

The Content of Media Message and Digital Media – Al-Jazeera Media Network as a Model

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Abstract

This study aimed to identify the relationship between digital media and the content of the media message and identify the effects of digital media on the content of the media message. The research problem lies in identifying the consequences of digital media on the media message. After defining the problem, several questions were raised, the most important of which are: What are the foundations of acquaintance between civilizations and the challenges that limit them? And what is the impact of digital media on the acquaintance between civilizations? The study followed the descriptive analytical approach using a sample of digital media experts. The sampling consisted of 90 experts and specialists in media in Sudan and Al-Jazeera News Network. The study revealed several findings; the most important of which is the effect of digital media on the content of the media message. The newsletter was the most important message envisaged by the digital media as mentioned by the participants, followed by research and studies, whereas building private relationships was the least expected message from digital media. Consequently, the study recommended that the user of social media should raise the level of morality, especially in communicating with those who differ from him/her ethnically and religiously, and realize that diversity is the truth, so he/she must focus on introducing his/her idea away from refuting the ideas of others.

Keywords: digital media, media message, media message content, new media.

Introduction

Today's world is experiencing changes that are almost against the concepts and lifestyle of previous years, and these changes are led by the media and communication to form a new mind that is different cognitively, emotionally, and behaviorally from previous generations. Indeed, the individual almost confronts the media sweeper

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represented by the digital media and its means used to broadcast the media message. More specifically, digital media has witnessed important challenges that human civilization has absorbed, and its means have been employed to keep pace with the development of modern technology in creating new distinguished patterns of content that attract the attention of the recipient. That is, digital media is an essential factor of civilization, and it is the rapid pace that characterizes technological developments and transformations. What this field witnessed has been an effective element in revitalizing humanitarian and civil initiatives at their various economic, social, and scientific levels, thus establishing and paving the way for a new and different future for human civilization within the framework of what is termed as the global village, whereby the digital revolution has exceeded. Consequently, the world has become like a single soul; if one part complains of it, the rest of the body responds to it with sleeplessness and fever. This reality has resulted in huge changes in the media process, as the new media represented by the digital media has led to the digitization of all media operations, thereby forcing the various media to make major and steady changes in their media operations. This change was reflected in the content of the media message. Therefore, this study aims to identify the digital media and its impact on the content of the media message content.

Literature Review

Media experts define the media process as how the process of communicating with the masses takes place. These means are characterized by the ability to deliver messages at the same moment and quickly to a wide audience of different trends and levels and with their ability to convey news, information, entertainment, opinions, and values and the ability to create public opinion and develop trends and patterns of behavior which were not available to the target audience. Among these means are the press, radio, television, cinema, book, public relations, audio, and video recordings, the Internet, and many others (Abu Asbaa, 1999, p. 27).

Nowadays, the world is living in the age of information and openness to the other everywhere, and with the spread and diversity of media broadcasting, as well as the ease and cheapness of obtaining them, it has become possible to reach larger numbers of people, especially through the Internet and satellite channels. More specifically, the Internet has been widely used since the beginning of the nineties of the last century, and an example of this openness was what the American John Perry Barlow explained. Imagine discovering a so vast continent, whereby its dimensions may be infinite, and imagine a new world with more resources than we can consume, and more

opportunities than we can exploit, and unique quality of real estate that expand and increase whenever we own them. Further, imagine a place where there are no traces of aggressors; a place where goods are stolen with endless times while remaining in the possession of their original owner. Besides, imagine a place where there are works you have never heard of; a place where children feel at home, and a place where physics is more connected to thought than to things (Smith & Tim, 2009, p. 18; Hiep et al., 2021; Noordzy & Whitfield, 2021).

