

The Dialectic of Journalism between Art and Science and the Problem of the Recipient: An Analytical Technical Reading جدلية الصحافة بين الفن والعلم وإشكالية المتلقي: قراءة فنية تحليلية

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Abstract:

The study addressed the importance of journalism for the recipient and the role it plays, through the use of the descriptive and analytical approach, which allowed the impact of each journalistic art on the public to be addressed, as well as the comparative approach, which helped us present the most important differences between the journalistic arts and the relationship that links them to each other, as it was started from the specificity of Each type of journalist and the aspects controlling it.

The results of the study concluded that there are journalistic arts that have controls that restrict the journalist when dealing with events, as is the case with news journalistic arts and investigative arts to a small extent. There are the arts of expressive journalism and the arts of intellectual and opinion journalism, which allow the journalist to interact with events and deal with them with his senses and feelings, by making use of the power of words, the beauty of style, and the ability to be creative by photographing scenes and delivering them to the recipient, in order to play on his emotions and make him interact with the overall events. Therefore, it can be asserted that journalism is an art and a science at the same time, and it is not enough for a journalist to adhere to the controls and rules of journalistic work without polishing him with talent in order to influence the recipient.

Keywords: Journalism, art, science, journalistic types, recipients.

ملخص:

تناولت الدراسة أهمية الصحافة بالنسبة للمتلقي والدور الذي تقوم به ، من خلال الاستعانة بالمنهج الوصفي التحليلي الذي سمح بالتطرق لتأثير كل فن صحفي على الجمهور ، وكذا المنهج المقارن الذي ساعدنا في عرض أهم الفروقات بين الفنون الصحفية والعلاقة التي تربطها ببعضها البعض ، حيث تم الانطلاق من خصوصية كل نوع صحفي والجوانب المتحكم فيها . خلصت نتائج الدراسة إلى أن هناك فنون صحفية تكون لها ضوابط تحكمها تقيد الصحفي عند تناوله للأحداث كما هو الحال مع الفنون الصحفية الإخبارية والفنون الاستقصائية بدرجة قليلة . وهناك الفنون الصحفية التعبيرية و الفنون الصحفية الفكرية والرأي تسمح للصحفي بالتفاعل مع الأحداث وتناولها بأحاسيسه ومشاعره ، عن طريق الاستعانة بقوة الكلمة وجمالية الأسلوب والقدرة على الإبداع عن طريق تصوير المشاهد وإيصالها للمتلقي ، للعب على عاطفته وجعله يتفاعل مع مجمل الأحداث. لذا يمكن الجزم بأن الصحافة فن وعلم في آن واحد ، ولا يكفي الصحفي التقيد بالضوابط والقواعد الخاصة بالعمل الصحفي دون صقله بالموهبة قصد التأثير على المتلقي .

كلمات مفتاحية: الصحافة ، الفن ، العلم ، الأنواع الصحفية ، المتلقي .

Introduction:

Academic researchers and practitioners have different views on the importance of journalism in our contemporary world. Journalism has become the backbone in shaping the public consciousness across different segments, affiliations and orientations. The press's significant role has made it a cornerstone in various fields. It achieves this by defining key decisions, explaining political programs, and acting as the mouthpiece for the masses, expressing their sufferings, desires, and demands to the authorities. Despite the important role played by the press, there is still a significant difference in the concept of its primary importance, without forgetting the aspect of its impact on the masses. We want to focus particularly on this point by examining the content conveyed by various types of journalism.

1. Research question:

There has been much debate about whether journalism is a craft or if its practitioners follow scientific principles to influence their audience. This has led to a conflict between researchers and practitioners about whether journalism is based solely on scientific principles or also requires creative skills. Each side has compelling arguments. Some journalists without academic training have excelled in the field, while others with academic qualifications have failed to break into media. Some argue that journalism's decline is due to unqualified individuals entering the field, causing it to lose credibility and become a fallback profession. Another group suggests that scientific aspects alone are insufficient without creativity to engage emotions and achieve the desired effect. Journalism must embrace its artistic aspects to captivate the masses, influencing their imagination and senses.

Accordingly, through this research paper, we try to discuss the ongoing debate around journalism: Is journalism a science or an art, or both, and how does it affect the recipient ?

2. Definition of journalism:

Definitions of journalism vary, but all agree it is a medium for disseminating news and information to the public. It includes newspapers,

magazines, and periodicals, practiced by individuals who convey events uniquely to enlighten public opinion.

