

## **The Impact of Digital Media on the Jordanian Media System: Public Media, Credibility, and Social Responsibility**

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### **Abstract**

*The aim of this study was to examine the impact of digital media on the Jordanian media system, specifically focusing on public media, credibility, and social responsibility. The study also explored the stages of transitioning from traditional media to digital media, as well as the extent to which credibility and social responsibility are employed as part of the responsibilities of media institutions in Jordan. Additionally, the study aimed to highlight the influence of digital media on updating media institutions.*

*The study employed a descriptive-analytical methodology, which is commonly used in the study of social and human phenomena. The descriptive approach served as a tool and method for analyzing and describing the impact of digital media on the Jordanian media system, particularly in relation to public media, credibility, and social responsibility.*

*The study arrived at a set of recommendations and findings. It emphasized the importance of transitioning from traditional media to digital media in light of technological and communication advancements. It asserted that without undergoing this transformation, media institutions cannot evolve and update themselves. The study also recommended the need to enhance the infrastructure of digital media within the framework of digital transformation and the shift from traditional media to digital media.*

**Keywords:** *digital media, media institutions, social responsibility, credibility.*

### **Introduction**

The revolution in information technology, communication, and technology has played a significant role in driving institutions towards updating their technological infrastructure and transitioning to the digital world. Digital transformation has become one of the technological elements that have reinforced the motivations for modernizing media institutions and shifting from traditional media to digital media, characterized by speed, efficiency, cost reduction, and time-saving.

Media institutions are the reflective mirror of issuing ideas, information, and news to the public. They are institutions that provide media services to various audiences in multiple social, economic, and cultural fields. The media institution includes media outlets such as the press, radio, and television, and it contributes to stimulating intellectual stagnation, raising awareness among the public about social, political, and economic issues, educating the public, and providing entertainment through diverse programs, educational competitions, and comedic shows.

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The Jordanian Media Commission serves as the legal umbrella for Jordanian media outlets, benefiting from its legally recognized and independent administrative and financial status. The commission works on developing the printed, visual, and auditory media sector. It is responsible for the legal aspects of licensing newspapers, magazines, news and specialized websites, radio and television stations, as well as research and study centers, publishing houses, distribution, translation, advertising, printing, and libraries.

Credibility and social responsibility are key influential factors in media institutions. Credibility is defined as the true vision of the source that impacts the public's conviction. Social responsibility, on the other hand, is a constant value towards society, as it represents the commitment of media institutions to the community in which they operate. This commitment is reflected through adherence to professional standards in conveying and transmitting information, such as accuracy, objectivity, and integrity, while considering the culture and beliefs of the society and adhering to ethical principles of work.

**Study Problem:** The problem of the study lies in examining the impact of digital media on the Jordanian media system. Public media, credibility, and social responsibility are considered significant aspects, as the media is often referred to as the fourth estate and acts as a mirror reflecting public opinions and the consensus. In the era of digital transformation and the knowledge revolution, traditional media has lost its relevance with the widespread use of information technology and the virtual world through social media platforms. Consequently, the Jordanian media has a vital role to play in fulfilling its mission within the framework of social responsibility as an ethical framework for performing its function. Credibility in news reporting is emphasized, as media manipulation and distortion of facts are no longer permissible in the realm of the open space that has turned the world into a small village, free from restrictions and conditions.

**Study Importance:** The importance of the study is highlighted in both theoretical and practical aspects:

**Theoretical Importance:** This study can contribute to and enrich national and international libraries in highlighting the impact of digital media on the Jordanian media system. Public media, credibility, and social responsibility are key factors.

**Practical Importance:** The study emphasizes the importance of examining the impact of digital media on the Jordanian media system. Public media, credibility, and social responsibility are crucial within the context of transitioning from traditional media to digital media to keep up with the world of technology and modernization. The Jordanian media can no longer be effective and influential without activating the elements of credibility and social responsibility within the realm of the virtual world, which does not believe in boundaries.