First: The concept of digital media:

The information revolution that the world is experiencing at present represents one of the most important stages of major historical development in the history of humanity. This information revolution has brought about major changes in the media industry and patterns of information consumption, production, dissemination, and sharing of their contents. This great development has led to the division of the media sector into two fields. The oldest one is the traditional media, which includes newspapers, magazines, radio, and television, whereas the latest one is the new media, which is based on communicating information through the Internet and mobile phones. However, separating between these two fields in terms of media reality has become very difficult, as the traditional media mainly depends on the new media. Besides, it has become difficult to classify the current media organizations as traditional ones. Based on the point of view of the traditional media, we find that they have adopted modern technologies, whereby they have become dependent in all their production processes of the media message on technological means, and they have benefited greatly from social media in communicating their media messages (Abubakari, 2021).

Also, man has been interested in developing the media to reveal his innate instinct. Over the past centuries of human history, man's attempts to develop the tools he uses to express his opinions and ideas and inform those around him have not stopped. Tracing the development of the tools and media used by man in media and communication can show clearly the strength of that innate instinct that enabled man to develop his media tools remarkably since the first man engraved on the walls of caves through the ancient Egyptians' use of the pictorial hieroglyphic language and the use of papyrus.

Until that date, the text and the fixed image engraved and drawn, as well as the human voice, were the elements and components of the media and communication procedure in that era, and they remained so and did not change until the advent of the era of the machine and printing. Then the computer, the telephone, and the Internet, and at every discovery, the man was in a new era with the new media. This is

what makes the researcher confirm that the concept of new media is a historical evolutionary fact. However, the name given to the current new media is attributed to the great technical and communication developments that took place in a few years compared to the development that happened to the previous media that took tens, hundreds, and thousands of years. Consequently, these have led to a breakthrough and a major qualitative development in all means of life in general, and the nature and work of the media in particular, which can be called the "media revolution".

Linguistically, the media in language refers to the news and it is said that a person told the news, meaning that he told it, and the media is reporting and communicating information and news. Consequently, digital media can be termed as the media that depends on the use of computers in the production, storage, and distribution of information, and is characterized by its connection to the Internet, computer, and mobile devices, and integrating traditional media after adding the digital and interactive feature (Al-Essani, 2013, p. 65).

Despite the multiplicity of terms and definitions that tried to describe the phenomenon of using the Internet as media and a tool, there is almost an agreement on the distinction of digital media with modern and different characteristics that distinguish it from traditional written, read, and visual means, and it also differs in its freedom from the restrictions of the monopoly of media agencies, whether public or private alone to disseminate news and information. This does not mean that digital media is developing in isolation from the media in its traditional form, but at the same time, it represents a stage of development in the field of media in general.

Digital media is defined as the use of Internet technology in the broadcasting and exchange of news, information, and communication through electronic devices connected to the Internet for social, cultural, political, and media communication.

Sheikhani defines it as the media of the information age which was the result of merging two prominent phenomena in this era known as the phenomenon of information explosion, and the phenomenon of communication, which is the media that depends on the use of computers and remote communications in the production of information and entertainment, storage and distribution. This characteristic is the process of providing information sources and entertainment to the public easily and at low prices (Sheikhani, 2010, p. 8). Sheikhani focused in defining digital media based on the phenomena that led to its emergence represented in the abundance of information through the development of means of communication, and she demonstrated the role of technical operations represented by computers and communication devices in forming this phenomenon.

Thus, we find that her definition was characterized by a purely technical dimension, neglecting the media and humanity aspects clearly.

Second: The characteristics of digital media:

1) Interactivity:

This feature only distinguished the confrontational forms of communication, whereas mass communication lacked it completely. In this regard, interactivity means the end of the concept of linear or one-way communication from the sender to the recipient, which characterized the collective, mass, and cultural communication based on the traditional mass communication.

2) Variety:

The development and multiplicity of digital innovations in communication, as well as increasing the high capacity for storage and availability of the communicative content have led to a diversity in the elements of the communicative process, which provided the recipient with greater options to employ the communicative process in line with his needs and motives for communication.

