

The Impact of New Media on Traditional Journalism

Prof. Mohammed R. Kadhim Al-Essa (PhD)

College of Administration and Economics, Mustansiriyah University

Dr_alessa@uomustansiriyah.edu.iq

Manar Salah Hassouni

College of Arts, Mustansiriyah University

manar1002000@gmail.com

Abstract

Information and communication technology is undergoing a significant revolution in the development of new media, which has effected on the mechanisms and operations of traditional media, including conventional journalism. This study aims to examine the positive and negative effect of new media on traditional journalism. A descriptive analytical method was employed to analyze the effects of new media, as well as an inductive method to derive impacts strategies that traditional journalism can benefit from. The study relied on a sample of (46) individuals randomly from readers of both printed and electronic newspapers and designed a questionnaire to address the research questions. After processing and analyzing the data, the study reached the following key conclusions: 1) Traditional newspapers are unable to keep pace with the rapid updates in new media. 2) New media contribute to reshaping the roles of media institutions and their operational methods, imposing mechanisms for producing and disseminating new content that is disseminated. 3) The potential for traditional journalism among the public by reinventing itself through a comprehensive digital model that integrates the established credibility of traditional journalism with modern media formats.

Keywords: New media, Traditional journalism, Influence

1. Introduction

In light of the rapid advancements in communication technology, new media have emerged as a powerful and influential force in shaping public opinion and reconfiguring traditional media relationships long been dominated by printed press institutions. The internet, social media platforms, and smartphone applications have become essential tools for individuals and organizations to access news and information and to follow daily developments, surpassing the geographical and temporal boundaries that constrained traditional media for decades [1], [2]. Digital transformation is no longer an option but has become an imperative driven by the nature of the era and its changes, where media outlets have merged, forms of expression have intermingled, and the audience has become more interactive and participatory in the creation of news content. This has created a dynamic media environment characterized by real-time interaction, a diversity of information sources, rapid dissemination, and the spread of content through multiple mediums and renewed methods. This transformation has led to the emergence of new patterns of media production and knowledge consumption characterized by speed, interactivity, and flexibility [3], [4]. This has imposed real challenges on traditional print journalism, which found itself facing a different media reality in terms of structure, mechanisms, and public expectations. This made it necessary to reconsider the roles that traditional journalism performs, its operational mechanisms, funding sources, and methods of

*Corresponding author
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: Dr_alessa@uomustansiriyah.edu.iq, manar1002000@gmail.com
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communication with its audience [5]. Therefore, it has become important for media studies to analyze this profound transformation in the modern communication environment and explore its implications for the profession of journalism, its status in modern society, and its capacity to adapt to the requirements of the digital age in a way that ensures the continuity of its message amidst the growing competition with new media, which has become an integral part of the daily life of modern individuals.

2. Research Method

The current era has witnessed a tremendous development in the communication media industry, particularly in electronic media and information technology, which enabled the instantaneous flow of millions of news and data across countries and continents in written, audio, visual, and video formats. This technological boom has impacted media performance in all its forms, including television, press, and radio. Today, we watch television digitally, listen to radio digitally, and read daily newspapers online via the Internet. Moreover, some individuals have begun recording their diaries electronically, amid a continuous comprehensive technological revolution that affects various aspects of life. The research problem represents a crucial aspect of the scientific methodology in preparing and writing all types of research, which refers to the question that requires clarification and is required. Researchers encounter numerous inquiries and construct answers to them through the research. Therefore, the problem of this study is to study the impact of new media on traditional journalism and whether this impact threatens the survival of traditional journalism or represents an opportunity for its development and adaptation to digital changes. The main question of the study is: To what extent does new media influence traditional journalism, and what strategies can traditional media institutions adopt to adapt to the digital shift? From this question, the following sub-questions arise:

- a. What are the key differences between new media and traditional journalism regarding their characteristics and publishing mechanisms?
- b. What are the most significant positive and negative impacts of new media on traditional journalism?
- c. How can traditional media institutions develop digital strategies to enhance their sustainability and engagement with the audience?