**Study Objectives:** The study aimed to achieve the following objectives:

1. To highlight the importance of public media, its types, and functions.
2. To understand digital media, its stages, and roles.
3. To examine the impact of digital media on the Jordanian media system within the framework of social responsibility and credibility.

**Research Questions:** The study sought to answer the following questions:

1. What is the importance of public media? What are its types and functions?
2. What is digital media, and what are its stages and roles?
3. What is the impact of digital media on the Jordanian media system in terms of social responsibility and credibility?

**Research Methodology:** The descriptive and analytical methodology is widely used in studying social, human, and media phenomena. It serves as a tool and approach to analyze and describe the influence of digital media on the Jordanian media system, considering public media, credibility, and social responsibility.

**Study Terminology:**

**Digital Media:** It is a form of modern media that emerged with the technological revolution. Digital media utilizes electronic devices to transition from traditional media to digital media. It relies on data transmission through digital communications, satellites, computers, mobile devices, and various multimedia formats such as audio, images, websites, videos, and more (Waqad, 2023:1).

**Media Institutions:** These are media outlets that distribute or broadcast content through various channels, whether it be major news organizations, newspapers, radio, television, or other forms of media. They generally reflect prevailing currents of thought, influences, or activities in societies or public opinion (Al-Hassan, 2019:2).

**Social Responsibility:** It refers to a set of rules, laws, and ethical standards that regulate media and journalistic work, striking a balance between freedom and the press. It holds the public opinion as a watchdog over professional ethics, and at the same time, it is a right, obligation, and binding responsibility towards society (Al-Suhaybani, 2009:3).

**Credibility:** It is an inherent characteristic of media and refers to the ability to present something convincingly. Credibility is linked to the source or message, and its goal is to have an impact on the message recipient. Professional integrity is therefore the cornerstone of journalistic credibility, and a journalist's primary commitment is to be truthful (Al-Samari, 2021:5).

**First Section: The Importance of Public Media, Its Types, and Functions.**

The term "media" refers to the root of the word, which is "information." It was mentioned in Larousse dictionary as the concept of news reporting. Therefore, media is the dissemination of information. This is achieved through the exchange of information, ideas, and opinions among individuals through possible means and available methods. This exchange of information between parties is facilitated by media outlets, which are commonly known today as publishing institutions. These institutions highlight the transfer of information from sender to receiver. The interpretation of news or information varies depending on the target audience. Information can be published about goods, services, or ideas for promotional purposes and to encourage consumers to accept and engage with these products (Al-Dulaimi, 2015:3).

Media is also known as the objective transmission of information that is circulated from the sender to the receiver in search of conscious influence on the individual's mind, enabling them to form an opinion based on the presented facts, that is, transmitting facts within the framework of understanding between the sender and the receiver (Al-Muhsin, 2011:2).

In the modern era, the scope of media has expanded to include various types and forms of media, including visual, auditory, and written media. Among these media, the following are prominent (Al-Yahyawi, 2020:3):

1. **Visual media:** This includes television channels, satellite channels, cinema, and those broadcasted via satellites, the internet, and fiber optic cables.
2. **Auditory media:** These are radio stations, both terrestrial and satellite, as well as digital platforms.
3. **Written or printed media:** This encompasses everything printed with the aim of reaching the audience, such as newspapers, magazines, both comprehensive and specialized, local and international, as well as books and advertising posters.

4. Electronic media: This refers to websites, online newspapers, social networking sites, forums, blogs, social and personal networking sites, and mailing groups.

The concept of media has been defined as "the exchange of information, ideas, and opinions among individuals," but it limits the concept of media to the process of exchanging information among individuals using means and equipment. Thus, media outlets are mass communication channels (Murad, 2015:12).

Media is the process of transmitting and exchanging messages to a large number of audiences simultaneously through various technological means. Some of the technology used in message dissemination, and among the prominent functions provided by media to the public, targeted groups, or influencing public opinion, are as follows (Al-Qur'an, 2010:3).

