



The Degree of Dependence of Local Newspapers on the Newsletter of the Jordan News Agency from the Viewpoint of Jordanian Journalists

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Abstract: The study aimed to identify the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists. The questionnaire was used as a study tool, and it was distributed to a sample of (298) journalists, and 11 questionnaires were excluded for lack of completeness of their data during the period from the beginning of August to the end of November of 2020, so that the number of questionnaires subject to study became 287 questionnaires.

Key words: local newspapers, Jordan News Agency, journalists.

I. INTRODUCTION:

Since its inception in 1969, the Jordanian News Agency "Petra" has sought to achieve its goals by expressing the image of Jordan and the achievements of its national institutions at all levels, by conveying events honestly and objectively through image, news, investigation, report and comment.

The agency works to transfer the event, the useful information, and the achievements that have been made at the level of the Jordanian state to the citizen in various fields and inform him of what is going on in terms of local and external events and developments in order to contribute to creating public opinion and a coherent internal front. In addition to tracking the rumor with news and health information from its real sources and with a high degree of credibility, in addition to keeping pace with the progress and development that news agencies in the world are witnessing rapidly and improving the press service professionally (Sultan, 2012, p.97)

The current era is witnessing an increase in electronic newspapers as they are important means of communication and media worldwide, due to their ability to influence public opinion locally or internationally, and direct the interests of their audience to follow their media activities.

However, the emergence of electronic newspapers, satellite stations and radio stations and their wide spread made competition fierce between them and between television and radio stations and official local agencies, which made local agencies and stations live in a dilemma of competition and influencing their audiences.

In light of the comprehensive development process that Jordan is experiencing, and in which it has gone through many stages, we find that the Jordanian media, whether public or private, needs to be covered by this development, with the aim of ensuring that the level of performance is raised and preserving its glory and its followers.

And with the emergence of electronic journalism and satellite channels, a group of citizens have refrained from following the local mass media, perhaps because they see a failure in performance and catching up with the digital media development as a result of the technical boom that our time is witnessing, or perhaps because of some aspects of the imbalance in the performance of the local media.

In order to reach a clearer and more comprehensive picture on this subject, which helps to improve the performance of the Jordan News Agency, it is necessary to conduct an evaluation study of the agency's performance in order to reach a clearer perception about the degree of dependence of local newspapers on their newsletter from the viewpoint of Jordanian journalists.

The Study Problem:

The problem of the study lies in knowing the degree of dependence of local newspapers on the newsletter of the Jordanian News Agency in light of intense competition with the digital press, which has become an effective presence in the field of media, at the end of the twentieth century and the beginning of the twenty-first century, major developments emerged that accompanied the media work that changed many concepts related to the capabilities of news agencies to provide the media with news and images of events, which made them face serious challenges with the emergence of digital journalism.

Specialists in the field of media and journalists are the ones closest to the media scene and have the ability to assess the situation and the size of the performance, to know the strengths and weaknesses of the agency to be able to meet the desires and satisfy the media needs in the news work, here lies the problem of the study that we will put in the form of the following main question: What is the degree of dependence of local newspapers on the newsletter of the Jordan News Agency.

1. Are Jordanian journalists exposed to the local Jordanian newspapers?
2. What is the degree of dependence of local Jordanian newspapers on the newsletter of the Jordan News Agency?
3. What is the degree of dependence of local Jordanian newspapers on the newsletter of the Jordan News Agency according to the variable of gender and occupation?

Objectives of the Study:

1. Determine the degree of dependence of local Jordanian newspapers on the newsletter of the Jordan News Agency.
2. Determine the degree of dependence of local Jordanian newspapers on the newsletter of the Jordan News Agency according to the variable of gender and occupation.
3. Determine the extent of exposure of Jordanian journalists to the local Jordanian newspapers.