Importance of the study.

The importance of this research lies in understanding the transformations brought about by new media in the journalistic landscape and their impact on traditional journalism, as it highlights the challenges faced by traditional media institutions such as declining print readership and decreasing financial revenues, versus the rapid spread of digital content. The research also emphasizes the available s for these institutions to adopt digital transformation strategies, enhance content quality, and engage with the audience to ensure their sustainability in the digital age.

The Objective

This study aims to analyze the impact of new media on traditional journalism by studying the changes that have occurred in the news industry. It seeks to identify the challenges faced by traditional journalism in the context of digital developments and explore opportunities that can help it adapt to the modern media environment. In addition, the research aims to present effective strategies for digital transformation and enhance the relationship with the audience to ensure the continued relevance of traditional journalism in the contemporary media landscape.

The Hypothesis

This study assumes that new media has significantly impacted traditional journalism in terms of publishing methods, the speed of news dissemination, audience interaction, leading to challenges that threaten the survival of traditional journalism. However, at the same time, it provides opportunities to develop new digital strategies that help traditional media organizations adapt to digital transformations and enhance their sustainability

Methodology

This study employs a descriptive analytical approach to study the impact of new media on traditional journalism, where the media phenomenon is described, and the changes that have occurred in traditional journalism due to digital developments are analyzed. The study also reviews previous studies and credible sources to highlight the major challenges and opportunities facing traditional media organizations. Additionally, an inductive approach is used to derive effective strategies that traditional journalism can adopt to adapt to the modern media environment.

3. Result and Discussion

Theoretical Framework

Definition of New Media and its Characteristics:

The circumstances and significant changes marked primarily by the increased trend towards progress, development, and the shift towards industrialization and modernization across various aspects of life, along with the tremendous advances in science and technology, and the complexity of human relationships, have necessitated substantial, radical changes in the field of communication and media, are essential for connecting with broad and diverse audiences not only within a single society but globally [6]. Therefore, it became necessary to introduce extensive amendments and improvements to the traditional media methods and to utilize modern tools and technologies that align with the emerging needs and long-term objectives to be achieved. There are several definitions of this media due to the diversity of its means and characteristics. The digital technology dictionary defines new media as (the integration of computers, computer networks, and multimedia), while Lister defines it as (a set of communication technologies that emerged from the fusion of computers and traditional media of journalism, printing, photography, sound, and video). The computer dictionary offers two entries [7], [8]. The first describes new media as a range of digital communication applications and the internet, including the use of personal and mobile computers, as well as wireless applications and portable devices. The second entry points to new methods of communication in a digital environment that allow smaller groups of people to meet and gather online to exchange benefits and information. It is an environment that enables individuals and groups to voice their opinions and preserve their communities to the world. It can also be defined as the use of technology to disseminate news, information, and knowledge by integrating traditional media with digital tools and the global information network, facilitating interactive communication between the sender and the recipient at high speed via internet technology and social networking sites that use web technology. Brody Douglas states that while television continues to serve as a window to the world, new media connects users to the world as long as they are connected to the internet [9].

One of the most prominent definitions proposed is Logan's definition, which describes new media as the use of digital methods characterized by effectiveness and two-way interaction, in contrast to traditional means that rely on one-way direction, such as television and radio, which did not require any technology in their operation. Many new media have emerged through the use of an older media. For example, television appeared in 1948 and was considered new media at the time, but it is no longer suitable in that form [10]. However, by integrating it with computers through digital video recording systems like TiVo, it becomes new media. New media is also described as the communicative process resulting from the integration of three elements: computers, networks, and multimedia. New media, with its variety of forms (Internet media sites, electronic journalism, radio and television, and electronic blogs) and diverse media features, has established a new media reality in terms of wide dissemination, geographical coverage, and the ability to reach all corners of the globe regardless of borders and spatial and temporal barriers.