1. Information delivery: Conveying information is considered one of the most important functions of the media. It involves sending and sharing information, which is the main function of media outlets. Media provides facts and real opinions about events and different situations to the public as media materials. The information presented by the media can be subjective, objective, subjective and autonomous, primary, or secondary. Media functions allow the audience to stay informed about what is happening around them and reach the truth. Media outlets disseminate information through news broadcasts on radio and television, as well as through newspaper columns or magazines.

2. Education function: Media outlets provide education and information. Media serves the function of educating various groups at all levels. It helps educate people on various topics, such as distance learning programs. Additionally, it involves producing educational dramas, documentaries, interviews, long stories, and many other programs indirectly educating people. In third-world countries, media is used as an effective tool for public awareness and influencing public opinion.

3. Entertainment function: Entertainment is considered one of the important functions of media and is the most prominent and widely used function of media outlets. The entertainment function provides enjoyment and amusement to people. Newspapers, magazines, radio, television, and online media offer stories, movies, series, and cartoons to entertain their audiences. Additionally, they cover sports, news, movie reviews, art, and fashion. The entertainment function makes the audience's leisure time more enjoyable and entertaining (Fenton, 2010:3).

4. Persuasion function: The persuasion function relies on influencing people's minds. Mass media influences the public in various ways through media content and opinions that shape agendas in the minds of the audience. Persuasion elements are highlighted through introductions, articles, comments, and more, through which media outlets persuade people regarding a certain issue. As a result, many individuals become influenced or driven unintentionally by it. Advertising is a prime example designed for persuasion.

5. Surveillance function: Surveillance means monitoring, and in this context, it refers to closely monitoring society. The function of media outlets lies in monitoring society through actions that threaten the values, customs, and traditions of the community. Therefore, media outlets also report on behavior that contradicts values and ethics. The role of surveillance is also highlighted in natural disasters, warning people about threats posed by hurricanes, erupting volcanoes, deteriorating economic conditions, and increasing inflation. It also plays a role in alerting communities to issues that harm society, such as the rise in drug use, human trafficking, and crimes that undermine the peace and security of the community. Additionally, it plays a role in economic surveillance regarding stock market prices, new products, fashion trends, recipes, and more. Thus, the surveillance function is an influential role provided by the media (Abu Zahid, 2022:4).

6. Analysis and interpretation: Media outlets play a role in analyzing and interpreting facts, data, events, and situations. They provide different interpretations that connect and explain information to clarify the truth. The interpretation function offers knowledge and analysis through news analysis, comments, editorials, columns, and content, allowing the audience to be informed about news, analyze it, interpret it, and remove any ambiguity surrounding it (DeMers, 2013).

7. Advertisements and promotions: Media outlets have become platforms for disseminating advertisements and promotions for specific products and promoting them. Therefore, collective advertising attempts to connect buyers' needs with sellers' products. In this way, media outlets become a bridge between different groups that may have direct or indirect connections.

8. Social role: Media outlets are one of the agents of socialization because they reflect the behaviors of society, especially concerning children. Socialization is the process through which people are made to behave in culturally acceptable ways within their communities. Through this process, we learn how individuals become good citizens in society, the state, and institutions. Therefore, media outlets influence the behaviors, attitudes, and beliefs of individuals (Zarabi, 2021:4).

#### Second Section: Digital Media, its Stages, and Roles

The communication revolution, technology, knowledge, and information exchange have shaped the characteristics of the contemporary era. Traditional media no longer have a role in knowledge transfer. The world has become politically, intellectually, socially, and media-wise interconnected within the framework of the globalized system, turning the world into a small village without borders or restrictions, but an open space. All these technologies have led to the transition from the traditional world to the digital world, which relies on technology in its functioning and behavior.

Since the 1980s, media technologies have gone through a stage of digitization. CDs and digital music media replaced recordings and tapes in the 1980s and 1990s. Film production and distribution have increasingly become digital. Newspaper production relies on computers, and news is not only distributed on paper but also digitally on the Internet. Satellite television has become fully digital in many countries, and cable networks have partially become digital. In many countries, terrestrial television networks are being digitized. Additionally, different models of digital radio are being experimented with. New digital media services based on platforms like the internet or mobile phones have become significant in many parts of the world (Abdalmohsen, 2012:4).