Importance of Studying:

The media is like any other sector, and it should continuously develop in line with the developments that appear with the development that accompanies the media work. The media, both official and private, falls under the umbrella of the national media, and it is an essential part of the reform process on the one hand, and the platform through which the reform and development process is prepared and promoted in Jordanian society.

Terms of the Study:

Local Jordanian newspapers: These are the Jordanian daily paper newspapers published in Jordan, namely Al-Rai, Al-Dustour, Al-Ghad and Al-Nabat, which usually have a mission to transmit and publish news and information, as well as deal with various topics in the field of entertainment, including: entertainment and entertainment issues.

News Agency: It is an agent for media and non-media organizations in gathering information, news, pictures and reports that the mass media needs to carry out its job of informing the public about what happens in terms of events in the supply of information on which to base its decisions. (Imam, 2006, p. 27)

Journalist: A person who practices the profession of journalism, either spoken or written, and the work of a journalist is to collect and publish information on current events, trends and people issues, to make reportages, and to prepare reports to be broadcasted or published in various media such as newspapers, television, radio and magazines. (Jawad, 2001, p. 22)

Media Dependence Theory

The theory of dependence on the media is one of the important theories in the field of media, as the mass media contributes to providing information and providing it to individuals who depend on it greatly in life (Al-Abdullah, 2010, p. 21).

Reliance on the media has become a necessity in modern societies, as the individual can gradually realize this dependence since the need to know the best purchases in the market and move to more comprehensive and complex needs, such as the desire to obtain information about the outside world, in order to interact with it, and due to the different views of individuals regarding goals and interests, this is reflected in their dependence on the media. (Al-Dulaimi, 2016, p.229).

Obtaining information about the events around him, especially on several topics such as political conflicts that impose on individuals to increase reliance on the media to understand the social reality without neglecting that the activity of the mass media does not take place on the other hand without relying on other sources from bodies and institutions forming the social construction in general (Al-Mashaqba, 2011, p. 135).

The Theory Concept:

This theory clarifies that the use of the media does not come out of a vacuum nor in isolation from the influence on the public opinion in which you live. As the capacity of the media to influence increases when the mass media perform their roles effectively and with competence in conveying information in a distinctive and intense manner by the one in charge of communication and media.

The Genesis of Media Dependence Theory:

The first emergence of the theory of media dependence was through the researcher Sandra Paul and Melvin de Fleur in 1974, through a research work entitled "The Information Perspective", in which the two researchers demanded the necessity of moving from the concept of the power of persuasion of the media to another point of view that sees the strength of the media, as an information system, depends in its activity on other information sources that make the media present in society, after that, the concept of media appeared by researchers in a book entitled "Media Theories" in an attempt to fill gaps in the model of uses and gratifications, this model that did not focus on the influence and power of the media on others (Zouda, 2012, p. 12).

Content of Media Dependence Theory:

The main content of this theory is to focus on the relationship between the media and the recipients and the social system, which is characterized by social characteristics of the interdependence imposed by the characteristics of modern society, as the members of society depend on the media as a subsystem In order to understand and perceive another sub-system which is the social environment in which members of society live, and that is through obtaining information about the events around him, especially on several topics such as political conflicts that impose on individuals to increase reliance on the media to understand this social reality without neglecting that the activity of the media does not take place on the other hand without relying on other sources of bodies and institutions formed for care. On community building in general (Al-Mashaqba, 2011, p. 135).

Individuals' Goals for Depending on the Media:

There are several goals for individuals when they rely on the media referred to by Al-Dulaimi (2016, p. 234), namely:

1. Understanding: As self-knowledge through learning and obtaining experiences, social understanding, through knowledge or interpretation of things about the world or local community.
2. Guidance: It includes directing the work, such as giving a decision on what to buy.
3. Entertainment: It includes isolated entertainment such as rest and social entertainment, such as listening to music.