3) Integration:

The Internet represents a communicative umbrella that combines communication systems and forms, various digital means, and content in its forms and functions in one system that provides the recipient with multiple options in an integrated framework. While being exposed to media materials, the individual can choose from among them what he considers required for storage, printing, recording on CDs, or re-sending them to others by e-mail. More specifically, the digital system with its innovations provides methods of displaying, availability, and means of storage in an integrated manner during the time of exposure to the Internet and its multiple sites (Abdul Hamid, 2007, p. 33).

4) Individuality

Digital communication increases the value and distinction of the individual when its multiple programs and protocols provide a large number of options that give the communication parties greater freedom to roam, choose, use and evaluate the benefit of the communication process. This raises the importance of the individual and his/her value, whereby the distinction is made initially between the individual's needs for the communication process and the special abilities of the parties to the communication process, thereby resulting in the distinction in the actual gain of the parties to the communication process at any of its levels.

Third: Types of digital media:

1) Digital broadcasting:

Radio is the first electronic means of communication that appeared in the world in the twenties century, and despite the superiority of television as a means of entertainment, radio still exercises its authority, influence, and ability to overcome geographical and natural political barriers. Besides, radio can reach all segments of society, especially the illiterate, the elderly, children, the educated individuals, and isolated areas because of the "listening revolution" that was achieved with the discovery of the radio, which many people could obtain it (Al-Hashemi, 2012, p. 20.).

2) Digital TV:

The development of characteristics and capabilities for improving the sound and image in television displaying to reach the level of high-capacity television has been associated with the development of the digital systems. The most aspiration of experts in the field of improving sound and image clarity is to increase the number of screen lines in analog broadcasting to more than 480 lines to increase the clarity of the image and eliminate the noise factors that appear with the image during the display and provide more details. This led to 1080 lines in addition to the sound system used in cinema and digital video at that time, thus allowing us to call it "High Capacity Television" because of these abilities.

As for digital television, it added to these capabilities the characteristics offered by digital systems, whereby the change from analog to the digital system led to an increase in the accuracy of details by dividing into pixel points and presents viewing that is closer to reality with its details and more exciting (Abdul Hamid, pp. 184-185).

3) Newspapers and electronic newspapers websites:

The Internet imposed itself as a new media medium for what was written by the media and imposed radical changes in its traditional concept, as it developed the individual's relationship with his/her surroundings, especially the relationship of the communicator with the recipient, whereby the latter has become in a constant interaction with the media texts and even the medium communicating this text.

In this regard, the digital media expresses a stage of technological development in the means of communication that depend on electronic media to provide the masses with news and information. However, digital media does not mean merely replacing old means (printed newspapers) with modern means (computer), the issue involves all parts of the communication process, including the means,

the message, the sender, the receiver, and the feedback (Amin, 2007, p. 91.). Thus, the electronic media is considered a content that is issued and published on the international network, such as electronic versions of newspapers or a summary of the most important contents, or original electronic magazines and newspapers that do not have regular paper-based editions (Al-Labban, 2005, p. 123).

Fourth: Digital Media:

1) Social media sites:

The social media sites have led to abolishing the distances between peoples, as well as the borders, thus resulting in cultural integration and interaction, and this type of communication between people is called (social media), and these networks were numerous and accounted for a wide audience of recipients. As a result of the growing phenomenon of globalization, the concept of new media "social media" has emerged as a concept based on the dynamic interactive media that combines text, sound, and image in one file, in which the reader, the recipient or the public in general participate instead of being a receiver of the media message only and is influenced by its content. Consequently, technological development has played an active and important role in adding what is known as interactivity to this type of media, so the beneficiary (the public) could interact with the media presentation, read it and comment on it. Further, this beneficiary sometimes becomes the maker of the news items, text, image, and commentary, and then he/she has become a real participant in the media work.