Therefore, the shift towards digital media has become a comprehensive term to describe the implementation of digital technologies to re-engineer processes or develop new services that engage people better, support employee development, contribute to improving business operations, and enhance the practical value of institutions, whether they are media, service-oriented, or operational. The shift towards digital media has become a new technology based on elements of mobile communications, cloud computing, data analytics, and other advanced information technologies, enabling participation through digital channels (Amankwaa, 2016:9).

The digital media is the ability to adopt and implement technologies correctly for continuous development and reinvention of the organization for growth or competitive strategy. It also involves rethinking how media institutions use technology, individuals, processes, and pursuing new business models and revenue streams, and increasing growth opportunities driven by changes in institutional expectations of products and services (Abu Arqoub, 2010:8).

The emergence of the Internet in the late 20th century led to early waves of digitization, as people began to shift from personal and analog interactions to online transactions. Cloud computing, which enables access to applications and data anywhere and anytime,

as well as smartphones, contributed to digital transformations. Additionally, companies played a role in enhancing the use of modern technologies and digitizing their operations to reach a competitive stage and leverage the capabilities of cloud computing and emerging analytics to deliver improved and entirely new services and experiences (Hashem, 2015:8).

In the digital age, technology has been integrated into every aspect of life. Experiments have shown that digitally-driven organizations outperform digitally lagging ones across a range of key metrics (Buthaina, 2018:370).

The transition to digital media has contributed to a qualitative leap in speed and achievement. Media institutions that have not kept pace with the transformation and have not identified the necessary processes for transformation will remain stagnant or disappear due to competition. Many media institutions have been closed due to their inability to keep up with the modernity of digital transformation and identify the technologies that will support their goals and purposes (Mrs. Vishranti, 2016:5).

The transition from traditional media to digital media can initially be a complex and daunting process. Therefore, media management should learn the stages of digital media transformation to enable their institutions to plan better and transition to digital media. This requires promoting innovation, adaptability, and embracing the motives for change. Each step comes with its own challenges, and the transition process may take time. To transition from traditional media to digital media, the following elements can be enhanced (Megha, 2023):

1. **Infrastructure upgrade:** This involves establishing a strong digital core with cloud computing as a unified digital fabric. Media institutions focus on updating the foundational technology infrastructure, applications, and data, while offloading workloads to the cloud to achieve greater business agility and operational flexibility.
2. **Innovation and entrepreneurship:** This entails innovating business models, where media institutions leverage the power of digital technologies to enable transformation at the operational level and reap significant benefits from innovation and improvements in the digital media experience.
3. **Transformation of production structures:** Digital media requires changes in production structures by coordinating or participating in partner ecosystems. These ecological systems can consist of both traditional and non-traditional institutions to enable media transformation to its highest levels.
4. **Bold decision-making:** Transitioning to digital media requires bold decision-making for successful implementation. The hardest part of any transformation is not making a decision to embark on it. It is also crucial to understand whether the transition to digital media yields significant returns on investment. Therefore, many media institutions identify actions that have the greatest impact on investments and deliver the highest value to the organization.
5. **Cloud computing:** Cloud computing forms the foundation of a digital enterprise as it provides flexibility, scalability, and access at any time and from anywhere expected by customers. Cloud computing supports the continuity of digital tools such as artificial intelligence and data storage needed by media institutions to support ongoing digital media.
6. **Automation and Archiving:** Automation and archiving are essential elements of digital media transformation. These tools are necessary for preserving paper records and transitioning to the world of programming. Most technologies supporting digital media today revolve around data, which is central to successful strategies for digital media transformation (Ahid, 2016: 8).

7. **Aligning Goals with Business Objectives:** Media institutions begin to ask the following questions: What are the desired business outcomes? What problem can be addressed? And then, how can goals be aligned with the results that stakeholders seek to achieve media transformation?