Journalism is an intellectual production that aims to nourish the minds of the masses about what is happening everywhere. It provides a social service by bringing the suffering of citizens to the attention of public officials in order to prompt action to ensure a decent and comfortable life. It is also a commodity, through the advertising and promotion of the various products it sells in its pages. Some see it as a “profession dedicated to public interest and exposing intrigues and evils” (Nawar Bahi, 2006, p 08).

3. The difference between the art of journalistic writing and the art of journalistic editing:

Many people interested in journalism overlook the difference between journalistic editing and journalistic writing, seeing them as largely similar. As a result, there is a lack of adequate explanations of these two forms of journalistic practice. However, when the concept of each is examined separately and the relevant details are explored, the clear differences between the two become apparent. The art of journalistic editing can branch out into various journalistic forms that are radically different from the art of journalistic writing, each with its own artistic structure and governing rules. These determine the most important questions that each type of journalism can answer, as can be seen in any newspaper, regardless of the editorial line it follows.

Accordingly, the art of journalistic editing can be defined as the art of translating events into journalistic material, thus forming the backbone of the newspaper and its layout. It could be added that the art of journalistic editing is the formulation of the news story, with the possibility of rewriting it and composing the headlines.

The concept of the art of journalistic writing is “more specific and clearer than journalistic editing” (Farouk Abou Zeid, 1990, p 10) because, according to him, it addresses the creative aspects and is not limited to the transmission of information about facts and events. This assertion is confirmed by the assertion that the newspaper has a strong link with literature, and that the diversity that journalism has known in the way it deals with different issues is inspired by the diversity in the presentation of literary texts.

4. Types of journalistic arts and their relationship with the recipient:

Scholars have divided journalistic material into news-based and opinion-based content. Despite the fundamental differences in journalistic treatment, which are determined by the function of information or expression of opinion. This difference defines the concept of journalistic genres, where they are referred to as “forms of journalistic expression”, and some refer to them as “journalistic art genres”, meaning the written artistic forms that the journalist uses to convey the material presented to the public.

The journalistic genres have multiple patterns “with a cohesive internal structure” (Nacer eddine Laayadhi, 1999, p 08) that aim to convey the image to the recipient, play on their emotions and sensations, and explain and interpret reality for them.

To further clarify the discussion, we will present the characteristics of each journalistic genre and the artistic templates that govern them:

4.1. News journalism arts and recipients:

These types of functions have a basic purpose, which is to inform the masses and give them the facts about various events. This includes the art of news reporting and the art of journalistic reporting. It is noteworthy that these two types of journalism have become a source of confusion for researchers and practitioners because of the significant overlap between them. This is something we have observed even among university students, who find it difficult to distinguish between the two and each try to interpret it according to their own perspective, despite the extensive explanations they have been given about the characteristics of news reporting and journalistic reporting.

The fundamental difference between the art of news reporting and the art of journalistic reporting is that the former is content to present information in a general way and is satisfied with the outcome of the incident or event, while the journalistic report presents the precise details of the incident with comprehensive explanations, with the journalist using descriptions of the time, place and people surrounding the event. The requirement for the presence of the

journalist in the report is an essential necessity to bring the scene and the image closer, so that the recipient feels like an eyewitness and the journalist becomes the narrator. Therefore, the presence of the journalist on the scene is a necessary condition, whereas in news reporting, the journalist can be content to simply write his name at the end and rely on eyewitnesses or various sources.

4.1.1. The concept of the news article:

The news article is considered the cornerstone of media practice, and other journalistic genres are based on understanding it. Journalists often refer back to the results of news stories as a starting point for their journalistic analysis or to begin another journalistic work such as writing an article, a report, a journalistic commentary or a specific opinion and point of view. the news article is built on specific foundations that the journalist must adhere to when editing his news, including novelty and immediacy, as it becomes a consumable commodity after a short time. The news should also be closer to the recipient to increase its appeal. It also relies on the strength of the source and its language, which is characterised by objectivity and the journalist's subjectivity. For this reason, it is considered by many to be dry, which limits the journalist's creativity in communicating events, proving that it is more scientific and practical than artistic and aesthetic.

In order to understand the news article, we must look at the conditions of its production and the factors that control it, whether they are related to the editorial policy of the newspaper or the model it follows, or the prevailing political climate and the different desires of the masses, which are a key factor in the direction of the news. Also, the philosophy of the newspaper in dealing with issues and the angle of coverage of events.

