



Attitudes of Media Students in Palestine towards Video Journalism Content Disseminated by Russia Today on the Arabic Channel's Page on Facebook

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ABSTRACT

This research aims to identify the attitudes of media students in Palestine towards video journalism through the Russia Today in Arabic channel page on the Facebook platform. It also aims to investigate media students' opinions about the visual content presented by the Russia Today page by verifying the motives behind their follow-up to the channel's page on its interactive platform, in addition to revealing the cognitive aspects that students are impacted by as a result of their follow-up to the video journalism through the channel's page. The study can be categorized under quantitative approaches. Statistical analysis is one of the most appropriate scientific methods for such analytical studies. It helps in obtaining information, data, and descriptions of the phenomenon under study. Therefore, the current study came out with several results and recommendations; the media faculties in Palestine should work on developing the skills of media instructors to use contemporary technologies, and train students to tell stories through video journalism. There should also be diversity in the media content adopted by the Russia Today channel, and it should be expanded to cover all social media platforms. Moreover, it is essential to take advantage of experts and visual content makers on social media platforms to raise students' practical skills to produce stories using video journalism.

Keywords: Attitudes, Media Faculties, Video Journalism, Russia Today Channel in Arabic.



Introduction

Video journalism spreads across the Internet with its various sites and social media platforms. It has become an essential component of websites, whether it is for a press institution or even private websites, and the video goes through several stages before it reaches Internet users who have become active elements and participants in the communication process, especially on interactive media platforms.

Modern journalistic practices have been affected by the rapid technological developments that have contributed to the creation of new communication models so that media outlets that have accompanied these transformations have been able to compete in controlling the flow of information on the one hand and to develop and adapt their tools and methods to meet the needs of active users by producing new interactive content capable of influencing them. On the other hand, this huge technological development in information and digital media posed many challenges to traditional media, as it became unable to influence public opinion on various issues by using the same tools, practices, and traditional media practices. Such new digital technology imposed technical transformations in the production of digital content and methods of communication and led to significant changes in traditional media content. Therefore, video journalism opens the door for the public to receive a large amount of information in different fields of journalism and digital media, and it has become possible for citizens to be professional journalists, thus moving from the traditional media model to the new model produced by new media platforms. Video journalism is considered one of the new forms of digital journalism. Therefore, several researchers suggest that new approaches should be found to integrate traditional journalism with video journalism to maintain its position in the hierarchy of journalism. News agencies seek excellence by publishing and broadcasting news videos as a result of the new change it brought about (Al-Yamani, 2015, pp. 111-180). Accordingly, the researchers assume that the new media practices have prompted RT channel to adapt its content to be more compatible with the new digital environment. This adaptation produced a new form of visual journalism dedicated to digital platforms, as RT channel allocated space within its platform like most platforms (Facebook, YouTube), Instagram and Twitter), in Arabic, to shed light on humanitarian issues, and to be a special voice for its audience and interact with them by publishing such new visual content.

Despite the channel's orientation towards digital platforms, there is a difference when podcasting a traditional visual journalistic story for television compared with what can be produced and told for social media platforms. Therefore, this study explores the new forms of digital visual narration, benefiting from RT which is one of the media outlets that impact the Palestinian community.

Therefore, the current study attempts to identify the orientation of media students in Palestine towards video journalism through the Russia Today in Arabic channel page on the Facebook platform. This is important to analyze the flow of information within multiple narratives which significantly impact the Palestinian users.



The importance of studying the short visual news content on social media platforms lies in the fact that it is related to user's knowledge and orientations because there is a growing interest in video journalism on news sites, in addition to the scarcity of scientific studies in new media practices, especially video journalism and its impact on media students. This is also essential for the Palestinian universities in the West Bank in terms of identifying students' attitudes towards this type of visual narration on the (RT) platform on Facebook platform.

This study aims to identify the attitudes of media students in Palestine towards video journalism by investigating the Russia Today in Arabic channel page on the Facebook platform. It also aims to identify the views of the students of the Faculty of Mass Communication towards the visual content provided by the Russia Today platform. This can be achieved by verifying the motives behind the follow-ups of the students of the Faculty of Mass Communication in Palestine to video journalism through its interactive platform on Facebook.