8. **Strategic Planning:** Strategic planning is one of the elements of digital media. IT leaders need assistance in meeting the digital requirements to reduce the time it takes to achieve business value. Media institutions may need to build partnerships that can help them achieve the transformation process. Therefore, strategic planning is crucial to help achieve digital media goals.

9. **Training:** Employee training on digital technologies is essential for developing skills in the latest technologies in the digital age.

Digital media represents a transition from traditional media, such as local newspapers and television channels limited to national news, to electronic newspapers, TV stations, and radio stations based on digital media. Additionally, the widespread prevalence of social media platforms (Sandra, 2016: 7).

Digitalization is the process of encoding signals as numbers. When signals are digital, computer technology can participate in all stages of production, distribution, and media usage. A single computer can be used to create and consume various media variables. One important aspect of digitalization is that the boundaries between different media have become questionable, and a presumption arose that we are in an era of media convergence (Al-Jasser, 2020:12).

The concept of digital media refers to a set of terms and indicators that lead to the same meaning and concept, such as interactive media, multimedia, interactive media, and live network media. Digital media is considered a form of contemporary media, which emerged with the technological revolution in the twenty-first century. Digital media relies on the use of electronic devices, satellites, digital cables, computers, mobile devices, multimedia such as sound and images, websites, videos, internet advertisements, and other media. The importance of digital media is highlighted by its significant and central role in the lives of societies, whether its role is positive, reducing effort, time, and money, or negative, penetrating cultures and traditions of conservative societies. Among the most important roles it plays are as follows (Khaled, 2012:3):

1. **Faster transfer of information between people:** The speed of information transfer contributes to saving money, time, and effort.
2. **Facilitating interaction and social communication among people:** Digital media contributes to overcoming barriers that enhance understanding between people and transcending social, economic, political, cultural, ideological, and religious differences.
3. **Assisting in enhancing productivity, facilitating the educational process, and identifying and overcoming obstacles that may impede future knowledge and learning.**
4. **Digital media is important because it enables companies, consumers, and digital media professionals to communicate with audiences from anywhere. It also reduces the need for printed materials, which may promote environmentally friendly practices.**
5. **Converting paper documents into digital documents to store large amounts of information instead of physical newspapers.**

**Third Section:** The impact of digital media on the Jordanian media system within the framework of social responsibility and credibility.

The Jordanian Media Commission plays a fundamental role in setting the standards for granting licenses and approving the necessary licenses according to the provisions of the law. In addition to its responsibilities in establishing offices for correspondents of radio and television stations, implementing public media policies approved by the government,

regulating media activities to enhance the profession of journalism, qualifying and training journalists, conducting studies and research, organizing conferences and seminars, and holding festivals. It also monitors and follows up on media content or transmitted or recorded materials for the purpose of presentation or dissemination to the public or licensed to another party.

Firstly: Official media institutions in Jordan

The Publications and Publishing Department constitutes the core of the Jordanian media, which was established on March 12, 1927, and it is the first official media institution in Jordan. Throughout its journey, it has had a distinctive presence from 1927 to 2014 in the field of media and documentary publishing. Many books have been published by it, in addition to studies and journalistic reports that have covered most aspects of the media, political, cultural, economic, and social renaissance in Jordan. It has also played a prominent role in regulating the work of media institutions belonging to the private sector, including newspapers, publishing houses, distribution, printing, and others related to press and publishing in general (Kingdom Channel, 2021). Throughout its media journey, the Publications and Publishing Department has achieved significant achievements in translating the goals of the Jordanian media, especially in its printed aspect. The Publications and Publishing Department continued its prominent national journey until its work was integrated into the Jordanian Media Commission in 2014 (Al-Ziyadat, 2012:3).

The Jordanian Media Commission represents professional independence in managing the media and achieving the equation of freedom, credibility, and responsibility, with freedom having controls and standards to avoid a state of chaos. The concept of social responsibility is a lifeline and protection for press freedom, which enhances commitment to the boundaries of professional, ethical, and legal responsibility and protects the achievements of press freedoms within the framework of social responsibility. Deviating from media standards means entering a state of chaos, and the theory of freedom is balanced by the theory of social responsibility because the concept of social responsibility is the consciousness of the press regarding its mission and the standard of maturity and professionalism, while freedom is the essence of journalistic work (Al-Obaidat, 2013:2).

