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The Role of Print Media Communicators in Shaping Public Opinion"An Analytical Study of Echorouk Daily Newspaper"

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Abstract:

This study examines the role of print media communicators in shaping public opinion, focusing on the Algerian newspaper Echorouk, The aim is to analyze how communicators direct media content and the impact it has on public perception. The findings reveal that 60% of the headlines focus on political and economic issues, indicating the newspaper's emphasis on influential topics. Additionally, Echorouk covers local issues 73.33% of the time, showing a strategy to foster strong relationships with local readers.
Editorial methods include the use of subheadings (26.66%) and reference headlines (13.33%) to structure content effectively. The newspaper relies heavily on its own journalistic sources (73.33%) for field coverage, while official statements (26.66%) are used to enhance credibility. The study also highlights the communicators' reliance on multiple media functions, such as information dissemination and mobilization, in an effort to influence public opinion and encourage community participation.
Overall, the study demonstrates how Echorouk utilizes various strategies to shape and influence its audience's views on political, economic, and local issues.

Keywords : Media Communicator, Public Opinion Formation, Print Journalism, Algerian Echorouk Newspaper.

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1. INTRODUCTION

In light of the rapid development witnessed in the media and communication sector, the importance of studying active elements in the media process emerges, particularly the communicator who is considered a key driver of media content creation, The forms of communicators in print journalism vary, as they may be an individual, an organized team, or an independent institution.

It is important to distinguish between two fundamental roles in the press institution: the communicator and the gatekeeper. The communicator is responsible for formulating, producing, and delivering the message directly to the recipient, while the gatekeeper (editor-in-chief) handles the task of selecting messages and passing, modifying, or deleting them, in addition to establishing the editorial policy of the media institution.

The relationship between the journalist and the editor-in-chief is characterized by a complementary relationship to attract readers through two main aspects: the formal aspect, which involves presentation methods, and the implicit aspect, which includes policies, ideologies, and backgrounds governing media treatment. The interaction of these elements leads to the formation of public opinion, which is influenced by a set of interconnected and integrated factors, such as environmental conditions, cultural heritage, and political and economic situations. The handling of these factors varies from one media institution to another according to their editorial policy.

This study revolves around three main parties in the media process: editorial policy (the medium), businessmen and political figures (the communicator), and the audience (the recipient). Within the framework of understanding the relationship between these parties and their mutual influences, this study seeks to analyze the role of the communicator in shaping public opinion through a survey study of samples from **Echorouk Daily newspaper**. Therefore, the study's problematic centers around the following main question: **What is the**

role of the communicator in shaping public opinion through print journalism?"

Sub-questions:

- What are the motivations of the communicator in Echorouk National newspaper?
- What are the methods used by the communicator in Echorouk newspaper to shape public opinion?

Study Objectives:

- To identify the motivations of the communicator within Echorouk newspaper.
- To identify the methods used in handling topics in Echorouk newspaper.

2. The Communicator: Concept, Roles, and Explanatory Theories

The communicator represents the cornerstone of media institution success, as their role requires an integrated set of skills and competencies that enable them to effectively achieve the institution's objectives)Andrew Sarta and Rodolphe Durand and Jean-Philippe Vergne (2020 ،The conditions for a communicator's success revolve around four main axes:

Adaptation to administrative policy emerges as the first of these axes, where Khalid (2024), confirms that the communicator's ability to align with institutional policies enhances internal communication efficiency and builds effective professional relationships (Fannour, 2018) indicates that control over message form and content represents the second axis, requiring advanced skills in formulation and logical organization of content, while balancing rational and emotional appeal.

Regarding the third axis, (Fawzia, 2011) emphasizes the importance of deep knowledge of the target audience, as this knowledge helps in

designing media messages that correspond to the needs and expectations of various segments of society. (Prof. Wisam Fadhil Radhi Asst. Lecturer Muhannad Hameed Al-Tamimi,, 2017) adds that understanding audience behaviors and interaction patterns contributes to building sustainable relationships the audience.

The fourth axis relates to the proper selection of communication means, where (Souad, 2021) indicates that rapid technological development requires communicators to continuously update their skills and choose the most appropriate means for each message. (Souad, 2021) confirms that the communicator's success is closely linked to their ability to employ appropriate media tools in the contemporary professional environment.

From the above, it becomes clear that the communicator's success depends on the integration of these four axes, with the necessity for continuous development of professional skills and competencies in line with the requirements of the digital age.