Therefore, the study seeks to answer the following questions: What are the attitudes of media students in Palestine towards video journalism through the Russia Today Arabic channel page on the Facebook platform? This study also tries to answer the following sub-questions:

- 1- To what extent does video journalism published on the Russia Today Arabic channel page on Facebook impact the media students in Palestine?
- 2- What are the most prominent opinions of the media students towards the visual content presented by the Russia Today Arabic channel on the Facebook platform?
- 3- What are the motives for students of media faculties in Palestine to follow the video journalism published on the Russia Today Arabic channel page on Facebook?
- 4- What are the cognitive effects that impact the media students as a result of watching the video journalism content on the Russia Today Arabic channel page on Facebook?

Hypotheses of The Study

- 1- There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today Channel in Arabic due to their demographic variable, gender.
- 2- There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today channel page in Arabic due to their demographic variable, academic level.
- 3- There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today channel page in Arabic due to their demographic variable, the place of residence.



4- There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today channel page in Arabic due to their demographic variable, academic affiliation.

Theoretical Framework

We live in a digital age in which social media have become promoted by videos. According to Reuters Institute research findings; this is due to advances in technology and the support it has received from high-tech companies. However, there is a difference between uploading digital content to social networks and storytelling. Therefore, journalists tend to adopt new forms of visual narrative. One such format is video journalism content disseminated on social networks. So, if such digital content is produced successfully, it tells stories in less time and prompts the audience to interact and discuss (Laria & Merhi, 2015, p. 3). Thanks to the flexibility of the journalist who replaced an entire television team, as well as thanks to advanced broadcast and production technology, video journalism can keep pace with the modern media landscape effectively and conveniently (Alawi, 2020, p. 161).

Video journalism started in many developed countries a long time ago and was able to achieve great success, as the journalist in such countries turned into a so-called television journalist, who is concerned with carrying his / her video camera and looking for new stories capable of mobilizing large segment of people, shedding light on their struggling and their daily life. This type of journalism promotes new practices and new journalists who adapt technology to serve the media message (Alawi, previous reference, p. 162).

Consequently, it can be assumed that video journalism has become a competitor to traditional media, especially television journalism, due to its great ability to reach wide segments of audiences that use modern technology, and interact with digital content. This could push online newspapers to adopt the new digital practices which changed the methods of journalistic coverage, especially with the introduction of the mobile phone, which contributed to the dissemination and transmission of news video content.

About Russia Today channel

The Russia Today channel is the first Russian TV channel to speak in the Arabic language in addition to the Russia Today channel in English, RT English. The channel also produces its followers with access to its programs through its YouTube website. The channel team includes professional Russian and Arab journalists and translators. The channel's offices are distributed in the Middle East (Baghdad, Damascus, Beirut, Gaza, Jerusalem, Cairo, and Ramallah), the United States (Washington, New York), and Europe (Paris (and London) in addition to the network Media for correspondents, and the editorial board consists of managing programs and documentaries teams.

Regarding the reasons for the establishment of the channel, the head of the channel (Yevgen Sedron) says that the main reason for establishing the Russia Today channel is to introduce Russian politics and build bridges of communication with the Arab communities. The Arab region represents an engine for central issues on the



international landscape. This is also important to confirm that Russia is a historical friend of the Arab world. The channel is interested in covering Palestinian issues and roles played by Israel in the Middle East, as well as foreign policies of Arab countries (Abu Jahjah Najla, 2010, pp. 110-111).

The RT television network includes 9 news and documentary channels and online news platforms in 6 languages. Russia Today's Arabic channel, pronounced in English, "RT Arabic": is a multilingual television news network funded and operated by the Russian government. It is run by the independent, non-commercial "Novosti News Agency" in the Russian Federation. It is headquartered in the heart of the Russian capital, Moscow. The channel began broadcasting on May 4, 2007. The channel's broadcast programs included political, economic, cultural, and sports news, press tours, and periodic programs, in addition to documentaries and other investigations. The channel's broadcast schedule is 24 hours a day, seven days a week, and the channel's programs are broadcast from the heart of the Russian capital, Moscow, by several satellites, which are Nilesat, Badr 4, and Hot Bird. According to the channel, its broadcast covers the regions of the Middle East, North Africa, and Europe.