The standards of responsibility within the Jordanian Media Commission are linked to adherence to the ethics and professional ethics of the profession, the regulated laws of journalism, the journalistic code of honor, and commitment to the mission of journalism, which is based on credibility and always seeking the truth and verifying the accuracy of information before publishing it. Journalism in Jordan operates within two systems: the ethical system and the legislative legal system. Both systems contain ethical codes of honor, professional codes of conduct, and codes of behavior (Abu Araqoub, 2010:7).

The issue of credibility and social responsibility is a constantly evolving and hot topic because it encompasses three aspects: freedom, social responsibility, and the higher national interest. Here, the foundation of the concept of responsible free media is established, based on criticism, accountability, and linked to the higher national interest. This is the basis of media working protocols in Europe and advanced countries. On the other hand, in developing countries, including Jordan, government or authority still control the media (Buthaina, 2018:2).

However, with the digital revolution and the advancement of communication technology, the situation has changed. Governments in developing countries are no longer able to control the media as they used to. Media platforms, commonly known as social media, or interactive popular media, have emerged. They have integrated with traditional media, and the use of smartphones has become a tool through which images can be captured and media messages can be sent (Atahat, 2022:3).



### Secondly: Social Responsibility in the Jordanian Media

Social responsibility is one of the components of ethical theories, which is based on the idea that any entity, whether individuals or institutions, has a duty to bear responsibility towards the entire society. In addition, every institution or individual has the responsibility to maintain a balance between the social, environmental, and intellectual aspects. Social responsibility is not limited to commercial organizations or media institutions but applies to every individual. This social responsibility can be positive by taking actions that promote direct societal goals or negative by avoiding harmful actions (Ashmaileh, 2015:24).

In Islam, social responsibility is considered a part of the authentic culture of Islam, and our Prophet Muhammad, peace be upon him, encouraged it by saying, "Each of you is a shepherd and each of you is responsible for his flock." In Islam, social responsibility means that Muslims are responsible for everything that the Sharia grants them authority or capability to manage, whether it is individual or collective responsibility.

Social responsibility is highlighted in media institutions as an ethical function and, therefore, it is also a social responsibility since media institutions are the primary source of information for citizens. They are often referred to as the fourth estate, alongside the three authorities (executive, legislative, and judiciary). Social responsibility is the primary function of the media in democratic countries (Hanan, 2018:4).

The cultural and media role played by media institutions in society is of great importance due to their potential impact on values and social customs. To fulfill their responsibility towards society, media institutions must adhere to journalistic and editorial standards such as independence, objectivity, diversity, plurality, and credibility (George, 2009:33).

And media institutions also need to respect a certain degree of editorial independence when issuing news, so that it aligns with the culture of society, characterized by rationality and acceptance, and avoids misuse of content. They should adhere to ethical principles, respect societal values, including traditions and customs that align with the ethics of the community (Balmawi, 2021:77).

Social responsibility appears to be a state of ethical commitment between the media institution and society. It involves a set of functions and tasks that media should fulfill in order to achieve the public good and meet the needs of individuals in various cultural, social, economic, and political fields. This includes adhering to professional values such as accuracy, credibility, objectivity, balance, realism, inclusivity, and rationality, while considering the ethical aspects and prevailing values of conservative societies. Therefore, ethical responsibility falls on the media in addition to its responsibility to the law, society, individuals, and institutions (Hanan, 2018:3).

Social responsibility is highlighted through promoting the best performance of the media towards society, which is based on a set of principles (Bakri, 2017:54).

1. **Credibility:** Media should provide communities with truthful and comprehensive news.
2. **Accuracy and Objectivity:** Media should fulfill certain obligations towards the community by subjecting these commitments to professional standards in conveying and transmitting information and data.
3. **Respect for Other Opinions:** Media may function as a platform for exchanging observations and accepting critical feedback, allowing for the expression of conflicting viewpoints, so it is essential to respect opinions, whether they agree or disagree with its orientations.
4. **Respect for Diversity:** Media should respect the diversity of all social components objectively and respect the right to reply.