Pillars of Individuals' Media Dependence:

1. The existence of goals for individuals that they seek to achieve through the information provided by various sources, especially targets for individuals (Mujahidi, 2011, p. 24).
2. Considering the media system as an information system that controls resources that achieve the goals of individuals (Balzarini, 2005 p 12)

Hypothesis of the Media Dependence Theory:

(Zouda, 2012, p. 84) indicated that there are several hypotheses for the theory of media dependence, as follows:

1. The influence of the media ranges from strength to weakness, depending on the surrounding circumstances and the experiences of the recipients.
2. Media system and activity is a part or a fragmentary picture of the social pattern of society.
3. Media use and influence does not occur in isolation from the influences of the social system to which individuals and the media belong.
4. Individuals' dependence on the media increases as the media system is able to respond to the needs of the social system and its recipients.
5. Recipient members differ in their dependence on the media among the elites who rely on private sources such as promotions that are not available to individuals.

The theory of media dependence is an interactive theory, in the sense that it focuses on the relationships between systems and their components, and views society as a composite community of a group of individuals, not of a single individual, it examines the relationship that these individuals have with one another. And then trying to explain the behavior of each part of the structure of this society separately, to find out the correlation of these relationships with each other. Mahmoud Ismail mentions that the theory of dependence is a comprehensive theory, as it presents a holistic theory of relations between communication and public opinion, and avoids the simple questions related to the influence of the media on society, and he also mentions that the most important addition to the theory is that society affects the media. This reflects the scientific tendency prevailing in modern social sciences, which is the tendency to live as a complex system of interacting elements, not separate models of causes and effects. As for the relevance of the theory of media dependence to the current study, it can be highlighted through the influence of the media on individuals, ranging from strength to weakness, which may increase individuals' follow-up of cases related to the personality assassination.

Implications for Public Dependence on the Media:

Al-Dulaimi (2016, p. 241) stated that there are effects that result from the public's dependence on the media, namely:

1. Cognitive Effects: Includes the following:
 - a. Ambiguity: It occurs as a result of the contradiction, lack or insufficiency of information that individuals are exposed to in order to understand the meanings of events or to identify possible and correct interpretations of these events.
 - b. The media plays a large role in shaping individuals' attitudes towards controversial issues raised in society, such as environmental problems.
 - c. The mass media arranges the public's priorities towards prominent issues but not others, and the audience classifies their interests towards these issues, and focuses on information that can be employed according to their individual differences (Hills, 1990 P15)
 - d. The mass media extends the beliefs that members of the public perceive.
2. Emotional influences: It refers to the feelings and emotions that a person has towards the events surrounding him, and this effect appears when certain information is presented through the media that affects the feelings of individuals and their responses, consequently, the direction targeted by media messages, for example, exposing individuals to topics of violence in the media leads to emotional depression and not accepting the provision of assistance to others, and this applies to other examples.
3. Behavioral influences: Behavioral influences occur as a result of the occurrence of cognitive and emotional effects, and perhaps the most important of them are:
 - a. Activation, through the individual doing something as a result of exposure to the media, such as taking a supportive or opposing behavioral attitude towards an event.
 - b. Inactivity, which means avoiding action, which leads to negativity and lack of interest, for example, voting in the elections.

This theory is employed by recognizing the attitudes of individuals and knowing the cognitive, social and behavioral influences resulting from exposure to the media, and when does the individual take pro or opposition behavioral attitudes, when is he negative, neglectful, and indifferent? When do emotional influences form and when cognitive effects are formed for him, and how important is the information broadcasted by the media in clarifying many ambiguous issues for individuals.

Previous Studies:

Khudair, Hakem (2020) A study entitled "The degree of dependence of the Jordanian daily press on the Jordan News Agency" Petra "in obtaining local news. The study aimed to find out the degree of dependence of the daily Jordanian press on the Jordan News Agency" Petra "in obtaining local news.

The study, which used the survey method, indicated that the Jordanian daily newspapers rely on a high percentage of the Jordan News Agency newsletter to transmit local political news.