3. Public Opinion: Formation and Determinants

Public opinion represents a complex social phenomenon reflecting collective interaction around various societal issues, as public opinion is formed through individuals expressing their positions on proposed issues, with the necessity for content that can be expressed through clear language or recognizable symbols.

In the context of public opinion formation, we find that media plays a pivotal role in disseminating information and comments that directly influence public opinion trends. The published news acts as a mirror reflecting prevailing attitudes and opinions in society.

Public opinion is characterized by collective expression, forming when the majority expresses a unified position on a specific issue. In this context, (Prof. Wisam Fadhil Radhi Asst. Lecturer Muhannad Hameed Al-Tamimi,, 2017) points to the importance of individuals possessing collective knowledge that qualifies them to take interest in

public issues and interact with them either through acceptance or rejection.

Regarding factors of public opinion formation and change,(Al-Abd, 2006), explains that organizations and political parties exert significant influence in directing public opinion through intellectual and ideological mobilization.(Ammar, 2013), also points to the pivotal role of political leadership in influencing public opinion through presenting alternatives and creating a positive climate that ensures public opinion stability, especially in critical times.

Public opinion may be characterized by stability when based on established rational ideas, or by fluctuation when subject to external influences such as propaganda and advertising (Hallaq, 2020) suggests that understanding this apparent contradiction is possible through considering the time factor, as initial opinions tend toward stability while subsequent opinions show greater susceptibility to change.

It's worth noting that (Al-Abd, 2006) studies confirm the close interplay between communication and public opinion, making the study of public opinion an integral part of contemporary media studies.

4. Study Methodology:

We used the analytical survey method, which is defined as: "A procedure used to achieve a specific goal." According to Ronz's definition, while Betel defines it as: "The correct arrangement of mental operations we perform to discover truth and demonstrate it. (Qassim, 2003)

Study Population and Sample: The study population consists of the Echorouk National newspaper published in Algeria, during the period from November 8 to November 23. As for the sample, we chose the systematic random sample, whereby in the period of 15 days, we obtained 90 articles. We selected one article and skipped two after it, thus our total sample became 30 articles.

Study Tools: In this study, we used the content analysis tool, which helps us understand the newspaper's direction and clarifies the role of the communicator in it. Lasswell states that "content analysis aims for accurate and objective description as spoken about a specific subject at a specific time." (Ubaydat, 2005

5. Practical Section:

Table 1: Headline Type Category

Headline Type		Frequency	Percentage
Main		18	60%
Subheading		08	26.66%
Reference		04	13.33%
Total		**30**	**100%**

Analysis:

We observe that main headlines constitute the largest proportion of press coverage at 60%, representing the headlines used. This indicates that the newspaper focuses on highlighting the most important topics or those considered priority for readers. According to researcher (Sima Sadoun Aziz and Ibtihal Jassim Rachid, 2013) in her study, main headlines aim to quickly attract reader attention, thus focusing on presenting the most interesting or important basic information, The main headline serves as an attraction tool that leads the reader to follow the complete article or news.

Subheadings represent 26.66% of existing headlines, indicating their regular use to clarify and detail content presented in main headlines. (Lakhil, 2023), study indicates that subheadings are used to provide additional details and organize information in news articles, helping readers quickly access required information and facilitating their understanding of the subject matter. The subheading is considered complementary to the main headline and contributes to easier article browsing.

Reference headlines account for 13.33% of existing headlines, indicating they are used less frequently than main headlines and subheadings. Reference headlines typically aim to draw attention to a specific point or essential element in the article and may be abbreviated, used to indicate the most important information or secondary issues in the text, reference headlines are primarily used in texts that require motivating readers to discover additional details about a specific topic or to direct attention to a particular part of the content.

This data reflects that main headlines play the most prominent role in attracting reader attention, dominating press coverage in *Echorouk* newspaper. Nevertheless, subheadings remain necessary to ensure information organization and accessibility. While reference headlines are used less frequently, they remain important in highlighting pivotal points or directing attention to specific details.

Table 3 : Spatial Distribution of Internal News Content

Location	Frequency	Percentage
Page 01	00	00%
Page 02	01	3.33%
Page 03	07	23.33%
Inner Pages	22	73.33%
Last Page	00	00%
Total	**30**	**100%**

Analysis:

The results of the analytical study on the distribution of media content for internal issues in *El Shorouk* Daily revealed a strategic pattern in the use of newspaper space. The inner pages, particularly pages 8-9 (local news), accounted for the largest share of 73.33% of the coverage. This aligns with the findings of (Ibrahim, 1997), where he emphasized that dedicating fixed inner pages to local issues enhances reader engagement and establishes a sustainable relationship with the audience.