5. **Respect for Values, Customs, and Traditions:** Media should respect values, customs, and traditions, accept and respect societal values, and respect prevailing customs in the community.

6. **Right to Access Information:** Media has the right to convey information to the public, and therefore, the public has the right to access information.

From this, we observe that the conceptual framework from which the theory of social responsibility emerged is that freedom is a right, duty, system, and responsibility at the same time. This means that freedom is a right with an accompanying duty that society must feel through this freedom. The dimensions of social responsibility can be defined in three main aspects as follows (Bsatami, 2021: 2).

The first aspect: The economic dimension: Media outlets may not lean towards the concept of financial gain, considering that the role of media is to commit to ethical practices within media institutions, prevent bribery and corruption, and protect consumer rights and ethical investment.

The second aspect: The social dimension: Here, the role of social media is highlighted in contributing to the well-being of society by developing their technical capabilities, enhancing occupational and professional security, and achieving healthcare and community care for them. Additionally, media practices contribute to the development of the local community.

The third aspect: The environmental dimension: It entails the responsibility of media institutions to address the environmental impacts resulting from gas emissions and waste, as well as reducing practices that may negatively affect the sustainable development of future generations with these resources.

From the above, it can be said that social responsibility in the media has been able to liberate the press first and then fully liberate the media, embodying elements of objectivity in the media message while preserving societal values and transmitting these values from one generation to another.

Thirdly: Credibility in Jordanian media

Credibility is one of the influential elements in the media and the entire communication process. Credibility means trust in the media channel or its reliability, respecting, appreciating, and preferring it as a source of information and opinions compared to other means because it achieves public satisfaction through its good performance. Some see it as the correct performance of the media channel (Al-Haiti, 2006: 77).

The importance of credibility is highlighted through the objective and subjective components of source or message credibility. It relies on the ability and vision of what can be persuasive in each situation. Through media credibility, persuasive techniques emerge, such as source credibility, emotional or motivational appeals, and logic used to support claims, which are believed to aim at influencing the message recipient (At-Tayyib, 2008: 70).

In the digital media era, media outlets have become obligated to verify the credibility of news. Additionally, popular media outlets may verify information with all its facts. Perhaps this explains the significant shift of the audience from following traditional media to searching for news on internet platforms. It may also explain the politicians' tendency to use this technology to disseminate their news and ideas. However, this leads to the fact that if the general public advances in the composition of society and its classes, it is due to the disappearance of the intellectual, educated, and religious classes from social influence platforms, which in turn affects official media outlets (Muhanna, 2002: 160).

One of the prominent principles on which credibility in media institutions is based is as follows (Khalil, 2006: 222):

1. High-level credibility: Credibility produces an immediate change in the receiver, becoming one of the fastest tools of the media in terms of reception. Conversely, low credibility does not affect the credibility of the source; it remains ineffective due to its low level and lack of trust.
2. Content attractiveness: Attractive media content often has a greater impact than unattractive sources. Qualities such as attractiveness, media ability, good performance, and message delivery are part of the importance of content.
3. Expertise and competence: The elements of expertise and competence ensure the ability to prepare a message with sincere content. Therefore, the title of the content is what attracts the reader, and trust increases as credibility elements increase.
4. Source credibility: The less credible the source is, the more it negatively affects the persuasion process. Therefore, source credibility is not solely based on the actual quantity of information received by the public, but also on accepting indicators that accompany this information, which are based on measuring the credibility of the sender or communicator who possesses expertise, thereby increasing trust.

There are several factors that have led to the decrease in the credibility of media outlets, including the following (Saleh, 2007: 145):

1. Journalists' inability to manage the media scene and their loss of national sense and bad behavior, leading to a loss of credibility.
2. Journalists' failure to ensure accuracy in news and event coverage, indicating their poor practice of the journalism profession.
3. Failure to verify the accuracy of news and relying heavily on unidentified and unspecified sources, which weakens the credibility of the news.
4. Media outlets violating citizens' right to privacy, resulting in a loss of trust from the public and indicators of dissatisfaction with their performance.
5. Neglecting public opinion, leading to media outlets disregarding the opinions and complaints of the public.