(Al-Tahat, Othman 2015) The extent to which Al-Dustour newspaper relies on the newsletter of the Jordan News Agency ... a field study on Jordanian journalists.

The study aimed to identify the extent to which Al-Dustour newspaper depends on the newsletter of the Jordanian News Agency "Petra" ... a field study on Jordanian journalists. The study, which used the analytical journalistic method, showed that the royal court's news ranked first among the news relied on by Al-Dustour newspaper in the agency's newsletter, followed by the Prime Minister's news, then political news with high scores.

Al-Fulaih, Ayman (2012) a study entitled the role of the Jordan News Agency "Petra" in the local news industry from the viewpoint of journalists in the daily newspapers). The results of the study that used the descriptive approach showed that a high percentage of journalists emphasized the news value of the news published by the Jordan News Agency. Master Thesis at the University of the Middle East.

(Shaker, Salih 2004) A study entitled "The Importance of News Agencies as a Source of Media". The study, which used the descriptive and analytical approach, showed that news agencies play an important role in transmitting multiple news to the public.

II. METHODOLOGY AND PROCEDURES:

This part of the study explains the methodology and procedures used to reach the goal of this study, which is concerned with showing the degree of dependence of local Jordanian newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists.

This part of the study includes a presentation of the study methodology, a description of the study sample and the method of its selection, the study variables, its tool, validity and stability, in addition to a presentation of the procedures that the researcher followed to carry out the study, how to obtain the necessary data, as well as an explanation of the statistical treatment used in analyzing this data, the following is a detailed presentation of all that was mentioned previously.

Study Methodology:

This study falls within the framework of descriptive and analytical research concerned with collecting and analyzing data and giving scientific explanations in order to draw conclusions and make generalizations about them (Hussein, 1995, p.145)

Study Population:

The population of the study consisted of all Jordanian journalists registered with the Jordanian Journalists Syndicate, whose number according to the Syndicate records (1330) journalists until 2020.

The study sample:

The study sample was selected from the Jordanian journalists registered in the Jordanian Journalists Syndicate from the study population by a simple random method and according to the sample selection table estimated at (298) journalists, where (298) questionnaires were distributed to them, and after retrieving the questionnaires, (11) questionnaires were excluded because they were not valid for the purposes of statistical analysis, due to the incomplete responses or the non-participation of the members of the study sample in filling out the questionnaires, so the final sample was (287) respondents, which represents (96.3%) of the main sample, demographic distribution of the study sample according to gender, job description, and follow-up to local newspapers is listed as follows:

Table (1)

Distribution of study sample individuals according to gender

Gender	No.	Percentage
Male	155	66.2
Female	132	33.8
Total	287	100.0

Table (1) shows that (66.2%) of the study sample are male journalists, and (33.8%) of the journalists are female. Figure (1) illustrates this:

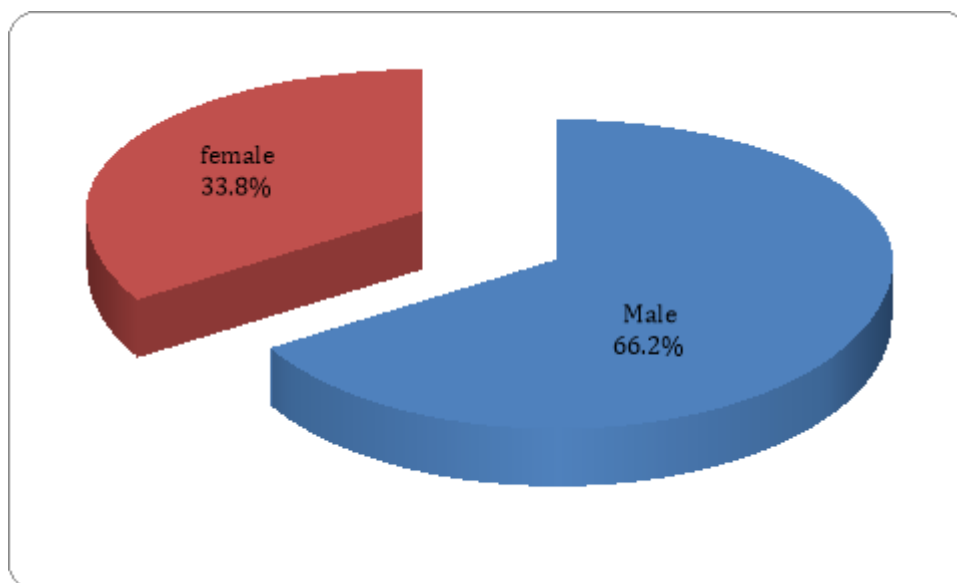


Figure No. (1) Distribution of the study sample according to gender

Table (1)
Distribution of study sample individuals according to their job description

Job description	No.	Percentage
Representative	108	37.6
Editor	111	38.7
Editorial Secretary	41	14.3
Editor in Chief	27	9.4
Total	287	100.0

It is evident from table (2) that (37.6%) of the study sample of journalists hold a job description of Representative, and (38.7%) of them were editors, and it was found that (14.3%) of the respondents had a job description of Editorial secretary, and 9.4% of them are editors-in-chief.

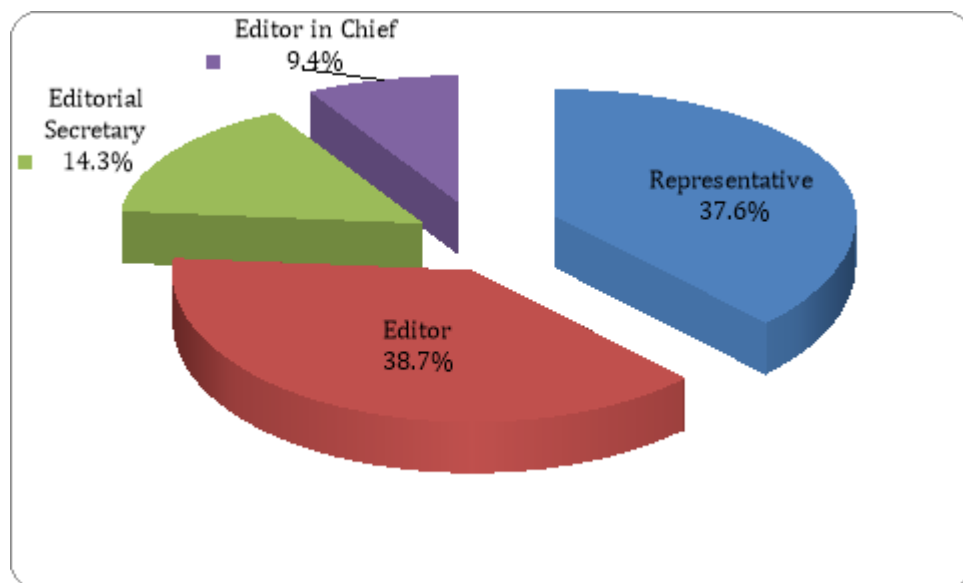


Figure No. (2) Distribution of the study sample according to the job description

Table (3)

Distribution of study sample individuals according to follow-up of local Jordanian newspapers

follow-up of local Jordanian newspapers	No.	Percentage
Always	15	5.2
Frequently	50	17.4
Sometimes	113	39.4
Rarely	109	38.0
Total	287	100.0

Table (4) shows that (5.2%) of the study sample of journalists always follow the local Jordanian media, and it was found that (17.4%) of the study sample members frequently follow the local Jordanian media, and it was found that (39.4%) Of the study sample individuals sometimes follow the local Jordanian media, and it was noticed that 38% of the study sample individuals rarely follow the Jordanian local media.