Where the preventive measures enforced by authorities in many countries cannot stop this media from reaching every home, individual, or group, it allows them to stay connected to reality through constant live broadcasts around the clock [11]. New media enjoys several characteristics including

1. Interactivity: where the communicator and the recipient exchange roles, making communication a two-way and reciprocal process, rather than a one-way transmission. It allows for a dialogue between both parties.
2. A synchronicity: the ability to engage in the communication process at a time convenient for the individual, whether as a recipient or a sender [12].
3. Participation and Dissemination: new media allows anyone with simple tools to be a publisher and send their message with others.
4. Mobility and Flexibility: the new media can be carried by both the receiver and sender, such as laptops, internet devices, mobile phones, and handheld gadgets, all of which utilize wireless networks [13].
5. Universality: The communication environment has become a global space that transcends barriers of time, space, and censorship.
6. Media convergence: In new media, various forms of communication are used, such as texts, audio, still images, moving images, and two- and three-dimensional graphics, etc.
7. Attention and focus: Since the recipient in new media plays an active role in selecting and interaction, they demonstrate a higher degree of attention and focus, unlike exposure to traditional media, which is usually passive and superficial.

8. Storage and Preservation: It is easy for the recipient to store and retain communication messages, which is a key capability and characteristic of the medium itself.

Definition of traditional journalism and its characteristics.

The peoples and civilizations have long understood the significance of spreading science, arts, and knowledge to spread, so they immortalized their achievements through writing or preservation across generations. The Arabs knew the seven odes, the Egyptian civilization inscribed writing on the pyramids, and the Babylonian civilization had the Epic of Gilgamesh, among others. Thus, journalism is as old as the creative process itself, although its prevalence and familiarity vary from place to place [14], [15]. The goal remains the same: to disseminate knowledge and preserve heritage from loss. Over of time, journalism can be regarded as the spiritual and intellectual nourishment of an era due to its profound impact on individuals and society. Numerous attempts have been made to analyze it as a term and define it as a concept, each from different perspectives. For instance, George Niqash states that journalism is an institution of modern economy tasked with capturing facts that reflect the aspect of life and convey the news to where the benefit is broader and its impact deeper. He focuses on the institutional aspect regarding editing and management, as well as the objective aspect concerning the facts derived from the reality of life. In this approach, he has moved beyond form to content.

Traditional journalism refers to media that rely on print, broadcast, and television means to convey news and information to the public. Historically, it has been linked to printing since the invention of the printing press in the fifteenth century. Over time, traditional journalism evolved through the ages until newspapers, magazines, radio, and television became the primary means of news dissemination before the rise of digital media. Journalists experienced in traditional journalism can readily adapt to the modern journalism environment that combines print and electronic media, or to put it another way, the merging of traditional and contemporary journalism. Their involvement in journalistic practice equips them daily with the skills required to keep pace with innovations in the field. Printed journalism is not a recent phenomenon in terms of technology and its outputs; rather, it emerged from an electronic work environment that has been dominant since the late 1970s predating the internet's existence 1992. If the printed newspaper was being prepared and formatted in a fully electronic and digital manner before being printed on paper, though the degree of integration and completeness of this environment in the stages of journalistic work varied from one newspaper to another. This reality spurred many to push for electronic infrastructure within newspapers, reflecting the rise of electronic journalism. Consequently, many Americans refer to it as Computer Assisted Reporting (CAR), meaning employing computers and information technology to carry out journalistic tasks. Even before of the internet, computers were widely used for formatting editorial content and designing pages; there were even small networks within the newspaper institution connecting different departments. From this environment, electronic journalism emerged with the advent and spread of the internet worldwide.

Traditional journalism is characterized by a set of features, including:

1. Specific publishing refers to relying on print newspapers, printed magazines, radio, and television.
2. A rigorous editing process that involves a series of editorial procedures including gathering information and verifying its accuracy before publication.
3. A fixed publication cycle such as that of daily newspapers issued at specific times, makes them slower compared to digital media.
4. Reliability and credibility due to adherence to journalistic standards and ethics, and reliance on official and trustworthy sources.
5. Its profound and lasting impact is evident as some printed investigations and reports remain an important references for long periods.
6. Dependence on traditional funding such as subscriptions and print advertising, makes it more vulnerable to economic fluctuations.
7. Limited interaction with the audience as communication relies on reader messages and feedback through articles and mail, rather than being immediate as in digital media.
8. Its susceptibility to technological developments is evident, as some traditional newspapers have begun transitioning to electronic publishing to keep up with the times and retain their audience.