*** Technical templates in the construction of the news article:**

The art of the news article is edited after the journalist has obtained information from reliable sources, according to three pyramids, which are the main guides for giving meaning to the facts, and we mention the most commonly used in journalistic practice: The inverted pyramid template, the moderate pyramid template, and the graduated pyramid template.

4.1.2. The art of journalistic reporting:

Recently, numerous studies have examined the differences between the art of news reporting and the art of journalistic reporting, recognising the differences between them and confirming that the latter has its own characteristics. The art of reporting is “to record the event as the journalist sees it” (Mohamed El-Darbi, 1996, p 164). Here we sense the requirement of the journalist’s presence on the scene to convey what he has seen, not what is said about the event, and this requires great accuracy.

The journalistic report can be divided into three main types, the most prominent of which is the news report, in which the facts and the development of events are presented, and it deals with the details of events that take place in closed meetings such as conferences, parliamentary sessions, seminars and others...

The second type is the live report, which follows the temporal development of events and provides an endless description that makes the reader feel as if he were living and participating in the event, thanks to the aesthetic style and the great suspense in the explanation and interpretation of what has happened. Examples of such reportage are the events of war, the atmosphere of a football match or an election campaign. The third type is the character profile report, which focuses on the actors who create and control the event.

- Regarding the technical templates for constructing a news report:

The first method is based on the three technical templates used in news reporting: the inverted pyramid when the event is minor and the writer aims to present all the information the recipient needs at the beginning of the report; the graduated inverted pyramid when the report contains several milestones and is based on statements and analysis; or the moderate pyramid when the writer aims to intrigue the recipient to complete the report, with the most important information in the conclusion.

The second method abandons the conventional technical templates and uses the rectangular or comprehensive template, where the news report is written without regard to importance.

4.2. The expressive journalistic arts and the recipient:

This group includes the art of journalistic reportage and the art of journalistic portrait, since these two genres deal with the investigation of various phenomena, whether they relate to a natural or legal person, and describe people and their interaction with phenomena in an attractive expression and with a very high degree of subjectivity. This is where the journalist's creative linguistic skills come to the fore. They deal with the subjects in such a way as to reach the psychological proximity of the recipient and to make him relate to these phenomena in which he is immersed with his feelings and sensations, emulating an inner need. accordingly we present the function of each journalistic art and relate it to the recipient.

4.2.1. The art of journalistic reportage:

The art of journalistic reportage sometimes lives in a state of ambiguity due to the clear confusion that practitioners fall into, despite the efforts of academic researchers to provide precise concepts for each journalistic art, as some liken it to the art of journalistic investigation, others to the art of journalistic report, or even sometimes to the art of editorial article... Knowing that journalistic reportage is the approach to a phenomenon in an artistic way and with an aesthetic style, and that it is the journalistic art "through which human life is portrayed and human relations are highlighted" (Ibrahim Wahani, 1975, p 22).

The art of journalistic reportage requires its owner to be highly responsible in addressing the recipient with the aesthetics of the style, which relies mainly on figurative images and rhetorical embellishments in order to influence the imagination and engrave in the memory ideas that they wish to instil or point out. Sometimes journalistic reportage evokes joy and happiness, sometimes it conveys sad and moving phenomena.

The process of creating the art of journalistic reportage goes through many stages, and some compare it to literary stories or certain dramatic forms that contain several chapters and scenes. It starts with gathering information about the subject, obtaining sufficient material and providing evidence and proof, going to the field to conduct the necessary interviews to support the work, until the journalist reaches the final stage, which is to write according to a sequence that attracts the recipient to complete it, given that the latter is a bored

person and difficult to attract attention unless the element of suspense and surprise is played with, and making them experience the phenomenon through description, narration, explanation and interpretation. And involve them in the search for solutions.

The journalist relies on many artistic templates in the construction of journalistic reportage, such as the inverted pyramid, which is almost non-existent, because in this case it depends on a strong introduction, in which everything is presented that he wants to convey to the recipient, but the art of reportage, which covers a large area, cannot be reduced to the introduction, but rather in many details, scenes and chapters that form the phenomenon that is dealt with. The most commonly used template is the moderate pyramid, which suits the purpose of the reportage, because in the end, grief and sorrow are mixed with joy as the last station, and it is an opportunity for the journalist to present his point of view in order to contain the situation and repair what can be repaired.