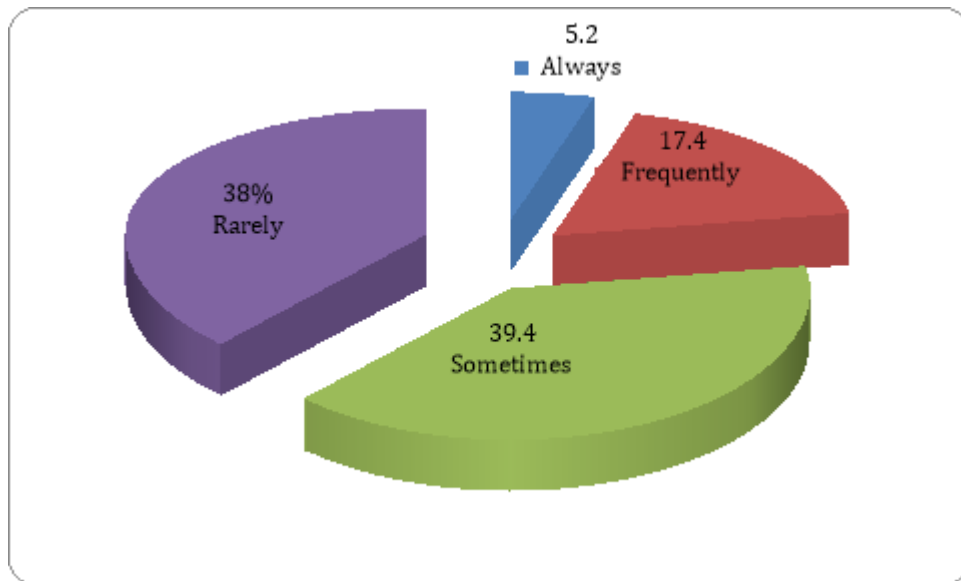


Figure No. (3) Distribution of the study sample according to follow-up of local Jordanian newspapers

The Limits of the Study:

The study was based on the viewpoints of Jordanian journalists regarding the newsletter of the Jordanian news agency "Petra" during the period from early August to the end of November of 2020.

Study Tool:

The study tool, which is related to the degree of dependence of local Jordanian newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists, was built as the study scale consists of two parts:

The first part: includes demographic information, which consists of: gender, job description, and follow-up to local Jordanian newspapers.

The second part: includes study questions consisting of (10) paragraphs, all of which relate to the degree of dependence of local Jordanian newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists, and the tool was designed along the lines of Likert's five-point scale, where the following areas were addressed:

The Study Tool Validity:

The validity of the study tool was verified by presenting it to a number of arbitrators, specialists in the media field, experts and members of teaching bodies in the field of media, in order to express their views on the validity of the content and the relevance of the phrases to the scale and their suitability to measure what they were designed to measure, and their degree of clarity, and then the appropriate modifications were proposed. (80%) criterion was adopted to indicate the validity of the paragraph, and based on the opinions of the arbitrators, some paragraphs were amended in terms of wording to increase their clarity, and some of them were deleted due to their similarity and proximity to other paragraphs, and as a result the scale consisted of (10) paragraphs and based on the opinions of the arbitrators and their amendments, the validity of the content of the study tool was verified.

The Study Tool Stability:

To verify the stability of the study tool (the questionnaire), a test was used. Correlation coefficients were calculated between each paragraph of the scale by using the (Cronbach's alpha) coefficient. Table (5) shows the results of the test.

Table (4)
Correlation coefficients for the study instrument items using the Cronbach alpha test

Correlation coefficient using Cronbach Alpha	Study variables
0.852	The degree of dependence of local daily newspapers on the Newsletter of the Jordanian News Agency
0.852	Total score of the Tool

It is evident from Table (5) that the values of the Cronbach alpha coefficient reached (0.852) and the value of the stability coefficient using Cronbach alpha for the total score of the scale was (0.852).