The Relationship Between New Media and Traditional Journalism.

The relationship between new media and traditional journalism centers on their mutual influence. New media has not completely replace traditional journalism but rather became an extension of it, changing its methods and ways of engaging with the audience. With the advent of the internet and the proliferation of digital media, print newspapers and traditional television stations began adopting new publishing methods based on electronic platforms, news websites, and smart applications that

allow audiences to follow news in real time. This placed traditional journalism in a position that necessitated development and adaptation to these changes, as newspapers no longer relied solely on print copies but also established websites and social media pages to broadcast urgent news and field reports more quickly and interactively with the audience. Furthermore, new media has enabled the dissemination of news through more diverse ways through multimedia such as videos, live broadcasts, and interactive reports, which were not available in traditional print journalism that was limited to texts. ... Static texts and images. Nevertheless, traditional journalism still maintains its status by focusing on depth in news coverage, such as investigative journalism and analytical articles, which are difficult to present with the same accuracy and professionalism in new media that relies on the speed of information transfer, even if that sometimes comes at the expense of quality. Furthermore, print journalism remains a primary reference for many readers and researchers who prefer the reliability and accuracy provided by print newspapers compared to some unreliable sources spread online. On the other hand, traditional journalism has influenced new media by transferring the principles of professional journalism, such as source verification and coverage balance, to some digital platforms that strive to maintain their credibility in the face of the spread of fake news and rumors. With this integration and mutual influence, it can be said that the relationship between new media and traditional journalism is not one of conflict or exclusion but rather one of evolution and adaptation, where traditional journalism benefits from digital media tools. While new media strives to gain elements of credibility and professionalism from traditional journalism to ensure its continuity and impact on audiences.

Positive Effects

New media has positively influenced traditional journalism contributing to its development and expansion of its impact, as print newspapers and news channels no longer rely solely on traditional means of publication but have started using digital platforms to reach a wider audience and present content in more diverse ways. Modern technology has provided traditional journalism with the opportunity to deliver news quickly and keep pace with global events in real-time through websites and news applications. Furthermore, new media has helped traditional newspapers remain on the media scene through digital transformation, making them more competitive and capable of surviving amidst the ongoing changes in news consumption habits among the audience. Among the most notable positive effects of new media on traditional journalism are:

1. Expanding the audience reach as print newspapers are no longer limited to local distribution but have reached readers around the world online.
2. Increasing the speed of publication as traditional newspapers can publish news and instant updates through websites and social media platforms.
3. Using multimedia which enables the presentation of news and journalistic reports through video, interactive images, and live broadcasting.
4. Improving interaction with the audience by opening channels for discussion, comments, and surveys, enhancing the relationship between traditional journalism and its readers.
5. Diversifying income sources through digital advertising and paid subscriptions, helping traditional newspapers sustain operations despite of the decline in print advertising.
6. Enhancing content quality as traditional journalism can benefit from data and digital analytics to understand audience interests and deliver more accurate and professional content.

Negative impacts:

Despite the numerous benefits that new media have brought to traditional journalism, they have negatively impacted it in several aspects, forcing it to face significant challenges that threaten its continuity with the same strength as before. The rapid dissemination of news online has led to a decline in the demand for printed and traditional newspapers, affecting their sales and profits. Additionally, the emergence of digital media has created a fiercely competitive environment that has made traditional newspapers compelled to rapidly adapt to technological developments to retain their audience. However, this digital transformation has not been easy, as traditional media institutions have faced difficulties in adopting sustainable economic models amid declining advertising revenues on which they primarily relied. Furthermore, the vast proliferation of digital content has sometimes resulted in a decline in standards of accuracy and credibility, as audiences increasingly rely on the rapid news spread through social media without verifying its accuracy, which has diminished the impact of traditional journalism which is based on clear professional foundations. Among the most prominent negative impacts of new media on traditional journalism are the following:

- The decline in sales of printed newspapers due to the public's reliance on the internet for faster and more affordable access to news.

