

Alternative Journalism and its Media Content

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Abstract

This research aims to find out the directions of alternative journalism for the production of media contents from the point of view of Iraqi journalists. The research relied on the descriptive survey method and an electronic questionnaire form, which was distributed to a deliberate sample of Iraqi journalists, numbering 300 individuals. One of the most important results of the research is: the competition and the struggle is clear between the traditional media and the journalist, and the employment of modern technologies in the liberation of the press report, and the journalist has a device from the journalists. A and courage and excitement that distinguishes their contents, and from the power that affects all fields, and to raise the media product, and that The digital revolution and the technological development contributed to the growth of the phenomenon of the physical journalism and made the news quick access, and it has become published in different patterns and forms that attract follow-up and increase his confidence in them.

Keywords: *Alternative Journalism, Media Content Production, Iraqi Journalists, Mass Media.*

Introduction

Today we live in the era of the new millennium, The era of rapid development in all fields of science, especially digital science. Life has become fast-paced and everything in this world has had a share in keeping up with the requirements of the era. In light of this transformation, journalism or news transmission in its simplest sense has become subject to a continuous race to make the public satisfied with the service, after it had the largest share using modern technology, as the world of numbers has become a major tool for communicating with the entire world, and has reached the near and far to be, with distinction and uniqueness, the primary means that competes with the world of news and serves competitive media in general and journalism in particular, and this led to the emergence of alternative journalism.

The most prominent health effects are: Fatah The alternative is that it now allows communication and Discussion on Levels that health cannot reach Fatah A For print And Its limit is its provision.

As well as the health effects Fatah The alternative and Clear All over the world To the world, what D So This is a For type From health Fatah Journalists to reform and develop themselves, And The impact was not limited Health Fatah The alternative is not only for followers, but also for long. For publishers, That's it For many From A For newspapers, A Sites created And To stay able to In competition, benefited From the techniques off For voice And Video And transformation A For text In the text To stay alive Top of the browsers list For news.

So For health Fatah The alternative is now the end of journalism. For hearing And printed And Television, And I have changed A For sites A For advertising A For free, A For the method A Which is announced A For people, And Find A For a faster internet And Cheaper to get Information for people, has transformed sales. For Advertisements From A For newspapers A For standard L On the Internet.

Research Problem

Alternative journalism has contributed to raising several questions about the new media model, especially after the audience moved from being merely followers of media messages to being an actual participant in producing and disseminating these messages.

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There is also a major disagreement about the nature of the relationship between alternative journalism and traditional media, and there are several questions about the relationship between them. Some believe that alternative journalism has become a competitor to traditional media, while others see it as an alternative to it. Accordingly, the research problem is embodied in searching for the extent of integration between the two types of media, and can alternative media be considered a source of information despite the challenges facing alternative media? Here, the problem is summarized by answering the following main question: (What are the trends of alternative journalism in producing media content from the point of view of Iraqi journalists?)

Importance of Research

The importance of the research stems from the theoretical aspect: The progress and widespread spread of technology due to technological innovation and the information revolution have enabled individuals to produce media content even if they are not professional journalists and publish media content on the Internet and even broadcast on television channels.

From a practical point of view, the importance of the research lies in its benefit...For researchersBy makingTo search for the nucleus of other researchIn a similar vein, journalists throughTo benefit from the results of the studyFrom the results.

Research Objectives

He seeks Research to achieve the following objectives:

- Identifying the reasons for the emergence of alternative journalism and the role played by alternative journalism in Iraq.
- Knowing the trends of alternative journalism in producing media content from the point of view of Iraqi journalists.
- Is there a relationship between the most important source that alternative journalism relies on to obtain information to produce content and how it deals with the information sent from those sources?
- Is there a relationship?BetweenFor contentAFor more followFrom the publicFor IraqiAndnatureThe publicFor targetIn the healthFatahThe alternative.
- Statement of the impact of the method used by alternative journalism on citizens' confidence in media content.
- statementAFor the effect of productionAFor contentsIn the healthFatahAlternative inTo seeAFuture of journalismThe alternative.

Research Hypotheses

The research is based on a set of hypotheses:

- There is no statistically significant correlation between the most important source that alternative journalism relies on to obtain information to produce content and how it deals with the information sent from those sources.
- There is no significant relationship between the content most followed by the Iraqi public and the nature of the target audience in alternative journalism.

- There is no significant effect of style used by alternative journalism on the citizen's confidence in the media content.
- There is no significant effect of content production in alternative journalism on the future vision of alternative journalism.