Scale Correction Key:

It was taken into account that the (five-point Likert) scale used in the study should be graded according to the standards and characteristics of the scales as follows:

Dependence Degree				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

And based on the foregoing, the values of the arithmetic averages reached by the study were dealt with as follows according to the following equation:

Highest value - the minimum value of answer alternatives divided by the number of levels, i.e.:

$$\frac{(5 - 1)}{3} = \frac{4}{3} = 1.33, \text{ and this value is equal to the length of the class.}$$

Thus, the low level of $1.00 + 1.33 = 2.33$

And the average level is $2.34 + 1.33 = 3.67$

The high level is from 3.68-5.00

III. RESULTS:

The study relied on some descriptive and inferential statistical methods to extract the results of the study as follows:

Results related to the second question: What is the degree of dependence of local daily newspapers on the newsletter of the Jordanian News Agency?

To answer the first question, the mean and standard deviations were extracted to identify the responses of the study sample individuals about the degree of dependence of local daily newspapers on the Bulletin of the Jordanian News Agency, and Table (5) illustrates this:

Table (5)

The arithmetic means and standard deviations of the respondents of the study sample on the paragraphs of "The degree of dependence of local daily newspapers on the newsletter of the Jordan News Agency" arranged in descending order.

No.	Paragraph	Mean	Standard Deviation	Order	Degree
1	Local daily newspapers depend on the Jordan News Agency newsletter regarding news issued by the Royal Hashemite Court.	4.69	0.59	1	High
2	Local daily newspapers depend on the Jordan News Agency newsletter regarding news issued by the Prime Minister.	4.51	0.69	2	High

3	The local daily newspapers depend on the newsletter of the Jordan News Agency regarding political news.	4.38	0.78	3	High
4	The local daily newspapers depend on the newsletter of the Jordan News Agency regarding economic news.	4.09	0.95	4	High
5	The local daily newspapers depend on the newsletter of the Jordan News Agency regarding security news.	4.08	0.82	5	High
6	The Local daily newspapers depend on the newsletter of the Jordan News Agency regarding court news.	3.83	0.95	6	High
7	The Local daily newspapers depend on the newsletter of the Jordan News Agency regarding cultural news.	3.81	1.07	7	High
8	The Local daily newspapers depend on the newsletter of the Jordan News Agency regarding press reports.	3.68	1.14	8	High
9	The Local daily newspapers depend on the newsletter of the Jordan News Agency regarding investigative journalism.	3.62	1.17	9	Average
10	The Local daily newspapers depend on the newsletter of the Jordan News Agency regarding sports news.	3.33	1.20	10	Average
	Total	4.00	0.63		High

It is evident from Table (5) that the means of (the degree of dependence of the local daily newspapers on the newsletter of the Jordan News Agency) ranged between (4.69 and 3.33), where the field received an overall mean of (4.00), which is of the high level. Paragraph No. (1) On the highest mean of (4.69), and with a standard deviation of (0.59), which is of the high level, and the paragraph stipulated (the local daily newspapers depend on the newsletter of the Jordan News Agency regarding news issued by the Royal Hashemite Court), and in second place came Paragraph No. (2) with an arithmetic mean of (4.51) and a standard deviation (0.69), which is of the high level, as the paragraph stipulated (the local daily newspapers depend on the newsletter of the Jordan News Agency regarding news issued by the Prime Ministry).

And in the last place came Paragraph No. (8) with an arithmetic mean of (3.33) and a standard deviation of (1.20), which is of the average level.

Results related to the second question: Are there statistically significant differences in the degree of dependence of local newspapers on the Jordan News Agency from the viewpoint of Jordanian journalists due to the variable of gender and job description?