1. A decrease in advertising revenue has occurred as advertiser shift towards digital platforms that provide accurate audience data, affecting the revenues of traditional newspapers.
2. Competition with digital media characterized by rapid publishing and continuous updates, makes traditional journalism appear slower in delivering news.
3. The spread of fake news has diminished public trust in media and weakened the role of traditional journalism as a primary source of reliable information.
4. The costs of digital transformation as traditional media organizations need significant investments in technology and training to keep up with digital advancements
5. Changing news consumption patterns show that audiences now prefer short and fast news, which impacts printed journalism that relies on long reports and in-depth analysis.

Procedures and its fields:

Methodology of study:

The study employed descriptive, analytical, and inductive methodologies due to their suitability for the nature of this type of studies, which seeks to describe and analyze media phenomena by extrapolating the opinions of a sample of individuals regarding the impact of new media on traditional journalism. A questionnaire was used as the primary tool for data collection, which was prepared scientifically and distributed to the sample participants, after which the data was sorted and analyzed statistically to reach accurate results that fulfill the study's objectives.

Temporal Field:

The fieldwork for of the research was conducted from March 1, 2025, to April 1, 2025, during which the questionnaire was prepared, distributed, and collected from the respondents, followed by a statistical analysis of the data.

Spatial Field:

The application of the research was limited to a sample of readers of online and print newspapers in the capital, Baghdad, targeting various categories of followers of traditional and digital media to obtain a comprehensive understanding of the nature of interaction with each medium and the extent to which traditional journalism is affected by the rise of new media.

The sample:

The research sample consisted of (46) individuals from newspaper readers, either print or electronic, selected through simple random sampling. The researcher ensured diversity in the sample regarding gender, age group, and educational level to provide a realistic and comprehensive representation of the readership segment and the variety of their opinions and media preferences.

Validity of the study tool:

To ensure the validity of the study tool (the questionnaire), it was presented to a number of experts specializing in media and scientific research to express their opinions on the appropriateness of the questions for the study topic. Some adjustments were made based on the feedback received to ensure achieving the highest levels of accuracy and clarity in formulating the sections and ensuring their direct relevance to the study themes.

Reliability of the study tool:

The reliability of the questionnaire was checked using the Cronbach's alpha coefficient on the preliminary sample, where the reliability coefficient reached an acceptable scientific percentage that confirms the possibility of relying on the tool to measure the studied phenomenon consistently and accurately, which supports the reliability of the results derived from the data.

The validity of the scale was assessed by calculating the validity coefficient for each axis of the questionnaire using the following equation:

$$\text{Equivalent of honesty} = \sqrt{\text{stability coefficient}}$$

Table 1. illustrates the results of the reliability and validity coefficients for the marketing deception scale.

Axis	Number of phrases	reliability coefficient	Alpha coefficient value for reliability
First	3	0.879	0.774
Second	6	0.916	0.842
Third	3	0.895	0.802
Fourth	3	0.856	0.734
Total	15	0.941	0.886

Demographic Data of the Respondents:

Demographic data serve as a crucial indicator for understanding the nature of the target audience. By analyzing variables such as gender, age, and educational level, we can infer the frameworks of understanding and perceptions that shape the sample's opinions regarding modern media transformations, see Table 1.

1- Sample Distribution by Gender:

Table 2. Distribution of Sample Members by Gender

Gender	percentage	Repeat
Male	67.4%	29
Female	32.6%	14
Total	100%	43

The results indicate that the majority of respondents were female, comprising 67.4%, which suggests a high level of interest among women in following media and journalism issues, whether traditional or digital. Men accounted for 32.6%, reflecting a disparity in the level of response to the questionnaire and perhaps also reflecting different tendencies in media use between the sexes. This can also be explained by the greater involvement of women in digital communication and research environments compared to men within the selected sample, see Table 2.