4.2.2. The art of journalistic portraiture:

Individuals who achieve greatness before their death or illness often receive little attention, even though they are role models and their actions are immortalised in history. However, the stereotypical images that are passed on to future generations need to be documented. Journalism has not neglected this aspect, taking inspiration from the approaches of drama, stories and novels, and has taken this route to introduce these personalities to the public, whether they are still alive or have passed away. Through the journalistic art of portraiture, the most important aspects of a person's life are explored.

The images that the art of journalistic portraiture presents, in presenting and discussing the achievements of personalities, lead us to discuss the ability of the journalist to provide a level of representation that is worthy of the reputation of these individuals. This can only be achieved if the journalist has the ability to describe the personality, to present his or her way of life, his or her orientations, his or her steps in life and his or her impact on the public, especially if the subject is a personality who does not like to be in the limelight. It is therefore necessary for the journalist to be close to the personality and to experience him

or her at first hand in order to be able to mention his or her behaviour in a particular environment.

Usually, the journalist immerses himself in his discussion of the personality, and here we emphasise the presence of the subjective element during the imitation in the art of journalistic portraiture.

For this reason, it requires a great deal of awareness and the ability to find harmony and consistency between the paragraphs, as well as the power of narration and the control of the sincere and noble terms that play their role and connotation. Despite the excitement that is sometimes difficult to control, this journalistic genre is characterised by “a very complex structure, mainly due to the difference in the way the portrait is written from one person to another and from one situation to another” (Michel Voirol, 1995, p 57).

The art of journalistic portraiture is rarely used in today’s journalism, but its existence is an urgent need in today’s journalism, so that the public can obtain a lot of information about the personalities who have become icons. Specialists warn that the art of journalistic portraiture should not be a façade for whitewashing the image of personalities by falsifying the truth.

4.3. The Intellectual Journalistic Arts and Opinion, and their Relationship with the Recipient:

The intellectual journalistic arts and opinion are highly public-oriented and seek to propose a set of ideas and establish beliefs based on concrete data. They sometimes seek to present different points of view and express issues with an analytical, interpretive touch, relying on specialists in the field, be it political, social or economic. Usually, in these journalistic arts, the journalist tends to be biased in dealing with the facts, based on a declared position or in the service of certain agendas and the dictates of the media outlet’s policy. The purpose is to frame the masses and call them to rally around an issue.

There is a big difference between the art of journalism, which presents and defends an opinion, and the art of journalism, which deals with ideas and intellect. The former, which includes the art of journalistic commentary, presents the journalist’s point of view on the event, as well as the editorial, which presents the newspaper’s opinion on the unfolding events. The latter, the intellectual art of journalism, is represented by the journalistic article in its various forms (the

journalistic column, the critical article, the daily column, the analytical article), excluding the editorial.

4.3.1. The art of journalistic commentary:

In this journalistic art, the journalist is driven by his own subjectivity in presenting a specific opinion, which is the angle and perspective that allows him to influence and guide the recipient. Therefore, journalistic commentary “is the explanation and interpretation of news and the expression of a point of view” (Mohamed Ibrahen, 2004, p 158). Journalistic commentary usually follows news reports and urgent events, as there may not be enough time for the recipient to investigate the source of the news and search for the background and driving forces behind it. The commentary provides clear answers according to the journalist’s wishes, saving the recipient time and effort in forming an idea of how the situation is developing. Sometimes the recipient is faced with a flood of news, each with its own interpretation, leading to multiple interpretations.

The journalist has more freedom when it comes to the art of journalistic commentary, as it is a space relatively free from censorship. However, this freedom should not contradict or conflict with the newspaper’s orientations, as opposed to objective news reporting genres where the journalist does not insert his or her own opinions. Therefore, the saying “the news is sacred and should not be tampered with” applies, while freedom of expression is more extensive in journalistic commentary.

There was a lack of clarity about the actual nature of this journalistic art, whether it had its own rules, and there was much disagreement among researchers. This is because the main premise of this journalistic art is based on the messages that the journalist presents, trying to express what is in them. However, with the development of journalistic genres, it has found its place, as it is a specific approach that the journalist outlines to convey his or her beliefs to the recipient in an appropriate manner, thus establishing its own distinct foundation.

Based on the important role achieved by the art of journalistic commentary and the position it has gained among its admirers, journalists have been inspired by the appropriate artistic format to distinguish it from other journalistic arts, which is the format of the moderate pyramid, in which the

journalist begins by recalling the event in the introduction, without making it an absolute priority, The journalist begins by recalling the event in the introduction, without giving it absolute priority, then moves on to the body, in which he presents his point of view on the undeclared event and tries to defend it with evidence and arguments, evoking its dimensions and its connection with previous events, until the conclusion, in which he presents his position on the event and his personal impressions.