Research Community and Sample

Represents Iraqi journalists in the Journalists Syndicate and Association as a community for study, while the sample is intentional and deliberate, and was chosen in a non-random manner intentionally and consisted of (300) journalists, in order to obtain the largest number of their points of view and obtain objective results.

Research Methodology

The research relied on the descriptive survey method, in order to answer the research problem and prove the validity of the hypotheses and test them, achieve the study objectives and describe the nature of the entity by collecting data and information about the phenomenon (alternative journalism) and analyzing it and extracting generalizations and conclusions to clarify the trends of alternative journalism in producing media content from the point of view of Iraqi journalists.

Previous Studies

Study by Fatiha Bou Ghazi, "Citizen Journalism and the Professional Identity of the Journalist", University of Algiers, 2011

This study on the impact of citizen journalism on the journalistic profession and the professional identity of journalists, which was conducted on a large sample of Algerian journalists, led to the following results:

- Algerian journalists consider the citizen who publishes news on the Internet as an assistant to them in performing their mission by 87%.
- 57% of Algerian journalists believe that they will become media therapists in the future.
- 62% of Algerian journalists believe that citizen journalists do not perform the same tasks as professional journalists.
- 92% believe that journalism schools and institutes are indispensable.

The study did not address trends, and neglected the role of the audience that produces media content.

Study of Abdul Jawad Rabie, "Journalistic Art in Print and Electronic Versions", Cairo, 2003: The study focused on analyzing, evaluating and describing the media arts in the printed and electronic versions of Arab and foreign newspapers, considering the features that distinguish both the printed and electronic media. The study concluded that the use of editorial formats that display news materials from other editorial formats in both the printed and electronic versions, also found that the electronic versions allow the recipient to delve deeper into the event, and to know some facts and backgrounds that were not included in the printed versions.

Tilola Study, "Benefits and Challenges of Integrated Journalism in Kenyan Media Content Production", 2016: This study found that integrated media is an immediate and interactive production that is constantly updated for multiple media platforms and the use of multiple media to reach the largest number of followers or users. The most prominent challenges are the credibility of the information provided by this type of media, and the difficulty of distinguishing between reliable and unreliable electronic platforms; in addition to the transition of the role of the gatekeeper from the journalist to the reader. The study also indicated

that the future will witness more integration between traditional media and new media in light of the expectations of these platforms that they will become the most personal media.

Previous studies have dealt with citizen journalism and integrated journalism, and it was difficult to find studies that deal with alternative journalism. As for the benefits of these studies, they are to identify and crystallize the research questions in a more detailed manner about the variables, and how the questions that measure the variables were formulated.

Conceptual Framework of Alternative Journalism and Media Content

The emergence and definition of alternative journalism

Alternative journalism has gone through several stages that contributed to its technological development, which helped in obtaining information quickly, storing it and transmitting it, and there has been a qualitative shift in the process of dealing with news as it is no longer the property of a media institution. (Barkon, 2014, 489-512).

Van Crosby launched Vin Crosbie on these stages "the three waves" and he presented a vision of the stages of development of online electronic journalism in the third conference of Internet journalism in 2001, at the University of Texas in Austin, which he called "the third wave of online electronic journalism", in which he sees that the history of this journalism has remained a subject of tension and attraction in the right to control the networks between the owners of media institutions and networks on the one hand, and between the beneficiaries on the other hand, where the public got rid of the state of negativity and feeding from one party to the state of participation, and the media institutions that absorbed this shift are the only ones that continued to work (Ali, 2007, 57).

Alternative journalism is defined as: "A type of communication that takes place in cyberspace, in which the art, mechanisms and skills of science in print journalism are used, in addition to the skills and mechanisms of information technology in a manner consistent with the use of cyberspace as a means or means of communication, and the use of sound, text, image and multiple levels of interaction with the recipient to investigate current and non-current news and work on processing, analyzing and publishing it to individuals via cyberspace" (Al-Mutairi, 2011, 5).

It is also known as: one of the means of Media A For multiple A For you Through which it is published For news And Articles And All A For arts A For a journalist DI swear On the Internet and sequence it using string From A For techniques A To reach The reader through the screen For computer (Al-Dagher, 2019, 30).

The importance of alternative journalism in media work

Alternative journalism is characterized as a more influential means of communication among the educated public, as it has features that make it superior in some areas over other modern means of communication, as it allows the reader to control the time of reading and reviewing the content, and it also presents the most accurate details, as it affects the construction of positions and interaction with them (Abu Hammad, 2019, 302).

The importance of alternative journalism is highlighted in To work A For the media Through several points, which are (Sadiq, 2019, 60):

- The possibility of every person becoming an information seeker, and this person can be a source of news and information.
- There is a shift from mass media to mass media, and alternative journalism works to spread information from all to all by relying on citizen journalists.