2- Distribution of the sample by age group:

Table 3. Distribution of sample members by age

Age group	percentage	Repeat
Under 25 years old	44.2%	19
26-35 years old	18.6%	8
36-45 years old	20.9%	9
46years and older	16.3%	7
Total	100%	43

The results show that the largest group of respondents was under the age of 25, at 44.2%. This indicates that young people are the group most engaged with media, especially modern media. The remaining percentages were distributed among older age groups, indicating that digital media has attracted a younger audience compared to traditional media. This trend reflects the technologically connected nature of this generation and their rapid access to information, making them more adept at understanding the transformations in the media landscape, Table 3.

3- Sample Distribution by Educational Level:

Table 4. Distribution of Sample Respondents by Educational Level

Educational Level	percentage	Repeat
Diploma	5.3%	2
Bachelor's	89.5%	34
Master's	2.6%	1
Doctorate	2.6%	1
Total	100%	38

The results showed that the majority of participants, approximately 90%, held a bachelor's degree. This indicates that the sample consisted of an educated, knowledgeable group capable of assessing the transformation in the media landscape. This focus on higher levels of education reflects this segment's interest in developments in journalism and digital technology and their impact. This level of education likely contributed to providing more accurate and objective answers regarding the differences between the two media outlets, Table 4.

Analysis of the impact of new media on traditional journalism:

1- The main media outlet used by the respondents:

Table 5. shows the media outlets used by the research sample.

The means	percentage	Repeat
Traditional Newspapers	7%	3
Traditional Television	20.9%	9
Websites	39.5%	17
Social Media	67.4%	29
Other	2.3%	1

The results showed that social media outperformed other media outlets by 67.4%, confirming a significant shift in public attitudes toward fast, interactive digital platforms for news, at the expense of traditional journalism, which has declined considerably. The change is due to the ease of access and immediate interaction provided by these outlets, in addition to the ability to customize content to suit the interests of each individual users, see Table 5.

2- Respondents' Opinions on the Impact of New Media on Traditional Journalism

Table 6. shows the opinions of the research sample concerning the impact of new media.

Choice	percentage	Repeat
Yes	93%	40
No	0%	0
I don't know	7%	3

93% of respondents confirmed that new media has significantly impacted traditional journalism, reflecting a clear public awareness of the nature of contemporary media transformations and the decline of the classic role of print journalism in favor of modern media. This high percentage also suggests that the public has become more confident in digital media due to its constant updates and immediate coverage it provides compared to traditional journalism, see Table 6.

3- The most significant impacts observed:

Table 7. shows the research sample's opinion on the most significant impacts.

Effect	percentage	Repeat
Speed of news dissemination	69.8%	30
Changing writing styles	14%	6
Increasing audience engagement	48.8%	21
Reducing the role of print journalism	37.2%	16
Other	7%	3

The speed of news dissemination ranked first among the influences, accounting for 69.8% of the impact, indicating that the public perceives digital media as a more efficient and faster medium than traditional journalism. Other influences, such as increased interaction and the diminished role of print media, also appeared, but at lower rates. This reflects the public's expectations and aspirations for real-time, constantly updated media that surpass the slow pace and the temporal and spatial limitations of print media, see Table 7.

4- The most prominent challenges facing traditional journalism:

Table 8. illustrates the most prominent challenges facing traditional journalism.

The challenge	percentage	Repeat
Readership decline	72.1%	31
Revenue decline	23.3%	10
Technical adaptation difficulties	27.9%	12
Poor content quality	18.6%	8
Other	7%	3

The majority of the sample confirmed that readership decline is the most significant challenge facing traditional journalism, at 72.1%. This suggests a loss of confidence or appeal of print journalism in light of the rapid development of digital media and its modern tools, which provide more attractive and diverse alternatives. This decline may also be linked to the decline in print journalism's ability to engage with audience needs and new trends, highlighting the need to review its strategies, see Table 8.

5- The ability of traditional journalism to adapt to new media

Table 9. illustrates the ability of traditional journalism to adapt to new media.