Among the most important new media tools are social media sites on the Internet, whereby the most important of which are Facebook, Twitter, and WhatsApp, which were able to create a media different from the traditional one in terms of displaying, interaction, and speed of news communication and supporting it with a lively expressive image. In emergency circumstances and global events, these networks were able to interact with these events all the time, delivering the events instantly since their occurrence in their place. This transmission of news is accompanied by so amazing speed that traditional media cannot keep pace with it in any way and under any circumstances. Undoubtedly, the new media performs well-deservedly the task of promoting the cultural values of globalization and spreading them in different regions of the world. In other words, the new media can achieve the endeavors of globalization to standardize the culture of peoples, and it can embody the aims of the Western media through Facebook, Twitter, and WhatsApp, which many writers and specialists consider as a means of spreading the values of Western globalization with merit, and achieving its goals, especially in the cultural field. Consequently, it has become the vehicle that transmits several

cultures and values, behavioral patterns and implications for multiple recipients all over the world, easily and at low cost (Badran, 2010, p. 83).

2) Blogs

The singular form of blogs is a spider blog written in a journalistic style and is arranged chronologically from the newest to the oldest, accompanied by a mechanism for archiving old entries. Each entry has a permanent electronic address that does not change from the moment it is published on the network. Besides, the blog is similar to an electronic newspaper, but it is different since the published materials in the blogs are organized in an ascending chronological order so that the most recent information is the first information that the beneficiary sees (Al-Wardi, 2007, p. 2.).

A blog is defined as a mini-newspaper edited by one or more bloggers on the web, consisting of various publications or limited to a particular area, and containing articles, research, or thoughts that are called periodic interventions. In most cases, they are arranged chronologically in reverse, i.e. the recent input comes at the head of the blog, followed by the rest of the blogs arranged chronologically based on the oldest ones.

3) Electronic websites:

Since the beginning of the emergence of computers and then the Internet, the whole world has witnessed the phenomenon of establishing electronic websites. As a result, government agencies and institutions have initiated designing their own sites, as well as profit and non-profit private companies and institutions began creating multiple sites that have attracted the attention of many visitors, especially e-commerce sites. In fact, these websites have become competing with state-affiliated websites.

The media, in its various forms, including satellite television, newspapers, magazines, publishing agencies, and research institutions, has booked its websites on the Internet. Besides, many individuals, especially the educated ones, such as poets, artists, and writers in general, have established their own websites to highlight their roles and publish their creativity as well as cultural and intellectual products.

The Internet is a group of websites that contain a huge amount of basic information in various fields and at all levels. The website usually consists of one page or several pages and contains a group of topics, videos, images, etc., and any user of the Internet can have access to these available sites at any time s/he wants so fast and can obtain the information from its main sources and anywhere in the world. In this

regard, a saying that Bell Gates has consistently repeated confirms the future of print journalism is represented by the use of the Internet (Khalifa, Social Networking Sites, 2016; Sumague & Briones, 2022). However, due to the limited studies that have been conducted on the effect of digital media on the content of media message, this study aims to address the following research questions:

- 1- What is the digital media?
- 2- What are the means of digital media and the expected messages from it? What are its disadvantages?
- 3- What are the effects of digital media on the content of media messages?

Research Methodology

This study used the descriptive, analytical and historical approach in choosing a sample of digital media experts and using some research tools, such as a survey, interviews, and observations.

Data Collection Methods

Secondary Sources: This study is based on some research tools in collecting information and data, namely scientific references, and specialized studies, such as books, references, dictionaries, periodicals, journals, theses, and interviews.

Primary Sources: The researchers used the following primary sources:

A) questionnaire: It was used as a main data collection method to survey the collective opinion of a sample of experts and specialists in media.

B) interview: the researchers conducted interviews with media experts and specialists working in Al-Jazeera news network.

Population of the Study

The population of the study consisted of media-related university colleges, media institutions, media-related research centers, and intellectual and cultural institutions. However, due to the multiplicity and diversity of the population of the study, it has become difficult to count them as individuals, and the researchers benefited from some conferences held in Sudan related to the subject of the study. Besides, the two researchers also made a scientific trip to the State of Qatar to benefit from Al-Jazeera's experience in this field, as well as the channel's experts and specialists in the field of media to strengthen and support the references and studies in this study. Consequently, it is difficult to enumerate the respondents of the study, but it can be

said that the sampling of the study included all the employees in media colleges, media institutions, research centers, and intellectual and cultural institutions.