- Existence of multiple editorial policies: Alternative journalism relies on specific editorial policies, as the topics published are often related to reality and objective events.
- The presence of personal participation: Active democracy is considered an individual voluntary work that is not subject to the directions of specific organizations.

Media content approaches in alternative journalism

The media content approaches in alternative journalism are as follows (Al Saud, 2015, 379-438):

- **Citizen Journalism Introduction** It is the approach that is concerned with analyzing the role played by the ordinary citizen, who employs his technological skills in communicating with others, and in playing a media role that collects information and events and publishes them through various means, such as blogs and websites.
- **Participatory journalism** It is a new concept that expresses the trend, which is constantly increasing, to participate in the production of media content, as it expresses the existence of growing tendencies among media institutions to provide a greater scope for the public to participate in providing them with information, news, and multiple points of view.
- **Crowdsourced journalism** A form of crowdsourcing where coverage is provided by multiple users, with the help and management of a central editor, and using software that allows users to instantly insert their own photos, video clips and comments.
- **Cooperative journalism** It seeks to formulate a new relationship between the public and the media and to change the traditional concept of the public in light of the existence of a perception that sees the public's contribution to the production of media content does not reduce the possibility of media institutions maintaining their traditional authority.
- **Electronic gate guard** Most studies have found that there is a state of hesitation in allowing individuals to contribute to carrying out traditional gatekeeping tasks, while most media institutions seek to maintain their traditional gatekeeping practices.
- **Building an electronic agenda** It is one of the theoretical approaches that was developed within the framework of many studies to set the agenda, which are studies that show the role of the media in the most prominent issues of interest to the public. This approach assumes the existence of many forces that form the media agenda, and it is concerned with the way in which alternative journalism interacts with other institutions in order to create issues of interest to the public (Sari, 2009, 35).

The audience is one of the sources of power that shape the construction of the agenda of traditional media, where journalists communicate with an audience that they do not see or hear, and the dialogue between them takes place in one direction, and within the framework of a work context that is greatly influenced by news sources, specialists, public relations, and other journalists more than it is influenced by the audience (Saleh, 2007, 124).

Alternative journalism and media content production

The information revolution represents one of the features of this era, and the Internet is one of the tools of the cultural and cognitive dimension. Studies show the rapid growth of alternative journalism in its various types; as it has become a major source of attraction for people, and has clearly affected traditional journalism, especially paper journalism, which has begun to face many challenges in light of the emergence of alternative journalism on the media scene (Abu Rashid, 2020, 87).

Journalism has gone through many stages. In its development from a printed press used to conventional mechanical fluid, and radio journalism TV based on the sound and image in the presentation of news and reports, then print journalism paper using techniques for computer, then balanced alternative journalism with the press for traditional and depends on the process of to publish. For my number I am a network internet, then journalism RTOP No, no Ruqyah depends on to publish for electronic. For integrated and the reactant by broadcasting liquid. An electronic LAN audience that is not geographically specific (Al-Mikhlaifi, 2005, 45).

The press is the alternative developed at the beginning of the media and imposed fundamental transformations due to its influence. For her direct, and roles declined media to my fans, and means media traditional, like journalism paper. In the face of what is called alternative journalism, which has become a meeting place. A big problem in a for communities due to the spread of journalism technology. The alternative (Abu Rashid, 2020, 88).

Types of Contents of a Journalist in Alternative Journalism

Media content is a mirror that reflects the issues, problems, intellectual trends, positive and negative behaviors, customs, and traditions that exist in society. Positive media content contributes to helping individuals change their wrong traditions, customs, and behaviors, and adopt socially desirable ideas and behaviors, as the content contains principles and skills that provide and promote ideas and behaviors that are beneficial to society. It can also be one of the negatives of the cultural media invasion that contradicts the principles of society, and it can be a means of rapprochement between peoples (Al-Sharif, 2004, 34).

There are many types of media content on media sites and others. Examples of this include (Abdul Khaliq, 2020, 75-87): photo clips, video clips, news stories, news alerts, blogs, articles, and public sites based on group participation, Twitter, Facebook, YouTube, news groups, polls, and other forms that have become very popular with viewers (Al Saud, 2015, 384).

The media contents in alternative journalism are highlighted through the following points (Junaid, 2003, 57):

- Every individual is a seeker of information, and every individual can become a source of news and information.
- Dissemination of information from the individual to the group and dissemination of information from all to all.
- Having a special editorial policy so that the news is accurate and relevant to current events.
- Democratic participation, whereby individuals are not subject to any party.
- Disseminate various news in a clear and smooth manner.
- Providing relevant information and spreading the point of view on the subject.
- Ability to use pictorial skills and the skill of using words and picturing them.

