

Presenting the use model of mass communication media writers from internal and external social networks

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Abstract

The purpose of this research is to provide a model of the use of mass communication media writers from internal and external social networks. The current research is applicable in terms of purpose, and survey in terms of nature. The statistical population of the research includes 22,000 journalists of the country, 400 of whom were selected using a simple cluster sampling method. A questionnaire was used to collect research data. SPSS and PLS statistical software were used for data analysis. The findings of the research show that the content produced in mass communication media such as radio and television networks, news agencies, press and news bases cannot be published in the same way in social networks. In selecting and producing content for social networks, features such as novelty, attractiveness, user-friendliness, multimedia, speed of publication and professionalism should be considered. Also, the findings showed that radio and television networks do not fully use the capacity of foreign social networks; and news agencies, media and news bases do not pay enough attention to domestic social networks. However, it should be noted that the audience is present in all social platforms and the media should be effective in all these platforms. In the social networking section, some important parameters include the number of channels, the number of members, the number of posts, the number of views, the number of reposts and the number of likes. These parameters produce better content and increase the impact of content and news on the audience. Also, in interacting with the audience, factors such as gatekeeping, data mining, subject finding and observation should also be considered.

Keywords:

media writer,
social networks,
messenger,
press,
social media

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Extended Abstract

Introduction

In recent years, despite the decrease in the penetration and circulation of official and traditional media, the penetration and expansion of social networks and media based on virtual space has increased in the country in such a way that according to the reports of the National Center of Virtual Space of the country and the research conducted in Iran's data mining centers, more than 71% of Internet users in Iran are members of one or more social networks, which means that more than 60 million Iranian citizens use social networks. This information is also confirmed by the data published in the world geographical map based on the Russian marketing source on the linkfluence website (Mashreq News base, 2023). Surveys and observations show that most of the country's mass media have joined hands with networks and social media to compensate for this loss of audience. For example, almost all media in the country have created official pages and accounts on social media and republish their content on these pages and channels, or some media such as radio and television use these media to interact with their audience and make their media attractive. Surveys show that most of the influential channels and pages of networks and social media in Iran are launched and managed by individuals or groups who are not professional media or media writers and are not familiar with the principles and techniques of professional media writing. According to the above, the main research question is: What is the model of mass communication media writers using internal and external social networks?

Theoretical framework

Mass communication media

Mass media, newspapers, television or radio may be one-way communication, but in social media such as the Internet or messengers such as Instagram, WhatsApp, Twitter, YouTube, Facebook, and ITA, which is an internal social media, social communication is mutual, and has a greater impact on its audience that today this type of social media is also called a social network (Habibi, 2023).

Social networks

In the world of scientific communication, social networks can be considered as effective platforms in the production of science, sharing ideas and personal and social growth. The revolution has brought about a new type of virtual communication devoid of the spirit that governs real social relations. Through satellite, Internet and...; a new world is created parallel to the real world (Ala Fossi & Stephen 2016).

Naghibulsadat et al, (2022) investigated the factors related to the news authority of domestic and foreign media from the audience's point of view. The results showed that it is not possible to restore the lost trust of the people in the domestic media; achieving news authority for domestic media is a difficult matter. The findings show that the respondents currently believe that positive news from foreign media and negative news from domestic media are published more. This issue shows that the history of foreign media activity and the continuation of the existing damage in the way of domestic media's performance was the basis for the formation of this belief.

Cage et al, (2022) in a study titled 'Social Media Influences Mainstream Media: Evidence from Two Billion Tweets' concluded that social media is increasingly influencing society and politics, while that old media are still the most widely used source of news.

Research methodology

The current research is applicable in terms of purpose, and survey in terms of nature. The statistical population of the research includes 22,000 journalists of the country, 400 of whom

were selected using a simple cluster sampling method. A questionnaire was used to collect research data.

Research findings

SPSS and PLS statistical software were used for data analysis. The findings of the research show that the content produced in mass communication media such as radio and television networks, news agencies, press and news bases cannot be published in the same way in social networks. In selecting and producing content for social networks, features such as novelty, attractiveness, user-friendliness, multimedia, speed of publication and professionalism should be considered. Also, the findings showed that radio and television networks do not fully use the capacity of foreign social networks; and news agencies, media and news bases do not pay enough attention to domestic social networks. However, it should be taken into account that the audience is present in all social platforms and the media should be effective in all these platforms. In the social networking section, some important parameters include the number of channels, the number of members, the number of posts, the number of views, the number of reposts and the number of likes. These parameters produce better content and increase the impact of content and news on the audience. Also, in interacting with the audience, factors such as gatekeeping, data mining, subject finding and observation should also be considered.

Conclusion

The current research was conducted with the aim of providing a model of the use of mass communication media writers from internal and external social networks. The results of this research correspond with the results of Torki et al, (2023), Yahya Zadeh et al, (2023), Naghibulsadat et al, (2022), Cage et al, (2022), Mesrian et al, (2022), Seyedmohseni et al, (2021), Malekian (2020), Icha (2017), Elizabeth (2018), Erik Alzhalda et al, (2019), Bhavtosh Ras et al, (2019), and Rahnavard (2016). Cage et al, (2022) have concluded that social media are increasingly influencing society and politics, while traditional media is still the most widely used source of news.

According to the results of the research, the following suggestions are provided:

Parameters such as the number of channels, the number of members, the number of posts, the number of views, the number of reposts, the number of likes should be paid attention. These parameters make to produce better content and to increase the impact of content and news on the audience.

Content produced in mass communication media such as radio and television networks, news agencies, press and news bases cannot be published in the same way in social networks.