Sampling of the Study

This study followed the random sampling represented in five categories as follows:

- 1- The first category: university institutions, whereby 20 questionnaires were distributed to them.
- 2- The second category: media institutions, whereby 20 questionnaires were distributed to them.
- 3- The third category: research centers, whereby 20 questionnaires were distributed to them.
- 4- The fourth category: intellectual and cultural institutions, whereby 20 questionnaires were distributed to them.
- 5- The fifth category: experts who are familiar with the issue and work in other institutions, whereby 20 questionnaires were distributed to them.
- 6- The researchers also visited Al-Jazeera's news network in Qatar, whereby 25 questionnaires were distributed to specialists and media experts working in Al-Jazeera's news network and its diverse sections.

Out of 125 questionnaires that were randomly distributed to the sample of the study, the number of returned questionnaires reached (95) questionnaires, representing (76%), whereas (5) questionnaires were excluded due to the lack of basic data in answering the items. Thus, the number of questionnaires that are valid for statistical analyses is (90) questionnaire representing 72% of the sample, which includes 125 individuals.

Distribution of the sample based on the study variables:

The sample of the study was characterized by several characteristics based on the variables included, and by analyzing the questionnaires that constitute the sample of the study, the distribution of the sample according to its variables is as follows:

Table 1. Frequencies and percentages related to the respondents of the study

Variables		Frequency	Percentage
Gender	Male	60	66.7%
	Female	30	33.3%
Age	Less than 30	6	6.7%

No. 90	From 30 to 40	23	25.6%
	From 41 to 50	31	34.4%
	More than 50	30	33.3%
Degree No. 90	Master	45	50%
	PhD	30	33.3%
	Professor	15	16.7%
Specialty No. 90	media	30	33.3%
	Political sciences	17	18.9%
	Strategic studies	14	15.6%
	Psychology	10	11.1%
	Sociology	8	8.9%
	Other specialties	11	12.2
Place of job No. 90	university	32	34.4%
	Media institution	28	31.1%
	Research centre	13	14.4%
	Cultural and intellectual institution	7	7.8%
	Other institutions	10	11.1%
Experience No. 90	Less than 5 years	12	13.3%
	From 5 to 10 years	16	17.8%
	More than 10 years	62	68.9%

Research Instrument

The questionnaire by which data and information were collected to answer the question items has been identified in line with the research design of the study.

The questionnaire passed through several methodological stages until it became applicable to the field in light of the validity and reliability that were carried out. These steps are as follows:

- 1) Determining the guidelines for selecting and designing the research instrument, and for this purpose, the following steps were carried out:
 - a. Determining the question items of the study to be answered and its objectives.
 - b. Determining the sample of the study, and the method used in the selection of the sampling.
 - c. Determining the definitions of terms and the variables included in the study.

2) Sources of developing the (questionnaire). In developing the questionnaire, the researchers depended on the following points:

- a. Reviewing previous studies related to the study and reviewing the theoretical framework of the various related studies.
- b. Taking advantage of some of the research instruments included in previous studies.
- c. The two researchers interviewed a number of experts concerned with media and civilizations, who contributed to developing the questionnaire and defining its fields.

3) Validity and reliability of the questionnaire:

* Face validity (through experts):

The questionnaire was sent to (6) experts from media specialists and other academics in the Sudanese universities to benefit from their feedback to check the validity of the research instrument.