As to why the canal was named Russia Today? And why is it called so? The writer indicates that Russia today is different from the Soviet Union. This choice indicates that "Russia Today" is the language of broadcasting in Arabic, English, and Spanish. It is also about the state's early focus to communicate with the Arab world, which represents a close friendship with Russia. (Rafiq, 2011 - p. 6) (16).

Based on what was mentioned above, the researchers assume that the RT Arabic channel on digital platforms is a platform for the generation connected to the Internet with a variety of content, telling different societal and cultural stories. The channel provides its media digital services on social media platforms and it is very active in a such digital environment in an attempt to shed light on events by adapting its visual content. This is also essential to give the youth segment a space for dialogue, discussion, and interaction with the news content it publishes. RT's goal is to mobilize the Arab audience on all digital platforms, including Facebook, Twitter, YouTube, and Instagram.

Diffusion of innovations theory

Russia Today channel was one of the first pioneers to employ video journalism as a new communication pattern that affects the audience, despite the lack of attention of some other communication channels to the importance of this innovation. This innovation made the process of delivering media messages to users via the Internet easier and more flexible. On the one hand, it increased the richness of the communication medium (Russia Today Channel), and it increased the degree of its influence and its attraction to new users via the Internet.

Therefore, the Diffusion of innovations theory in modern media studies plays a significant role in revealing changes in the attitudes, patterns of thinking, and ideologies adopted by users on the Internet by examining the degree of adoption of innovation. This is also significant to reveal the importance of video journalism in



employing new persuasion techniques that affect the audience, as it employs text, sound, and image in one model capable of attracting a large number of audiences, which in turn increases the level of interaction and participation in the new communication style.

Russia Today channel is considered one of the pioneering Russian channels in producing content and adapting it to promote new journalistic practices on social media platforms, and thus it is consistent with the diffusion of innovations theory in which opinion leaders in society have communication channels that enable them to market new ideas and influence the Arab society. Such new means of communication and media platforms are among the most important devices in shaping attitudes toward innovations and practices.

The theory is considered to be a social and psychological theory that aims to predict how individuals can make their decision to adopt an innovation or a new technical idea (Rogers, 2003).

The theory of diffusion of innovations is based on many basic ideas and concepts that information is mostly derived from personal assessments of innovation, and people share and exchange information by convergence in the points of view derived from networks of personal relationships, so adoption of innovation can be considered as a social process in which self-perceived ideas and information about the new idea are communicated from one person to another, and accordingly, the new meanings and perspectives about innovations are gradually determined through social construction processes (Thayer, 2013, 8).

Diffusion of innovation theory aims to test individuals' behaviors toward developments in their environment and to measure the time it takes for that innovation to be adopted. The effectiveness of this theory played a role in its adopting by many researchers and applying it in their studies to identify the influences that interfere with the decision of institutions and individuals towards adopting or rejecting the use of an inventor. Everett Rogers defines innovation as an idea, application, or phenomenon that arises in society and was not previously known, while diffusion means the procedures and time needed for that innovation to spread in society using various communication channels (Al-Mubarraz, 2008, 199).

Furthermore, this theory focuses on disseminating information related to innovations among members of society or a sector of it to achieve development, which in the end is to change their behavior. In this context, Rogers and Shoemaker reviewed and audited more than 5,000 telegram records related to the spread of all innovations in the field of sociology and anthropology, to identify the mechanisms of adopting ideas and innovations by the public, to finally confirm through their model the role of the social environment in influencing the flow of information and communication. In a transitional way, it remains subject to the social groups to which it belongs. This means that the people move within their framework, including the role of opinion leaders in passing the information they derive from media sources to others who are adequately exposed to the media (Kholisa, 2014, p. 26).



Methodology Research design

This study can be categorized as a quantitative study. The scope of this research is related to studying the phenomena including attitudes, and opinions, by analyzing them, and interpreting them to get good conclusions (Hijab, 2003, p. 78). By such analytical approaches, it is possible to collect responses aimed at identifying the attitudes of students of media faculties in Palestine towards video journalism, the Russia Today Arabic channel page on the Facebook platform as a case study.