Page 03 ranked second with 23.33%, which corresponds with the findings of (Lakhil, 2023) which demonstrated that pages immediately following the cover enjoy higher readership rates. Page 02 came in third place with 3.33%, a fact that (Al-Sayed, /), explains in his book "The Psychology of Newspaper Reading" as a calculated approach that considers reading habits and audience interest progression[3].

The absence of coverage on the front and back pages is due to newspapers tending to allocate these pages to breaking news and issues of immediate impact, whether internal or international.

Table 4: Distribution of Journalistic Formats Used

Journalistic Format	Frequency	Percentage
Article	08	26.66%
News	16	53.33%
Interview	02	6.66%
Report	04	13.33%
Total	**30**	**100%**

Analysis:

The analytical study revealed a variety of journalistic formats used in covering general topics in El Shorouk Daily. The news format dominated the coverage, accounting for 53.33%, which aligns with the findings of (Tarek, 2017), where he noted that news remains the most effective format for conveying rapid political developments.

The article format came second with 26.66%, which (Belkassimi, 2022) as reflecting the readers' need for in-depth analysis and interpretation of complex political issues[2]. Reports accounted for 13.33% of the coverage, which corresponds with what (Al-Sayed/) ، highlighting the importance of reports in providing a comprehensive and balanced view of events[3].

Finally, the interview format accounted for 6.66%, a relatively low percentage that as possibly reflecting challenges in accessing sources or time constraints during election periods.

Table 5: Distribution of Topics in Journalistic Coverage

Topics	Frequency	Percentage
Cultural Topics	03	10%
Social Topics	02	6.66%
Sports Topics	05	16.66%
Political Topics	13	43.33%
Economic Topics	07	23.33%
Total	**30**	**100%**

Analysis:

Political topics dominate the journalistic coverage with a substantial percentage of 43.33%. This reflects the increasing focus on political matters in the media, especially during election periods or political crises. Some researchers argue that the media plays a crucial role in shaping public political opinion, as it is the primary medium through which citizens follow political developments (Al-Abd, 2006). In the case of El Shorouk Daily, the focus on political topics may be linked to major political events or local elections.

Economic topics also constitute a significant portion of the coverage, accounting for 23.33%. This highlights the importance of covering economic issues and their impact on society. It enhances the role of economic journalism in raising public awareness about issues like inflation, unemployment, and economic development. This reflects the newspaper's commitment to providing comprehensive and varied information on topics that affect citizens' daily lives.

The coverage of sports topics in the newspaper is estimated at 16.66%. Sports journalism is a major source of information about both local and international sports events. According to researchers in the field of sports media, sports coverage has the ability to attract diverse audience groups, from youth to older generations. This distribution indicates that El Shorouk Daily provides moderate coverage of sports events, reflecting the level of interest readers have in these topics.

Cultural topics represent a small proportion of the coverage, at 10%. This could be attributed to the tendency of daily newspapers to focus on breaking news and rapidly changing events, which leaves less room for cultural topics.

noted that cultural journalism can sometimes be neglected in favor of more urgent topics like politics and economics, though it plays a vital role in preserving national cultural identity (Al-Jomaa, 2018).

Social topics make up the smallest percentage of the journalistic coverage, at 6.66%. This may suggest that the media tends to focus more on general issues such as politics and economics, while social issues receive less attention in daily coverage. However, social journalism is an effective tool for raising awareness about societal issues such as human rights and gender equality, indicating that the media may need to give more attention to these topics in the future.

Overall, the journalistic coverage in El Shorouk Daily shows a dominance of political and economic topics, reflecting the media's emphasis on political and economic events in daily life. Despite this significant focus on politics and economics, it remains essential for the media to strive for greater balance by allocating sufficient space for cultural and social topics. This would help present a more comprehensive and diverse picture of society. Additionally, sports journalism, which is highly popular among readers, may require more coverage to meet the interests of the audience. Furthermore, the media should give more attention to social topics, as they play an important role in raising awareness of societal issues that affect individuals and society as a whole.