4.3.2. The art of the editorial:

The media of all kinds are in a hurry to report news and transmit information in different forms, based on the desire of different audiences, and sometimes there is a significant difference between newspapers in explaining and interpreting events, which causes the receiving public to get lost between the lines and not understand what has happened as a result of the conflicting opinions and ideas, but the observer realises that this difference is due to a specific policy of each newspaper. In order to make the picture clearer and to save the reader's time, the newspaper publishes an editorial explaining the newspaper's position on the events in general and the trend it is following without exaggerating.

The sensitive issues that the editorial deals with, especially the political, security and economic issues, require its author to have the courage to delve into them and to present a sound opinion, based on sufficient explanations, interpretations and analyses, with significant words of deep meaning, in order to guide and shape public opinion; that is why the art of the editorial is called the nerve and the guiding spirit of the newspaper.

It should be noted that the editorial article is initially positioned on the front page or the first page, but soon cedes its place to advertisements due to the economic necessity of the newspaper. It is usually found on the second or third page. Its position is fixed, it occupies a single column and it is written by the newspaper's senior journalists after they have been given the task. From a legal point of view, it binds the entire media team, i.e. "it represents a common position of the newspaper team" (Jean Luc, 2000, p 194). The author's opinion does not contradict the art of journalistic commentary, which is closely linked to the author.

4.3.3. The art of the journalistic column:

In the past, various thinkers in different fields were featured in the press because they were opinion leaders and their ideas were sound. They were given specific spaces to discuss different issues in different ways. With the emergence of specialization and the division of journalistic skills, newspapers have maintained their traditions by publishing these expert analyses in order to diversify media coverage. This has given rise to a journalistic art characterised by subtlety and simplicity of style, by addressing the public with the utmost courtesy, by answering their questions, sometimes with sarcasm and irony, by expressing their sighs and their daily lives. This is the art of the journalistic column, in which the author uses popular proverbs and wisdom to convince the audience of the issue at hand.

A broad culture is required for the writer of newspaper column art. They present simple words with deep meanings that mimic lived reality, indicating that the writer has extensive experience that has allowed him to distinguish himself with a unique style of thinking and expressing issues. Therefore, the art of the newspaper column expresses what is in the mind of the author in expressions free of complexity, strengthening his relationship with his audience through his writings. In Algeria, for example, we have many examples of column writers such as Saad Bouaqqaba, Ammar Yazli, Habib Rachidine and Mohamed Bouzian.

One of the characteristics of the art of the newspaper column is that it usually has a fixed place at the end of the page and its space is limited to no more than one column. It serves as a respite for the reader from the severe constraints imposed by the large amount of information on the inside pages of the newspaper. It is characterised by a particular style and is signed by its author, who is given the freedom to discuss the ideas circulating in public opinion.

The levels at which the columnist addresses the reader vary, so that the meaning and purpose of the column can be fully understood. The art of the newspaper column is to point out the negative phenomena in society, so as to eradicate them, and to point them out with great eloquence in a concise manner, using intellectual creativity in writing and refined expression in a beautiful style. It is divided into several types: the newspaper column based on scathing

criticism, the newspaper column that discusses public affairs, and the newspaper column based on dialogue, whether it is the journalist's personal conversation with himself or in response to questions from the recipient.

The artistic model on which the newspaper column is built is the moderate pyramid, and the journalist must have a unique creative ability combined with talent and experience, therefore it is considered to be a purely artistic work to a large extent, with no precise standards to control it. In the introduction, the columnist tries to pose a question or refer to an event or problem.

4.4. The arts of investigative genres and the audience:

What distinguishes the journalistic arts is that each of them plays its role while facing the desire of the masses who want to obtain information, opinion or treatment of a certain phenomenon. Each genre of journalism responds, to a different extent, to the questions raised by the seven known questions. There are some issues that require in-depth research to provide accurate details, away from embellishment and ornamentation in style and meaning. Perhaps the most prominent of these genres that have achieved this goal are the art of the journalistic interview (or the art of journalistic conversation) and the art of journalistic investigation.

The aim of the investigative arts is to obtain truthful information, free from all forms of fabrication, and to present it to the public for belief and action. They speak from existing data and phenomena that are evident to the eye, not from the realm of imagination.