Internal validity (using Pearson's correlation coefficient):

Table 2. Pearson's correlation coefficient of each item and the total questionnaire items

No	items	Section (Digital Media)
1	Blogs and Forums	*0.57
2	Electronic Newspapers	*0.59
3	Social media websites	*0.81
4	Satellite channel sites	*0.50
5	World radio websites	*0.72
6	News websites	*0.40
7	Leisure and entertainment	*0.63
8	Research and studies	*0.65
9	Building multi relationships	*0.65
10	Building private relations	*0.92
11	Spreading rumors	*0.86
12	Insulting public and legal persons	*0.92
13	Insulting religions and traditions	*0.89
14	Lack of credibility	*0.80
15	Fueling civil conflict	*0.89
16	Weakening the morals of societies	*0.86
17	Leisure robbery	*0.87
18	Family break-up	*0.80

19	Producing isolation and individuality among members of the same family	*0.87
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* Statistically significant at the significance level ($\alpha = 0.05$).

Results and Discussions

The following sections and tables present detailed explanations of the results for each one of the three research questions, respectively:

1) Exposure to digital media

Table 3. Frequencies, percentages, mean, standard deviation, and chi-square test for items of exposure to digital media

Item	Frequency	Strongly yes	yes	somehow	No	Mean	Standard deviation	Chi-Square test	Sig.
a.Blogs and Forums	%	20 %22.2	32 %35.6	29 %32.2	9 %10	2.7	0.92	14.26	0.003
b.Electronic Newspapers	%	27 %30	37 %41.1	19 %21.1	7 %7.8	2.93	0.90	21.46	0.000
c.Social media websites	%	49 %54.4	25 %27.8	15 %16.7	1 %1.1	3.35	0.79	54.53	0.000
d.Satellite channel websites	%	27 %30	37 %41.1	19 %21.1	7 %7.8	2.93	0.90	21.46	0.000
e.World radio websites	%	17 %18.9	22 %24.4	31 %34.4	20 %22.2	2.40	1.03	4.84	0.000
Total		140 %31.1	153 %34	113 %25.1	44 %9.8	2.86	0.90		

Based on Table (3), it is noted that 31.9% of the respondents of the study strongly agree to their exposure to all digital media, followed by 31% of those who agreed to be exposed to it, and this is followed by those who are exposed to it sometimes by 26.1%, whereas 11% are not exposed to all digital media. Based on the findings, the mean reached (2.86), which is located in the range (2.51-3.25), which is the range that expresses (yes) with a standard deviation of 0.90 which is less than the correct one, thus indicating the homogeneity of the answers of the respondents of the study. Besides, the significance value associated with the value of the chi-square is less than (0.05) for most of the items except for (e), which indicates that most of the items

are statistically significant. These results indicate the exposure of the respondents of the study to the digital media.

2) Expected messages from the digital media

Table 4. Frequencies, percentages, mean, standard deviation, and chi-square test for items of expected messages from the digital media

Item	frequency	Strongly Yes	yes	somehow	No	Mean	Standard deviation	Chi-Square test	Sig.
a.News websites	%	50 %55.6	26 %28.9	11 %12.2	3 %3.3	3.36	0.82	56.9	0.000
b.Leisure and entertainment	%	11 %12.2	23 %25.6	44 %48.9	12 %13.3	2.36	0.86	31.3	0.000
c.Research and studies	%	37 %41.1	32 %35.6	17 %18.9	4 %4.4	3.13	0.87	29.9	0.000
d.Building multi relations	%	11 %12.2	33 %36.7	32 %35.6	14 %15.6	2.45	0.90	18.0	0.000
e.Building private relations	%	10 %11.1	18 %20	39 %43.3	23 %25.6	2.16	0.93	19.9	0.000
Total		119 %26.4	132 %29.3	143 %31.9	56 %12.4	2.69	0.87		

Table 4. shows that 31.9% of the respondents of the study agreed to some extent on the total messages that are predicted in digital media, followed by 29.3% of those who responded by 'yes', then with a percentage of 26.4% of those who say 'strongly yes', whereas the lowest percentage represented by (12.4%) reported that no expected messages are obtained from the digital media. Besides, the results revealed that the mean reached (2.69) and it is located in the range (2.51-3.25), which expresses (yes) with a standard deviation (0.87) which is less than the correct one, thereby revealing the homogeneity of the responses of the respondents of the study. Further, the results indicated that the significance value associated with the chi-square value is less than (0.05) for all items. These results reveal that the respondents of the study express expected messages from the digital media.