Challenges of Alternative Journalism

Alternative journalism has many advantages, and despite the multiplicity of these advantages, alternative newspapers, like other media outlets, face many challenges and difficulties that often hinder their work. The most important of these challenges are (Al-Labban, 2015, 67):

- There is modesty in the numbers of those who use the Internet in Arab countries, as most of these users are young people, and the country with the highest usage is the youth category.
- The existence of new skills that have been introduced to this profession, as alternative journalism cannot be practiced with the same old skills that prevailed in print journalism, as the alternative journalism editor deals with multi-media environments and multiple service categories, and from here he must have skills in dealing with the Internet and computers.
- There are problems in financing, as there is no internal support behind alternative press sites, and a large number of companies are not convinced to advertise via the website, as there is a lack of trust between the Internet and the Arab teacher, and this poses major challenges to alternative journalism.
- The lack of foreign language versions is a factor in the lack of alternative journalism in the West.

Applied framework of the study

Data Collection Tool

The researcher relied on the questionnaire method as a basic tool for collecting data, especially to know the opinions and trends of the research sample for whom the Iraqi issue is a priority. It consisted of four parts::

- Part One: Includes demographic information of the sample.
- Part Two: It included four questions about alternative journalism.
- Part Three: It included eight questions related to content production.
- Part Four: It included six axes whose answers depended on a five-point Likert scale. The questionnaire's reliability was tested through it.

Questionnaire Reliability

The stability of the questionnaire was verified, as the results in the following table show that Cronbach's alpha recorded a percentage higher than the acceptable percentage (0.66), and Table No. 1 shows the details of the test at the level of the questionnaire as a whole and the partial level:

Table No.1Questionnaire Reliability

valueCronbach's Alpha	Number of questions	Axes
0.753	4	The extent of integration of alternative journalism with traditional journalism
0.788	3	Content production in alternative journalism
0.766	4	The method used by alternative journalism and citizen confidence in media content
0.839	4	The future vision of alternative journalism
0.875	5	Legislation and Ethics for Alternative Journalism
0.826	4	Technological techniques used in alternative journalism
0.944	24	Total questionnaire phrases

Demographic variables of the research sample

Table No. 2 shows the distribution of the sample of participants according to their personal data, including gender, age group, academic qualification, specialization, and some other personal questions for the research sample. For the component From 300 Iraqi journalists:

Table No.2 Distribution of Sample Members According to Gender

Percentage	Repetition	Level	variable
66%	198	Male	Gender
34%	102	feminine	
100	300	the total	
43%	129	25- 35 years	Age group
38%	114	36- 46 years	
19%	57	47 years and over	
100%	300	the total	
5.33%	16	diploma	Academic qualification
54%	162	Bachelor	
32.33%	97	Master's	
8.33%	25	PhD	
100%	300	the total	
51.0%	153	Journalism and Media	Specialization
21.7%	65	Radio and television	
27.3%	82	Other	
100%	300	the total	
15.0%	45	Head of Department	the job AFor journalist
12.7%	38	editor	
23.3%	70	Journalist	
12.3%	37	citizen journalist	
5.7%	17	professional	
18.7%	56	Amateurs	
12.3%	37	Other	
100%	300	the total	
29.0%	87	Less than two years	Professional experience
24.3%	73	From 2 years to less than 5 years	
46.7%	140	5Years or more	
100%	300	the total	
26.0	78	I did not receive	Number of training courses you have received in the field of journalism
17.7	53	One cycle	
16.0	48	Two sessions	
40.3	121	Three or more courses	
100	300	the total	

It is clear from the previous table that the male category, which represents 66%, is more than the female category, which represents 34% of journalists. AFor Iraqis. It was found that the majority of the research sample members were between the ages of 25 and less than 35 years, and their percentage was estimated at (43%), and their number was (129) individuals from the sample..

As for the academic qualifications of the various sample members, it was found that the majority of Iraqi journalists are bachelor's degree graduates, estimated at 54% (162 individuals). It was also found that the majority of the sample members of Iraqi journalists specialize in journalism and media, estimated at (51%)

and their number is (153 individuals). As for years of experience, it was found that (46.7%) of the sample have more than five years of practical experience in their specialty, and their number is (140 individuals). It was found that the majority of the research sample members received more than three training courses in the field of journalism, estimated at (40.3%) and their number is (121 individuals).