Method of data analysis

In their study, the researchers used a questionnaire tool to collect data related to the attitudes of students of media faculties in Palestine towards video journalism," The study tool was used to obtain information related to the study, it is a method for collecting data aimed at stimulating the respondent in a systematic and codified way to present facts, opinions, and ideas within the framework of data related to the subject of the study (Hussein, 1996, p. 19). Furthermore, the validity of the current questionnaire was verified by presenting it to a group of researchers, who made observations about it, and accordingly the questionnaire was adopted in its current form. The reliability of the questionnaire was also calculated using the internal consistency method and by calculating the Cronbach Alpha reliability equation. The total score of the questionnaire was (0.80). This result indicates that this questionnaire has the reliability that meets the purposes of the study.

Sampling method

The sample is defined as a partial group of the study community so that the results of that sample can be generalized to the entire community, it is the process of selecting several individuals representing the group from which they were chosen, and the aim of selecting the sample is to obtain information about a community (Al-Khatib, 2009 49), the researchers applied the simple random sample method on the students of the Faculty of Mass Communication.

The sample was selected, then the two researchers applied the method to the study sample, and after collecting questionnaires from the sample, it was found that the number of valid questionnaires that were subjected to statistical analysis is 300. After collecting the questionnaires and ensuring their validity for analysis, they were coded (giving them certain numbers), in preparation for entering their data into the computer to conduct the appropriate statistical treatments and analyzing the data according to the questions and hypotheses of the study data. The following tables show the demographic information of the selected sample:



- Demographic information

Percentage	Gender
48,3%	Male
51,7%	Female
100%	Total

- Academic level

Percentage	Level
12,3%	First-year
18%	Second year
35%	Third year
34,7%	Fourth-year
100%	Total

- Place of residence

Percentage	Place
44,1%	City
14,5%	Camp
41,4%	Village
100%	Total

- Affiliation

Percentage	University
12,3%	Khedouri Al-Aroub
11%	Bethlehem University
55,2%	Al-Quds open university
11,2%	Hebron University
10,3%	AL-Ahliya University
100%	Total

Results of the study

Hypothesis 1

There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today Channel in Arabic due to their demographic variable, gender.



Analysis

(Independent Samples Test) using the SPSS method shows the results of a program analysis

(P value (0.183) > alpha (0.05))

Accordingly, we do not reject the null hypothesis and confirm that there is not sufficient evidence of statistically significant differences at the level of statistical significance (0.05) in identifying the attitudes of students of the Faculty of Mass Communication in Palestinian universities towards video journalism on the Russia Today page via Facebook. The following tables show the results of the current hypothesis using SPSS analysis:

Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Follow video Male	151	1.43	.560	.046
journalism on Russia Female	149	1.49	.600	.049
Today				

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means
	F	Sig.	T
Follow video Equal variances assumed	1.781	.183	-.888
journalism on Russia Equal variances not assumed			-.888
Today			

Independent Samples Test

	t-test for Equality of Means		
	df	Sig. (2-tailed)	Mean Difference
Follow video Equal variances assumed	298	.375	-.059
journalism on Russia Equal variances not assumed	296.009	.376	-.059
Today			

Independent Samples Test

	t-test for Equality of Means	
	Std. Error Difference	95% Confidence Interval of the Difference



		Lower	Upper
Follow video Equal variances	.067	-.191	.072
journalism on Russia assumed			
Today Equal variances not assumed	.067	-.191	.072

The researchers argue that the gender factor is not crucial when it comes to following the video journalism on the Russia Today page, and the reason for this is attributed to the fact that the study sample consists of media students in Palestinian universities who have a considerable interest in following the news due to the nature of their specialization that drives them to follow the events and on the local and international levels.

Hypothesis 1

There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today channel page in Arabic due to their demographic variable, and academic level.