Table 6: Sources of Journalistic Coverage

Source	Frequency	Percentage
Journalists	22	73.33%
Official Statements	08	26.66%
Total	**30**	**100%**

Analysis:

The data shows that 73.33% of the journalistic coverage relies on journalists as the primary source of information. This reflects the common practice of newspapers using journalists as key sources for news reporting and investigations on a variety of topics. journalists play a central role in gathering information and directly engaging with events, ensuring more accurate and flexible coverage. Journalists also tend to present various angles on events, helping to form a comprehensive picture of the issue at hand.

While official statements account for 26.66% of sources in journalistic coverage, this is still a significant percentage, reflecting the importance of these statements in shaping journalistic content. Official statements are often considered credible sources, as they provide facts and data in an organized manner. Journalism relies on these statements as part of its strategy to document information provided by relevant authorities, as emphasized by (Tarek, 2017). These statements play a role in guiding public opinion on official issues, particularly in political or economic topics.

Looking at the distribution of sources for journalistic coverage, it is evident that journalists are the primary source of information in El Shorouk Daily, reflecting the central role of journalism in gathering and analyzing events. However, official statements remain an important part of building journalistic coverage, providing the authoritative discourse relied upon in covering many significant topics.

Table 7: Function of Content in Journalistic Coverage

Function of Content	Frequency	Percentage
Mobilization & Recruitment	17	56.66%
Information	08	26.66%
Propaganda	05	16.66%
Total	**30**	**100%**

Analysis:

The large percentage of 56.66% for the mobilization and recruitment function indicates that the journalistic coverage in El Shorouk Daily places significant emphasis on motivating and mobilizing the public. This may be related to political or social issues that require engaging the public and encouraging active participation in events or elections. the media often plays a role in social mobilization by encouraging citizens to engage in public issues such as elections or social awareness campaigns (Ammar, 2013). This function also helps shape the public's attitudes toward specific issues.

The function of information accounts for 26.66% of the journalistic coverage in El Shorouk Daily. This reflects the role of journalism in presenting news and information in a neutral and objective manner, helping to raise the public's awareness of current events. The journalism plays a significant role in informing the public about facts and events directly, without influencing their perceptions or emotions, The information function contributes to enhancing the public's understanding of current events.

Propaganda represents 16.66% of the function of content in journalistic coverage, reflecting the role of journalism in promoting a certain image or advocating for a particular cause or entity. This function may be linked to election or promotional campaigns aimed at improving the image of political parties or public figures. According to researcher (Ammar, 2013), propaganda is considered one of the tools of the media aimed at promoting an idea or personality, which may sometimes conflict with media neutrality. However, in some cases, propaganda can be strategically used to support certain positions during sensitive periods.

Looking at the distribution of content functions in journalistic coverage, it is evident that the primary focus is on mobilization and recruitment, reflecting the active role of journalism in motivating the public to engage with important issues. Meanwhile, the information

function remains a vital part of the coverage, though with a smaller presence. Although propaganda constitutes a smaller percentage, it still holds particular significance during election campaigns or political promotional periods.

6. General Conclusion:

- **Understanding the Motivations of Journalists at El Shorouk Daily**

Regarding the objective of understanding the motivations of journalists at El Shorouk Daily, the analysis of headline distribution reveals that main headlines account for 60% of the total headlines used. This reflects the clear focus of journalists on highlighting the most important and attention-grabbing topics. Main headlines, which are designed to capture attention quickly, often cover political or economic issues, as these dominate the front pages and attract the largest number of readers. that main headlines are an effective tool for quickly drawing readers to news articles, thus directing their attention toward topics that spark curiosity. This trend clearly reflects that journalists at El Shorouk Daily prioritize impactful news, compelling readers to engage with the details.

As for the distribution of content related to internal issues in the newspaper, the analytical results reveal a strategic pattern that reflects the motivations of the journalists and their editorial approach, with local pages accounting for 73.33% of the coverage. This reflects a clear editorial strategy focused on local issues, Since allocating significant space to local issues reflects the newspaper’s desire to build a lasting relationship with local readers, thereby enhancing its impact on the community.

In terms of the newspaper's focus on political topics (43.33%), this indicates El Shorouk Daily's aim to influence public opinion and shape political awareness, the emphasis on intensive coverage of political issues reflects the newspaper's strategy to influence public attitudes and contribute to shaping an interactive political landscape.

This approach goes beyond merely reporting news; it aims to encourage critical thinking and public engagement.