Description and analysis of field work results

Analysis of Sample Vocabulary Opinions About Alternative Journalism

The following tables represent the results of evaluating the sample items for alternative journalism through four questions:

Table No.3. It Shows the Sample's Answers About What Distinguishes Alternative Journalism from Traditional Journalism.

ratio%	Repetition	In your opinion, what distinguishes alternative journalism from traditional journalism?
17.2%	113	The Iraqi public's feeling of the lack of independence of traditional media
22.9%	151	The interactive role provided by alternative journalism
7.8%	51	Blackout and concealment of information in traditional media
26.9%	177	Freedom through the Internet and modern means of communication
23.4%	154	Speed of news delivery
1.8%	12	All of the above
100%	658	the total

The information above shows and According to answers The sample: (26.9%) find that the most prominent feature that distinguishes alternative journalism from traditional journalism is freedom via the Internet and modern means of communication, and their number is 177 individuals.

Table No.4: It Shows the Sample's Answers About the Satisfactions Achieved by Alternative Journalism.

ratio%	Repetition	The gratifications achieved by alternative journalism
35.7%	107	Express yourself freely
41.3%	124	Interaction and keeping up with developments
23%	69	Participation in the media industry
100%	300	the total

The information above shows and According to answers The sample found that (41.33%) find that interaction and keeping up with development are the most important satisfactions achieved by alternative journalism, and their number is 124 individuals.

Table No.5It Explains the Reasons for The Transformation of The Citizen from A Recipient to A Producer

%	Repetition	Reasons for the transformation of the citizen from a recipient to a producer
32.3%	97	Freedom of expression and publication
16%	48	Lack of control
8.3%	25	Hide identity

15%	45	Freedom of expression and publication and lack of censorship
8.7%	26	Freedom of expression, publication and anonymity
2%	6	Lack of control and anonymity
17.7%	53	All of the above
100%	300	the total

The information above shows and According to answers The sample found that (32.33%) find that the most important reason for the citizen's transformation from a recipient to a producer is freedom of expression and publication, and their number is 97 individuals.

Table No.6It Shows the Sample's Answers About the New Forms of Journalistic Arts That Alternative Journalism Relies on

%	Repetition	What are the new forms of journalistic arts that alternative journalism depends on?
27.1%	181	Interactive form
7.3%	49	The form that depends on the slide show
20.2%	135	Live chat
8.5%	57	Side stories
13.6%	91	Interactive multimedia format
15.6%	104	Audio stories
6.0%	40	Narrative presentation using slides
1.7%	11	All of the above
100%	668	the total

The information above shows and According to answers The sample found that (27.10%) find that the most prominent form of innovative journalism on which alternative journalism depends is the interactive form, and their number is 181 individuals (noting that more than one answer was chosen for the question).

Analysis of Sample Members' Opinions on Media Content Production

The following tables represent the results of evaluating the sample vocabulary for content production through eight questions:

Table No.7It Shows the Answers of The Research Sample Individuals Regarding the Most Important Source That Alternative Journalism Relies on To Obtain Information to Produce Content.

%	Repetition	What is the most important source that alternative journalism relies on to obtain information to produce content?
32.7%	98	Eyewitnesses
33%	99	Social networking sites
25%	75	News agencies
5.3%	16	Networks
3.7%	11	TV channels
.30%	1	Traditional newspapers

100%	300	the total
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The previous table shows that the most important source that alternative journalism relies on to obtain information to produce content is social networking sites, as it was repeated 99 times, representing (33%) of the answers.

Table No.8 It Shows the Answers of The Research Sample Members About How Alternative Journalism Deals With The Information Sent From These Sources.

%	Repetition	How does alternative journalism deal with information sent from these sources?
20.3%	61	Publish it as is
62.7%	188	Publish it after review and editing.
16%	48	Excerpts from it are published.
1%	3	Don't post it
100%	300	the total

The previous table shows that (62.67%) of the research sample individuals consider that the information sent from the previous sources is dealt with by the alternative press by publishing it after review and editing.

Table No.9 It Shows the Answers of The Research Sample Members About Who Are the Majority of Those Who Produce Content in Alternative Journalism.

%	Repetition	Who are the majority of those who produce content in alternative journalism?
38%	114	Journalists
18.7%	56	Volunteers
36%	108	Amateurs
7.3%	22	Professionals
100%	300	the total

The previous table shows that the majority of those who produce content in alternative journalism are journalists, as it was repeated 114 times, representing (38%) of the answers.

Table No.10 It Shows the Answers of The Research Sample Members Regarding the Most Important Contents That Alternative Journalism Focuses On.