### **Conclusion, Results, and Recommendations:**

Firstly, the conclusion:

The conclusion of the study represents the culmination of the results, which answers the study's questions, along with providing a set of recommendations. The study focused on the impact of digital media on the Jordanian media system, including public media, credibility, and social responsibility. The study examined how the information and communication technology revolution has become a prominent element of the modern era, driving institutions to update their technological infrastructure and transition to the digital world. Digital transformation has become one of the technological elements that have motivated media institutions to update and transition from traditional media to digital media, characterized by speed, efficiency, cost reduction, and time-saving.

The study revealed that media institutions act as a reflective mirror for generating ideas, information, and news for the public opinion. They are the institutions that provide media services to various audiences in several social, economic, and cultural fields. The media institution includes media outlets (press, radio, television) and contributes to stimulating intellectual stagnation, raising awareness among the public about social, political, and

economic issues, educating the public, and providing entertainment and recreational platforms through various programs, educational competitions, and comedy shows.

The study highlighted the role of the Jordanian Media Commission as the legal umbrella for Jordanian media outlets, with its institutional personality and administrative and financial independence. The commission works on developing the print, visual, and auditory media sectors and is responsible for the legal aspects of licensing newspapers, magazines, news and specialized websites, radio and television stations, as well as research and study centers, publishing, distribution, translation, advertising, printing, and libraries.

The study emphasized the values of credibility and social responsibility as the most influential factors in media institutions. Credibility is the true vision of the source that influences the audience's conviction. Furthermore, social responsibility is a constant value towards society, as it is a commitment of media institutions to the community in which they operate. This commitment is manifested through adhering to professional standards in conveying and transmitting information, such as accuracy, objectivity, and integrity, while considering the culture, beliefs, and ethical principles of the society.

Now, onto the recommendations:

Based on the findings of the study, the following recommendations are proposed:

1. Media institutions should prioritize enhancing their credibility and maintaining their social responsibility by adhering to professional standards and ethical guidelines in their practices.
2. There is a need for continuous training and development programs for media professionals to keep up with the advancements in digital media and technology.
3. The Jordanian Media Commission should continue its efforts in regulating and licensing media outlets, ensuring compliance with legal requirements and ethical standards.
4. Media institutions should invest in digital infrastructure and platforms to effectively adapt to the digital era and provide quality digital content.
5. Collaboration and partnerships between media institutions and educational institutions should be encouraged to promote media literacy and critical thinking among the public.

Overall, the study highlights the significance of digital media in the Jordanian media landscape and emphasizes the importance of credibility, social responsibility, and adherence to professional standards in media institutions.

Secondly, the study's results:

1. The study affirmed that digital media has an impact on the Jordanian media system, as the technological revolution has motivated media institutions to transition from traditional to digital media.
2. The study revealed that media institutions act as a reflective mirror for generating information and news for public opinion. They include media outlets (press, radio, television) and contribute to raising awareness among the public about social, cultural, political, and economic issues.
3. The study highlighted the role of the Jordanian Media Commission as the legal umbrella for Jordanian media outlets, responsible for developing the print, visual, and auditory media sectors and handling licensing processes for newspapers, magazines, and websites.

4. The study emphasized the values of credibility and social responsibility as essential factors that contribute to public conviction and trust, along with adherence to professional standards in conveying and transmitting information.

Thirdly, the recommendations:

1. The researcher recommends that Jordanian media outlets expedite the update of their media systems considering the technological and communication revolution witnessed globally.
2. It is necessary for Jordanian media outlets to employ the values of credibility and social responsibility in their media messages while adhering to professional standards, traditions, and ethical principles of the profession.
3. Academics and specialists should work on developing the media system in Jordan to align with modernity and the desired digital transformation.

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