3) What are disadvantages of the digital media?

Table 5. Frequencies, percentages, mean, standard deviation, and chi-square test for items of the disadvantages of the digital media

Item	frequency	Strongly yes	yes	somehow	No	Mean	Standard deviation	Chi- Square test	Sig.
a. spreading rumors	%	39 %43.3	32 %35.6	15 %16.7	4 %4.4	3.17	0.86	11.8	0.008
b. Insulting public and legal persons	%	26 %28.9	33 %36.7	22 %24.4	9 %10	2.84	0.95	16.4	0.001
c. Insulting religions and traditions	%	20 %22.2	23 %25.6	33 %36.7	14 %15.6	2.54	1.01	13.5	0.004
d. lack of credibility	%	23 %25.6	33 %36.7	30 %33.3	4 %4.4	2.83	0.86	3.3	0.343
e. fueling civil conflict	%	22 %24.4	29 %32.2	31 %34.4	8 %8.9	2.73	0.95	22.6	0.000
f. Weakening the morals of societies	%	24 %26.7	22 %24.4	28 %31.1	16 %17.8	2.60	1.06	8.4	0.038
g. Leisure robbery	%	30 %33.3	31 %34.4	22 %24.4	7 %7.8	2.93	0.94	7.6	0.055
h. family break-up	%	21 %23.3	21 %23.3	33 %36.7	15 %16.7	2.53	1.02	33.8	0.000
i. Producing isolation and individuality among members of the same family	%	25 %27.8	25 %27.8	31 %34.4	9 %10	2.73	0.98	38.2	0.000
Total		230 %28.4	249 %30.7	245 %30.3	86 %10.6	2.77	0.95		

Table 5. shows that 30.7% of the respondents of the study by 'yes' with the disadvantages of the digital media, followed by 30.3% by those who reported 'yes' to some extent, and followed by 28.4% by those who strongly agree, whereas the lowest percentage is by those who said no which reached 10.6%. Besides, the results showed that the mean reached (2.77) and it is located in the range (2.51-3.25), which

expresses (yes) with a standard deviation (0.95) which is less than the correct one, thereby indicating the homogeneity of the responses of the respondents of the study. Further, it is found that the significance value associated with the chi-square value is less than (0.05) for most of the items. These results demonstrate that what has been mentioned are considered disadvantages of the digital media.

Conclusions

This study aimed to examine the effect of digital media on the content of media message, whereby media experts were involved in the study, and the data collection was conducted by means of surveys, interviews, and observations. The main findings of the study revealed that the digital media has consequences on the content of the media message. Besides, it was found that the newsletter is one of the most important messages envisaged from the digital media, followed by research and studies, whereas building private relationships was the least expected message from the digital media. However, one of the most important disadvantages of digital media was spreading rumors and insulting public and legal figures. Consequently, the user of social media should raise the moral aspect, especially in the case of his/her speech with people who differ from him/her ethnically and religiously and understand that diversity is the truth. In other words, he/she must focus on introducing his/her idea away from refuting the ideas of other people. Practically, the Sudanese media could get benefits from the experiences of the leading regional channels such as Al-Jazeera in planning its media work in a way that merges the old means with the digital media to transfer the media process to the level of the aspirations of the receiving audience, which has become more distant from the Sudanese media. Though the present study is limited in terms of sampling and context, it could highlight the effectiveness of digital media and its impact on the content of the media message. Second, the digital media keeps pace with the changes in media work in a way that affects the content of the media message. Third, this study emphasizes the importance of developing the human element working in the digital media and providing it with continuous training and education and obtaining various types of digital knowledge since science is still the secret behind the progress, development, and growth of nations, and the establishment of the human civilizations. In order to obtain more comprehensive findings, it is necessary to conduct further studies in the field of media to study the implications, effects, and roles of digital media on various social, cultural, political, and economic aspects of life.

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