To answer the second question, and to find out the significance of the differences in the degree of dependence of local newspapers on the Jordan News Agency newsletter from the viewpoint of Jordanian journalists due to the variable of gender and job description, the Independent Sample T-test was used and the One Way ANOVA test was used, in addition to the use of the Scheffe test for dimensional comparisons, where the results came as follows:

First: Gender:

The Independent Sample T-test was used to identify the differences in the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists due to the variable of gender, and Table (6) illustrates this:

Table (6)

Independent Sample T-test to identify the differences in the degree of dependence of local newspapers on the Jordan News Agency newsletter from the viewpoint of Jordanian journalists, due to the variable of gender

The source of the contrast	Gender	Number	Mean	Standard Deviation	Degrees of freedom	T-value	Statistical significance
Dependence of local newspapers on the newsletter of the Jordan News Agency	Male	155	4.00	0.59	285	-0.059	0.953
	Female	132	4.01	0.69			

It is evident from the results shown in Table (6) that there are no statistically significant differences at the level of significance (0.05) in the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists due to the variable of gender. Where the value of the statistic (t) (- 0.059) for the dimensions of the degree of dependence of (local daily newspapers) on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists, which are non-significant values at the significance level (0.05) or less, and the differences between the arithmetic means, if any, did not reach The level of statistical significance.

Second: Job Description:

The arithmetic means and standard deviations were extracted, and the One Way ANOVA test was used to identify the differences in the degree of dependence of the local newspapers on the Jordan News Agency newsletter from the viewpoint of Jordanian journalists due to the variable of the job description.

Table (7)

The arithmetic means and standard deviations to identify the differences in the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists due to the variable of job description

		Number	Mean	Standard Deviation
Dependence of local newspapers on the newsletter of the Jordan News Agency	Representative	108	4.06	0.61
	Editor	111	4.09	0.64
	Secretary	41	3.79	0.60
	Editor in Chief	27	3.72	0.54

It is evident from Table (7) that there are apparent differences between the arithmetic means in the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists due to the variable of the job description. To reveal the significance of the differences, One Way ANOVA test was used, the results of which are shown in the following Table (8):

Table (8)

The One Way ANOVA test to determine the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists, due to the variable of job description

Source		Sum squares	Degrees of freedom	Average of squares	(F) Value	Statistical significance
Dependence of local newspapers on the	Between groups	5.197	3	1.732	4.580	*.004
	Within groups	107.042	283	.378		

newsletter of the Jordan News Agency	Total	112.239	286			
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*: Significant at the significance level (0.05).

It is evident from the results shown in Table (8) that there are statistically significant differences at the level of significance (0.05) in the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists due to the variable of the job description, where the value of the statistician reached (F) (4.580) it is significant value at the level of significance (0.05) or less, and to identify the source of the differences, the Scheffe test was used for dimensional comparisons.

Table (9)

The Scheffe test for dimensional comparisons to identify the source of the differences in the degree of dependence of local newspapers on the newsletter of the Jordan News Agency from the viewpoint of Jordanian journalists, due to the variable of job description

Dependent variables	(I) Job Description	(J) Job Description	Difference between Means (I-J)	Statistical significance
Dependence of local newspapers on the newsletter of the Jordan News Agency	Representative	Editor	-.02623	.753
		Secretary	.27272*	.016
		Editor in Chief	.34074*	.011
	Editor	Representative	.02623	.753
		Secretary	.29895*	.008
		Editor in Chief	.36697*	.006
	Secretary	Representative	-.27272*	.016
		Editor	-.29895*	.008
		Editor in Chief	.06802	.656
	Editor in Chief	Representative	-.34074*	.011
		Editor	-.36697*	.006
		Secretary	-.06802	.656

*: Significant at the level of significance (0.05) or less.

The results of the Scheffe test for dimensional comparisons showed that the source of the differences in the dependence of local newspapers on the newsletter of the Jordan News Agency was in favor of the representative and the editor.

IV. RECOMMENDATIONS:

The most prominent recommendations are as follows:

1. The need for the Jordan News Agency to focus on increasing the quantity and type of local news and press reports related to sustainable development.
2. Activating the role of Jordan News Agency reporters abroad in order to achieve an increase in the percentage of media follow-ups published in the national media.
3. Conducting more surveys on the percentage of news related to community issues.

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