Choice	percentage	Repeat
Yes	41.9%	18
No	25.6%	11
Not sure	32.6%	14

Opinions were divided between those who were open to the idea of adapting to technological developments and those who were not. 41.9% expressed uncertainty about the ability of traditional journalism to keep pace with new media, reflecting a state of confusion and uncertainty about the future

of this type of journalism. This also points to a strategic challenge requiring print newspapers to reformulate their performance and content to meet the demands of the digital age, see Table 9.

6- Means of Improving Audience Engagement:

Table 10. shows the research sample's opinion on means of improving audience engagement.

The means	percentage	Repeat
Enhancing your online presence	67.4%	29
Improving digital content	20.9%	9
Leveraging social media	41.9%	18
Delivering multimedia content	34.9%	15

The results showed that 67.4% of the sample believed enhancing the digital presence of traditional media institutions was the most effective way to improve public engagement. This indicates that an online presence is no longer an option, but rather a necessity to keep pace with technological developments and expand the audience base. Consequently, newspapers must adopt modern electronic platforms that offer engaging and fast-paced content supported by multimedia to ensure interaction and continuity, see Table 10.

Analysis of the Interaction Between Traditional Journalism and New Media:

1- The Extent of Interaction between Traditional and Digital Media:

Table 11. illustrates the interaction between traditional and digital media from the perspective of the research sample.

Choice	percentage	Repeat
Yes	44.2%	19
No	23.3%	10
I don't know	32.6%	14

The respondents' opinions varied among "yes," "No," and "I don't know," indicating that the relationship between traditional and digital journalism remains a topic of debate and has not reached a truly integrated form in the public's consciousness, see Table 11. This requires clear steps from journalistic institutions toward adaptation and development. The disparity in opinions likely reflects the public's diverse experiences with the two media and the ongoing uncertainty about the role of each within an evolving media.

2- The expected role of traditional journalism in the digital age:

Table 12. shows the research sample's opinion on the expected role of traditional journalism.

The Queue	percentage	Repeat
Providing exclusive content	42.9%	18
Committing to credibility	50%	21
Interacting with the audience	54.8%	23
Promoting paid journalism	11.9%	5
Other	9.5%	4

Continuous interaction with the audience emerged as the most sought-after role of traditional journalism in the digital age, with 54.8% of respondents citing it. This reflects a general trend toward more interactive media closer to the audience, rather than a one-sided approach to content delivery. This reveals the public's need for media institutions that are open to their opinions, facilitate direct interactions, and respond promptly to their, see Table 12.

3- The extent of support for integrating traditional and digital journalism:

Table 13. shows the research sample's opinion on integrating traditional and digital journalism.

Choice	percentage	Repeat
Yes	58.1%	25
No	14%	6
Maybe	27.9%	12

58.1% of respondents supported the idea of a complete integration of traditional journalism and digital media, indicating that the public now believes the most appropriate solution is to combine digital authenticity with traditional sobriety within an integrated media system. This approach can be seen as a compromise that balances traditional journalistic values with modern technical capabilities to achieve the greatest possible effectiveness in communication and persuasion, see Table 13.

Analysis of Digital Media Evaluation:

1- The most prominent advantages of digital media compared to traditional media:

Table 14. shows the research sample's opinion on the advantages of digital media compared to traditional media.

Feature	percentage	Repeat
Quick access to information	58.1%	25
Ease of access	37.2%	16
Immediate interaction	51.2%	22
Diverse presentation methods	30.2%	13
Other	4.7%	2

The results showed that the speed of accessing information was the most prominent feature, at 58.1%, followed by interactivity and ease of access. This indicates that the characteristics of digital media are more in line with the nature of contemporary users who seek efficiency, speed, and instant communication. It also demonstrates that traditional media alone is can longer meet the evolving demands of today's audience, see Table 14.

2- Is digital media capable of replacing traditional journalism?

Table 15. shows the research sample's opinion on the ability of digital media to replace traditional journalism.