%	Repetition	What are the most important contents that alternative journalism focuses on?
28.2%	214	Politics
20.3%	154	Social
9.1%	69	Cultural
9.6%	73	Prohibited issues
12.9%	98	Human rights
17.0%	129	Entertainment and amusement
2.6%	20	All of the above
0.3%	2	Other
100%	759	the total

The previous table shows that the most important content that alternative journalism focuses on is political content, as it was repeated 214 times, representing 28.19% of the answers (noting that more than one answer was chosen for the question).

Table No.11 It Shows the Answers of The Research Sample Members Regarding Which of The Previous Contents They Follow the Most

%	Repetition	Which of the above contents is most followed by the Iraqi public?
63.7%	191	Politics
9.7%	29	Social
3.3%	10	Cultural
8.0%	24	Prohibited issues
3.3%	10	Human rights
12.0%	36	Entertainment and amusement
100%	300	the total

The previous table shows that (63.7%) of the research sample members find that the most frequently followed previous content is political content.

Table No.12 It Shows the Answers of The Research Sample Members Regarding the Most Important Forms of Content Published by Alternative Journalism

%	Repetition	What are the most important forms of content published by alternative journalism?
24.5%	171	the pictures
30.5%	213	Videos
7.3%	51	Articles
19.9%	139	News
3.3%	23	Journalistic editing
5.7%	40	Journalistic investigations
6.9%	48	Interviews
1.9%	13	Other
100%	698	the total

The previous table shows that (30.5%) of the research sample members consider that the most important forms of content published by alternative journalism are video clips, which were repeated 213 times (taking into account that more than one answer was chosen for this question).

Table No.13 It Shows the Answers of the Research Sample Members Regarding the Most Influential Form of the Previous Forms on the Iraqi Public

%	Repetition	Which of the above forms has the most influence on the Iraqi public?
14.7%	44	the pictures
60.7%	182	Videos
1.7%	5	Articles
15.7%	47	News
1.0%	3	Journalistic editing
4.7%	14	Journalistic investigations
1.7%	5	Interviews
100%	300	the total

The previous table shows that (60.7%) of the research sample members find that the most influential form of the previous forms on the Iraqi public is videos.

Table No.14 It Shows the Answers of The Research Sample Members About the Nature of The Target Audience in Alternative Journalism.

%	Repetition	What is the nature of the target audience in alternative journalism?
25%	75	Youth
10.3%	31	Officials and politicians
64.7%	194	General public
100%	300	the total

The previous table shows that the majority of the research sample members' answers regarding the nature of the target audience in alternative journalism are the general public, at a rate of (64.67%).

Descriptive analysis of the results of the fourth part of the questionnaire related to the axes

The first axis: The extent to which alternative journalism is distinguished from traditional journalism

Table No.15 Descriptive Analysis of The Axis Paragraphs

Rank	Orientation	Standard deviation	Arithmetic mean		T
4	OK	0.901	4.01	Alternative journalism is a source of traditional media.	.1
3	Strongly agree	0.787	4.27	Alternative journalism includes more scoops than traditional journalism.	.2
1	Strongly agree	0.715	4.38	Alternative journalism offers greater freedom than traditional journalism.	.3
2	Strongly agree	0.824	4.30	Alternative journalism is a major competitor to traditional journalism.	.4
OK Very much		0.613	4.24	The general arithmetic mean of the excellence axis Alternative journalism to traditional journalism	

The above data indicate that the average For my account A For the year of excellence axis Alternative journalism to the press For traditional It reached (4.24) of the total scale area, with a standard deviation of (0.613), which indicates that alternative journalism is highly distinguished from traditional journalism, from the respondents' point of view.

The second axis: Content production in alternative journalism

Table No.16 Descriptive Analysis of The Paragraphs of The Second Axis

Rank	Orientation	Standard deviation	Arithmetic mean		T
1	Strongly agree	0.755	4.31	Alternative journalism focuses on media content that is attractive and exciting to the audience.	.1
2	Strongly agree	0.744	4.29	Alternative journalism is characterised by its immediacy and current nature in publishing events.	.2
3	OK	0.805	4.04	Alternative journalism contributes to shaping concepts and building attitudes for the recipient.	.3
OK		0.643	4.21	The general arithmetic average of the content production axis in alternative journalism	

The above data indicates an average of 4.21 for my account. For the year of production axis, the health of the alternative reached (4.21) of the total scale area, with a standard deviation of (0.643), which indicates that the level of content production in alternative journalism is high from the respondents' point of view.