Analysis

The one-way ANOVA shows that (P value (0.582) $>$ alpha (0.05)). Accordingly, we do not reject the null hypothesis and confirm that there is not sufficient evidence of statistically significant differences at the level of statistical significance (0.05) in identifying the attitudes of students of the Faculty of Mass Communication in Palestinian universities towards following video journalism on the Russia Today page via Facebook. The following tables show the results of the current hypothesis using SPSS:

Descriptive

Follow video journalism on Russia Today

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
First-year	34	1.53	.507	.087	1.35	1.71
Second year	55	1.38	.490	.066	1.25	1.51
Third year	107	1.44	.602	.058	1.32	1.55
Fourth-year	103	1.50	.624	.062	1.37	1.62
33	1	2.00
Total	300	1.46	.580	.033	1.39	1.53

Descriptive

Follow video journalism on Russia Today

Minimum	Maximum



First-year	1	2
Second year	1	2
Third year	1	3
Fourth-year	1	3
33	2	2
Total	1	3

Test of Homogeneity of Variances

Follow video journalism on Russia Today

Levene Statistic	df1	df2	Sig.
2.576 ^a	3	295	.054

ANOVA

Follow video journalism on Russia Today

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.965	4	.241	.715	.582
Within Groups	99.555	295	.337		
Total	100.520	299			

The results indicate that the academic level of media students in Palestinian universities does not significantly affect the extent to which they follow video journalism on the Russia Today page. In addition, there are common interests among all media students in Palestinian universities towards the visual content published on the Russia Today page on social media platforms.

Media faculties in Palestine pay wide attention to the scientific material related to video journalism as a contemporary media phenomenon that deserves study and training. Therefore, it is natural that there are no differences between students towards watching short videos on the Russia Today platform, according to the student's academic year factor. In many cases, media lecturers in Palestinian universities empower students and encourage them to identify the latest updates regarding video journalism on social media platforms. On the other hand, students follow video journalism on the Russia Today page because it represents an advanced communication model in this field.

Hypothesis 3:

There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today channel page in Arabic due to their demographic variable, the place of residence.

Analysis:



The one-way ANOVA test using the SPSS shows that (P value $(0.504) > \alpha$ (0.05)). Accordingly, we do not reject the null hypothesis and confirm that there is not sufficient evidence of statistically significant differences in identifying the attitudes of students of the Faculty of Mass Communication in Palestinian universities towards following video journalism on the Russia Today page via Facebook, due to their demographic variable, place of residence. The following tables show the results of the current hypothesis using SPSS.

Descriptive

Follow video journalism on Russia Today

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Village	127	1.43	.571	.051	1.32	1.53
City	132	1.48	.573	.050	1.39	1.58
Camp	40	1.50	.641	.101	1.30	1.70
4	1	1.00
Total	300	1.46	.580	.033	1.39	1.53

Descriptive

Follow video journalism on Russia Today

	Minimum	Maximum
Village	1	3
City	1	3
Camp	1	3
4	1	1
Total	1	3

Test of Homogeneity of Variances

Follow video journalism on Russia Today



Levene Statistic	df1	df2	Sig.
.884 ^a	2	296	.414

a. Groups with only one case are ignored in computing the test of homogeneity of variance for Follow video journalism on Russia Today

ANOVA

Follow video journalism on Russia Today

	Sum Squares	of Df	Mean Square	F	Sig.
Between Groups	.511	3	.170	.504	.680
Within Groups	100.009	296	.338		
Total	100.520	299			

The researchers believe that geographical closeness enhances students' knowledge and understanding, which means a convergence of points of view in following video journalism. Also, technological development and the availability of the Internet and mobile phones in various Palestinian regions contributed to the ease of access to electronic content on various media pages worldwide, including the Russia Today page via the Facebook page. In addition, the political reality and challenges impose on the young generation and media students in particular, encourage them to be in touch with the various events, which contributes to making the Palestinian society more homogeneous when it comes to the geographical area and place of residence. The Russia Today website gives a large space to cover Palestinian issues; this is achieved through the spread of its offices in various Palestinian regions and continuous coverage, which enhances students' follow-up to Russia Today's page.

Hypothesis 4:

There are statistically significant differences in identifying the attitudes of media students in Palestinian universities towards video journalism on the Russia Today channel page in Arabic due to their demographic variable, academic affiliation.

Analysis:

The one-way ANOVA using the SPSS shows that (P value (0.548) > alpha (0.05)). Accordingly, we do not reject the null hypothesis and confirm that there is not sufficient evidence of statistically significant differences in identifying the attitudes of students of the Faculty of Mass Communication in Palestinian universities towards following video journalism on the Russia Today page via Facebook, due to their demographic variable, academic affiliation. The following tables show the results of the current hypothesis.