When analyzing the relationship between the statistical indicators of the distribution of journalistic sources and the motivations of journalists, it is evident that relying on journalists as the primary source of information (73.33%) clearly reflects a desire to offer exclusive news coverage, aiming for journalistic scoops and distinction. In this regard, explains that relying on primary sources reflects the newspaper's aspiration to provide unique content that enhances its position in the media market, giving it a competitive edge.

Finally, the results of the distribution of content functions in journalistic coverage reveal a strong motivation among El Shorouk Daily's journalists to focus on the mobilization and recruitment function, accounting for 56.66%. This trend reflects the newspaper's intention to influence its audience and motivate active participation in public issues. the focus on mobilization and recruitment is closely linked to the newspaper's vision of its social role, seeking to achieve a long-term impact on public awareness and community engagement.

- **Understanding the Approaches Used in *El Shorouk* Daily's Topic Coverage**

The analysis of headlines indicates that subheadings account for 26.66% of the total headlines, demonstrating the importance of organizing content within news articles. Subheadings are an essential part of the methods employed in El Shorouk Daily, as they significantly contribute to clarifying and elaborating on the information presented in the main headlines. This distribution facilitates the reader's ability to quickly understand the subject and access key points more rapidly, making articles easier to follow, subheadings play a crucial role in organizing journalistic texts and providing additional details that simplify the understanding of complex information. Thus, El Shorouk Daily stands out in its

structured use of content, enhancing its ability to effectively convey its messages to the reader.

As for indicative headlines, which account for 13.33% of the total headlines, they reflect a distinctive approach to drawing the reader's attention to specific points within the article. Although they are used less frequently than main and subheadlines, indicative headlines remain crucial in highlighting key points or stimulating the reader's curiosity to explore further details about a particular subject. Indicative headlines are generally concise and direct, aimed at attracting the reader's attention to certain parts of the article. indicative headlines are primarily used to encourage the reader to follow a specific section of the content, reflecting the communication strategist's intent to stimulate the reader to explore additional, potentially interesting details.

When examining the journalistic treatment approaches at *El Shorouk*, it is observed that page three ranks second with 23.33%, followed by page two with 3.33%. This distribution reflects a strategic method of page organization based on the importance of the topics covered. the distribution of topics across pages is arranged according to their significance, with urgent news and immediate-impact issues being allocated to the front page, while more in-depth topics appear on the inner pages. Additionally, the absence of coverage on the first and last pages reflects an editorial policy that reserves these spaces for urgent news and issues with immediate impact

Regarding the approaches used to address various topics, they range from economic treatment (23.33%), sports (16.66%), to cultural and social topics (16.66% combined). that economic treatment relies on deep analysis and linking economic and political variables, which helps build a comprehensive understanding of complex economic issues. Conversely, sports treatment uses excitement and continuous coverage to attract the reader's interest. For cultural and social topics,

interpretive and analytical approaches are used to explain social and cultural phenomena affecting society

Looking at the use of journalistic sources, it is evident that the mix of self-sourced information and official statements reflects a balanced strategy in news coverage. this balance reflects advanced professional awareness among communicators in Arab journalism, where self-sources provide contemporary and real-time details, while official statements lend credibility and documentation. highlights that reliance on official statements at 26.66% reflects the newspaper's desire to balance official credibility with direct field coverage.

Finally, regarding the approaches used in handling journalistic topics, the varying percentages between the functions of informing (26.66%) and promoting (16.66%) indicate that communicators adopt a multi-layered strategy aiming for the desired impact while maintaining the credibility of the information. this diversity reflects a professional understanding of the importance of integrating the journalistic and persuasive roles of the media, thereby enhancing the newspaper's ability to reach a wide audience and achieve societal impact this diversity in content functions reflects the development of a professional understanding of journalism's role in contemporary society.

7. Conclusion:

This study emphasizes that the communicator in print journalism, specifically at El Shorouk Daily, plays a pivotal role in shaping public opinion through editorial strategies employed in selecting and distributing media content. By relying on main, sub, and indicative headlines, and distributing media content based on political and economic importance, the communicator can capture the reader's attention and direct it toward impactful issues.

The study also shows that the communicator seeks to achieve a balance in using sources between official statements and journalistic

self-sources, reflecting professional strategies aimed at providing comprehensive and accurate news coverage. The results further demonstrate that El Shorouk Daily places significant importance on local topics, reflecting a comprehensive strategy to build a solid relationship with the local audience.

Overall, this study reflects the ongoing evolution of media practices in Arab journalism, where communicators now possess the tools and capabilities needed to shape public awareness and influence public opinion, enhancing journalism's role in modern society.

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