geographical coverage of the news subject to analysis

The geographical coverage in the news subject to analysis varied during the study period, and the most prominent geographical areas covered were the following:

1. Arab countries, by 28%.
2. Kingdom of Saudi Arabia, by 25.4%.
3. International countries, at a rate of 24.1%.
4. Arab Gulf countries, at a rate of 14%.

Fourth: Persuasion methods used with the news

Among the most prominent methods of persuasion used with the news were the following:

1. Citing current events and keeping up with events, at a rate of 38%.
2. Providing evidence and evidence with the news, at a rate of 35.7%.
3. Presenting different points of view within the news, at a rate of 18.3%.
4. Providing data and statistics that support the news, at a rate of 7.8%.



Recommendations

The researcher recommends that Saudi news websites expand their use of the technical methods available on the Internet, and delve more deeply into local issues that concern Saudi public opinion.

as Through this study, it became clear to the researcher the importance of conducting media studies on the performance of international news sites that are highly followed by Saudis, compared to local news sites that do not have satisfactory numbers of followers, in order to find more factors that the Saudi follower sees as important for his presence and consideration on the sites. News, to reach the satisfaction of the Saudi follower.

Moreover, this study opens horizons for researchers to conduct future studies on the Saudi user's journey with the aim of knowing the reasons for his use of international news sites and why he is not limited to local sites.

The researcher suggests that it is possible to create or develop a news website that has the Saudi user's trust and follow-up, which came based on the researcher's observation of the analytical categories most used in the news websites in the study sample, as follows:

1. The logo should be located at the top right of the page, and should be placed in a separate bar.
2. The design of the news menus on the electronic news site should be a mixture of horizontal and vertical menus.
3. There should be more than ten news categories in the main menu of the site.
4. There should be an icon under the name "More" that accommodates the rest of the site's news and shows the site's news diversity.
5. The news site should be connected to multiple media windows that belong to it, and that are clear to the user.



6. The site provides a search engine to search for news topics within the site.
7. The focus should be on political issues and crises through explanation and analysis, especially those that concern Saudi internal affairs.
8. One of the most important interactive methods that should be provided with the news, taken care of, and taken into account of its outcomes is the possibility of sharing the news, the possibility of commenting on the news, and the ability to like.
9. The news must be presented with visual media, including a photo, or it must be presented in a video.
10. The news should be filled with the artistic methods made possible by digital electronic technology that support the news.

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