The third axis: The method used by alternative journalism and the citizen's confidence in media content

Table No.17 Descriptive Analysis of The Paragraphs of The Third Axis

Rank	Orientation	Standard deviation	Arithmetic mean	Phrase	Phrase number
1	Strongly agree	0.781	4.31	Photos and videos contribute to the credibility of alternative journalism.	.1
2	Strongly agree	0.822	4.20	Methods of producing content that is more exciting and attractive to the recipient	.2
3	OK	0.855	4.04	Content production methods satisfy the reader's desire to receive news	.3
4	OK	1.090	3.57	The citizen journalist is committed to professional standards in producing media content.	.4
OK		0.686	4.03	General arithmetic mean of the third axis	

The above data indicate that the average for my account. For the year, the axis of the method used by alternative journalism and the citizen's confidence in media content. It reached (4.03) of the total scale area, with a standard deviation of (0.686), which indicates that the level of citizen confidence in the media content is high through the method used by alternative journalism, from the point of view of the respondents.

Fourth axis: The future vision of alternative journalism

Table No.18 Descriptive Analysis of The Paragraphs of The Fourth Axis

Rank	Orientation	Standard deviation	Arithmetic mean	Phrase	Phrase number
2	OK	0.890	4.08	Alternative journalism will outperform traditional journalism in content production.	.1
4	OK	0.969	3.94	Alternative journalism will strengthen democracy.	.2
3	OK	0.890	3.99	In the future, the production of media content will be the responsibility of the citizen journalist.	.3
1	OK	0.863	4.11	Technological inevitability contributes to the decline of traditional media and the growth of the phenomenon of alternative journalism.	.4
OK		0.741	4.03	The general arithmetic mean of the fourth axis	

The above data indicate that the average for my account. For the year, the axis of the future vision of alternative journalism amounted to (4.03) of the total scale area, with a standard deviation of (0.741), which indicates that the level of the future vision of alternative journalism is high from the respondents' point of view.

Fifth axis: Legislation and ethics for alternative journalism

Table No.19Descriptive Analysis of The Axis Paragraphs The fifth

Rank	Orientation	Standard deviation	Arithmetic mean		T
1	Strongly agree	0.724	4.24	The content produced in alternative journalism is bold and exciting.	.1
3	OK	1.070	3.55	The content produced in alternative journalism is characterised by credibility and accuracy.	.2
5	OK	1.110	3.45	Content produced in alternative journalism is subject to publishing standards and ethics.	.3
2	OK	1.038	3.60	The citizen journalist is independent.	.4
4	OK	1.045	3.45	The citizen journalist is characterized by objectivity.	.5
	OK	0.821	3.65	The general arithmetic mean of the fifth axis	

The above data indicate that the averageFor my accountAFor the yearThe axis of legislation and ethics for alternative journalism amounted to (3.65) of the total scale area, with a standard deviation of (0.821), which indicates that the level of legislation and ethics for alternative journalism is high from the point of view of the respondents.

Sixth axis: Technological techniques used in alternative journalism

Table No.20Descriptive Analysis of The Paragraphs of The Sixth Axis

Rank	Orien tation	Standar d deviat	Arithm etic mean		T
1	OK	0.684	4.44	Technical and technological development is the main reason for the emergence of alternative journalism.	.1
4	OK	0.876	4.12	Citizen journalists can fill the gap in event coverage through technological tools.	.2
3	OK	0.742	4.24	Modern technology contributes to creating new patterns of communication messages.	.3
2	OK	0.746	4.33	Immediacy, speed of feedback and interaction with the communicator are the factors that enrich alternative journalism.	.4
	OK	0.620	4.28	General arithmetic mean for the sixth axis	

The above data indicate that the averageFor my accountAFor the yearThe axis of content production in alternative journalism amounted to (4.28) of the total scale area, and the standard deviation was (0.620), which indicates that the level of content production in alternative journalism is high from the point of view of the respondents.

Hypothesis Testing

The first hypothesis:There is a significant relationship between the most important source that alternative journalism relies on to obtain information to produce content and how it deals with the information sent from those sources.

Table No.21Chi-Square Test to Test the First Hypothesis

chi-square test	
Moral significance	chi-square value
0.000	47,760

It is clear from Table 21 that the value of chi-square reached 47.760, which is d.Machine at levelThe significance is less than 0.05; therefore, the validity of the first hypothesis was confirmed, which is the existence of a statistically significant relationship between the most important source that alternative journalism relies on to obtain information to produce content and how it deals with the information sent from those sources.

The second hypothesis:There is a significant relationship between the content most followed by the Iraqi public and the nature of the target audience in alternative journalism.