Choice	percentage	Repeat
Yes	72.1%	31
No	14%	6
Not sure	14%	6

72.1% of respondents expressed their belief in the possibility of digital media replacing traditional journalism. This reflects a deep-rooted public conviction of an irreversible shift in the media structure, posing a crucial challenge to print journalism's survival. This perception likely arises from concrete experiences with the weak spread of print journalism compared to the growing influence of digital platforms, see Table 15.

3- What guarantees the survival of traditional journalism?

Table 16. shows the research sample's opinion on the survival of traditional journalism.

Choice	percentage	Repeat
Complete Digital Transformation	23.3%	10
Delivering Deep Content	34.9%	15
Engaging Audiences with Technology	11.6%	5
Committing to Authenticity	30.2%	13

The majority of respondents indicated that providing specialized and in-depth content is the most significant factor ensuring the survival of traditional journalism, at 34.9%, followed by a commitment to professionalism and credibility, see Table 16. This indicates that qualitative excellence, not mere presence, is what can make a difference in the face of digital challenges. It also demonstrates that audiences still seek depth and accuracy, which can sometimes be lacking in fast-producing digital media.

4. Conclusion and Recommendation

First: Conclusions:

1. It is clear from the theoretical and practical frameworks that the development of new media has brought radically transformed in the global and local media landscape, where traditional journalism is no longer the primary source of news as it once was. Instead, it faces strong competition from digital media characterized by speed, ease of access, and direct interaction, which has posed a significant challenge for print newspapers in retaining their traditional audience.
2. The results of the theoretical analysis showed that digital media not only provided an alternative to traditional journalism but also contributed to reshaping the roles of media institutions and their working methods by introducing new mechanisms in content production and dissemination, such as continuous updates and the use of multimedia. This requires traditional media institutions to reconsider their editorial and technical structures to keep pace with these transformations.

3. The conclusions drawn from the practical side indicate that a wide segment of the readership has begun to lean towards using digital media to follow news its the advantages in speed of access and ease of interaction, which indicates a profound change in media consumption patterns among individuals and reflects a decline in reliance on traditional means of news delivery.
5. The frequency of opinions supporting the idea of the impact of new media on traditional journalism indicates an increased awareness among the public regarding the reality of the crisis facing print newspapers, which is manifested in declining circulation rates, weak revenues, and the absence of real-time interaction with the audience. This means that traditional journalism must reformulate its strategies to keep pace with the digital transformation.
6. The study revealed that one of the most prominent challenges facing print journalism is its inability to pace up with the rapid updates of digital media, especially in light of limited technical and human resources, making it slower in responding to rapidly unfolding events and thus losing a significant portion of its appeal among the young audience that is constantly connected to the internet.
7. By tracking respondents' opinions about the future of traditional journalism, it is clear that some still see the possibility of print newspapers continuing if they rebuild themselves according to an integrated digital model that combines the reliability of traditional journalism with the flexibility of modern media. This reinforces the idea of merging both approaches rather than excluding one in favor of the other.
8. It can be said that the future role of traditional journalism lies in its ability to provide deep, qualitative, and analytical content that is difficult for fast media to produce, focusing on quality rather than quantity, depth rather than superficiality, and professionalism rather than fleeting interactivity. This approach enables it to perform a complementary role alongside digital media rather than a competitive one.

Secondly: Recommendations:

1. Print newspapers should accelerate their steps towards digital transformation by creating modern electronic platforms that leverage multimedia and are competitive in the ever-evolving internet environment, taking into account the adaptation of journalism techniques to suit the nature of the digital audience and its diverse requirements.
2. It is essential for media institutions to implement ongoing training programs that equip to use modern technologies in editing and producing media content, including dealing with big data, digital design programs, and having enough flexibility to provide renewed and interactive content with the audience.
3. Traditional journalism should focus on producing high-quality content characterized by in-depth analysis, reliability, and professionalism, features that can give it an edge over fast digital media, thereby restoring readers' trust and enhancing its value as a source of sound knowledge rather than fleeting news.
4. It is recommended that media institutions adopt a participatory model combining traditional and digital journalism by enhancing their interactive presence on social media and activating commenting and discussion features.

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