Descriptive



Follow video journalism on Russia Today

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Hebron	35	1.43	.698	.118	1.19	1.67
Bethlehem	36	1.47	.609	.101	1.27	1.68
Ahliya	29	1.31	.471	.087	1.13	1.49
Al Aroub	34	1.41	.609	.104	1.20	1.62
Al-Quids	166	1.50	.559	.043	1.41	1.59
Total	300	1.46	.580	.033	1.39	1.53

Descriptive

Follow video journalism on Russia Today

	Minimum	Maximum
Hebron	1	3
Bethlehem	1	3
Ahliya	1	2
Al Aroub	1	3
Al-Quids	1	3
Total	1	3

Test of Homogeneity of Variances

Follow video journalism on Russia Today

Levene Statistic	df1	df2	Sig.
2.156	4	295	.074

ANOVA

Follow video journalism on Russia Today

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.034	4	.259	.767	.548
Within Groups	99.486	295	.337		
Total	100.520	299			

The researchers argue that there is a significant convergence in the answers of the respondents among the Palestinian university students to follow the short video on the Russia Today page via Facebook. Palestinian universities play a big role in this regard



which is reflected in the scientific content provided to media students. In the same context, the majority of media professors working in Palestinian universities received an academic education in international universities, including Russia, which affected their accumulated experience and their awareness of the importance of providing students with new digital media content that addresses both local and international issues. There is another reason for such convergence of the answers of the respondents, as the study plans taught to media students in Palestinian universities are similar in terms of academic content - theoretical and applied - so most of the courses focus on the importance of contemporary media practices and the role of video journalism in virtually covering events.

Summary of the results

The results of the study show that there are statistically significant differences in identifying the attitudes of students of the Faculty of Mass Communication in Palestinian universities towards following video journalism on the Russia Today page, this is due to their demographic variable, gender, and academic level, which means that the Gender is not a crucial factor. However, there is a significant convergence in the academic level among students in following up on the visual content disseminated by the Russia Today page on social media platforms. This means that there is an interest in the visual content and there should be more focus on the practical and training aspects that increase students' efficiency in producing short videos.

The results also show that there are statistically significant differences in identifying the attitudes of students of the Faculty of Mass Communication in Palestinian universities towards following video journalism on the Russia Today page due to their demographic variable, place of residence, and the university in which the students study. This means that the digital environment and the availability of the Internet contribute to enriching students' knowledge about video journalism. This has contributed to homogeneity among students' levels, in addition to the similarity of study plans among Palestinian media faculties concerning teaching contemporary media courses, especially short video production.

Conclusions

Modern communication technology is one of the most developed and up-to-date sectors, as various media outlets are affected by this development, which is reflected in the content produced through the emergence of various press and media practices. This is reflected by a great impact on the audience, who tends to interact with the visual content effectively. Therefore, the use of short video has been used as an attractive message on social media platforms. This has prompted media faculties to give this type of journalistic work great importance by developing new educational plans and courses with modern teaching methods.

In this study, which sheds light on the attitudes of students of media faculties in Palestine towards video journalism through the Russia Today channel in Arabic page on the Facebook platform, the study showed that Russia Today channel developed a strategy to promote the new content on social media platforms by adapting it to keep up with the new digital environment. Furthermore, the study sample, represented by



the students of the media faculties in Palestine, tended towards following the short video, and this was characterized by accuracy, interactivity, speed of dissemination, and richness of the visual material produced. Therefore, such short videos have significantly appealed to Palestinian users, the media, and content makers.

Recommendations

The researchers recommend that media faculties in Palestine should develop the skills of media lecturers in which they use modern technologies in education and train students to tell effective stories through video journalism. They should also take advantage of experts and visual content makers on social media platforms to raise students' practical skills. The researchers also suggest that the Palestinian media should adapt their visual content to keep up with digital platforms; this can be achieved by producing effective stories using a video journalism templates as a contemporary model for online platforms. Additional studies should also be conducted to investigate digital content disseminated on social media platforms.

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