Table No.22Chi-Square Test to Test the Second Hypothesis

chi-square test	
Moral significance	chi-square value
0.381	10.708

It is clear from Table No. 22 that the value ofchi-square 10.708, which is not significant at a significance level of less than 0.05; therefore, the second hypothesis was rejected, i.e. there is no statistically significant relationship between the content most followed by the Iraqi public and the nature of the target audience in alternative journalism.

The third hypothesis:The style used by alternative journalism affects citizens' trust in media content.

Table No.23One Sample Test to Test the Third Hypothesis

Single sample test			
Test value = 3			
Morale level	Level of freedom	T value	Paragraph
.000	299	29.113	.1
.000	299	25.287	.2
.000	299	21,000	.3
.000	299	9.109	.4
.000	299	26.021	The method used by alternative journalism and citizen confidence in media content

It is clear from the single sample test that the significance level for all paragraphs of the third axis and the general average of the axis is (0.000), which is smaller than the significance level (0.05). This confirms the validity of the third hypothesis, which is that the style used by alternative journalism affects the citizen's confidence in the media content.

The fourth hypothesis:There is a significant impact of content production in alternative journalism on the future vision of alternative journalism.

Table No.24 Simple Linear Regression Test for The Fourth Hypothesis

Coefficient of determination value R ²	Correlation coefficient value R	Sig.	value F	The model
0.524	0.724	0.000	327.416	Content production in alternative journalism

It is clear from the test results that the value of (f) The calculated value reached (327.416) at the significance level (0.00) and with confidence limits (0.95%), i.e. there is an explanation for (production of content in alternative journalism) in (the future vision of alternative journalism), this proves the validity of the hypothesis, as the correlation value reached (72.4%), which is a strong positive correlation between the two variables, and the interpretation value reached (0.524), i.e. production of content in alternative journalism explains 52.4% of the change in the future vision of alternative journalism.

Results

- The most important thing that distinguishes alternative journalism from traditional journalism is that it is Traditional "freedom" Through For the Internet And means A To contact A For modern This indicates the depth of culture. For interrogators And Their specialty.
- The most important forms of For arts A For journalist A which the press depends on The alternative is "shape a". For my interaction A And then "chat" A Beard" Secondly, And In that D Lalla A I The importance of alternative journalism Which allows the form A For my interaction And Contact From one individual to another the Oh, group, and From the group of E I And for other purposes, which may be personal or public, as this For the form means interaction Between sender and recipient, In case of equality between For both parties allowing Through alternative journalism and through A To chat A Beard to turn A For citizen From recipient to producer, where it is done through For interaction And Chat A Beard swap A For roles A Free communication D And no interference or influence From anyone, or from any other sources, or external forces.
- Alternative journalism does not publish information. Which sites send A To communicate A I am not social After reviewing it and Edit it, And This enhances the status of journalism. The alternative, And He increases From trust For its citizens, And depend on it In receiving For news, And information, And Documents.
- Alternative journalism relies on citizen journalists who do the work of To edit; because the published contents must be D Minute And related to events A For objectivity, And It features the shortest How much For speed In a To precede A For a journalist, While the contents of the rest of the For people From volunteers, and Amateurs, Professionals may be subject to political convictions, unlike the media. For communication A For traditional.
- The most important content that alternative journalism focuses on is political, followed by social, then entertainment, and amusement, which requires that the alternative newspaper's news be reliable and show right and wrong. Political news constitutes the highest percentage of media attention, especially in news coverage, which requires special preparation and training.
- It is For contents A For politics She is one of the most For contents A Who is following it? The public To Iraqi then A For issues A Forbidden And After that A For culture And rights A For a human being, because he is In the light of that For a managed policy A For life A Economic And Social And rights A For human And Something like that, because Iraq has And special situation After For tribulations And This is what the press focuses on. The alternative.

Recommendations

- Providing room for conducting in-depth studies on the forms of art that alternative journalism needs to break the restrictions to create an Iraqi citizen who is not affected in the formation of his personality, orientations, ideas and principles.
- Preparing and training journalists and providing them with cultural dimensions and knowledge of international laws and international humanitarian law that protects the human rights of all people without discrimination.
- Reviewing the legislation and laws that govern and regulate freedom of the press and media in Iraq, and providing some margins of facilities to enable journalists to perform their role in serving society away from political and legal pressures. This will encourage them and raise their media output on social, political, and economic issues.

A Dependence Journalists For Iraqis The latest For technologies A For advanced In the field of To advertise And Media Through networks To communicate A For social A For the purpose of Building an educated generation A good citizen who is proud of his belonging to his country, And His environment, And Together

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