4.4.1. The art of the journalistic interview:

The art of the journalistic interview or dialogue is the dean of the other journalistic arts and the oldest of them all, since it obtains its material by interviewing several sources. However, it was not recognised until the 20th century, when journalists were forced to pass on the information obtained from the interviewees as it was, without any intervention, neither addition nor subtraction.

Despite the fact that some raise the thorny issue that the art of news reporting is the basis of the art of journalistic interviewing, considering that "the

interview as an art form was born in the womb of news reporting” (Hassan. M & Hassan.A, 2005, p 53).

Practicing journalists today attach the utmost importance to the art of journalistic interview because of the role it plays in answering questions, especially the complex ones like the “why” question, because it exposes and reveals the sensitive issues to which the public seeks answers.

The language of the journalistic interview is closer to the scientific one, and this makes the contradiction very great among researchers in determining the nature of the journalistic interview, whether it rises to the level of art, since it does not rise to address noble feelings and emotions, or whether it requires the interviewer to have creativity in expression or aesthetics in language.

4.4.2. The art of investigative journalism:

The art of investigative journalism, or research or inquiry, is one of the genres of investigative journalism that reveals the truth about problems and presents possible solutions. It is also the exploration of complex phenomena, issues and the factors that influence them - providing accurate answers to the reasons for their occurrence.

Many factors have contributed to the emergence of the art of investigative journalism, including those related to the public and its strong desire to obtain an explanation of the problems that occur, others related to the media, which want to distinguish themselves through their exceptional reporting by means of investigative journalism and the facts that it reveals. In addition, there are factors related to the shameful phenomena in society that need to be investigated in order to confront them by showing the reasons for their results, such as bribery and rising crime rates.

The writer of investigative journalism must be familiar with the subject matter, as this genre of journalism is the most complex of all types of journalism, as well as being fully prepared to face the risks that may arise in the course of the investigation. It is as if he were playing the role of a policeman or a judicial investigator, and he makes a well-thought-out plan to accomplish his tasks, since circumstances are usually against him and he is treated harshly because of the risks that surround him.

5. General conclusions:

By looking at the concept and uniqueness of each journalistic genre, we realised that there is a difference in the roles of the journalistic arts, which significantly affects the recipient as follows:

- The news journalistic arts, whether the news story or the news report, aim to inform the recipient and are objective in their presentation. Its language is clear and simple, not complicated. The journalist usually follows certain rules in order not to deviate from the space he occupies, which is the news function.

- The expressive journalistic arts (the news feature and the news portrait) are concerned with the aesthetic style in the presentation of the selected topics, directed to the recipient, and they are subjective types in which the perspective of the journalist's contribution varies according to the degree of interaction with the phenomenon studied or the personality addressed. They share with other literary and dramatic arts the presentation of scenes and the use of conflict.

- The arts of intellectual and opinion journalism (the news commentary and the newspaper article in its various forms) are subjective types in which the journalist intervenes with his personal opinion to serve his agenda. Their authors rely on the principle of argumentation in order to convince the recipient by demonstrating and presenting the views of specialists and those interested in the event or issue under discussion. The language used in them oscillates between subjectivity and objectivity, with different styles according to the type of journalism, becoming more complex in the art of news commentary and the editorial and analytical article, while being simple in the newspaper column, but their connotations are deep and purposeful.

- The art of investigative journalism (the news interview and the news investigation) is characterised by rigidity, because it does not provide the recipient with an interpretation, but with precise information, and its language is scientific, derived from experience. But it rises to the level of art when some skills are used to obtain information. The method of presentation follows a logical sequence.

Conclusion:

The discussion about journalism leads us to discuss the journalistic genres and their relationship with the audience. After presenting each type of journalism individually, we have reached many of the characteristics that we have presented before, and they lead us to answer the problem we have posed, where the great diversity of ways of presenting journalistic content has given the recipient the opportunity to be entertained and amazed at times, and to be informed at other times, with different dishes and methods.

Today, journalism and its diversity force us to assert that it is both an art and a science. It is an art that makes use of the aesthetics of style, of solid linguistic creativity based on rhetorical flourishes and figurative images, which requires great efforts on the part of the journalist to reach the pinnacle of his art through the suspense, the element of dazzle and excitement that he imposes on the recipient, which distinguishes him from others in a craft that he alone masters. Especially when it comes to dealing with events and facts with the expressive and intellectual journalistic types and opinions.

Although journalism can be considered a science, because it has specific rules that journalists follow in order to carry out their tasks, especially if we bear in mind that its supreme importance is to provide information and facts to the receiver, which is unique to the news and investigative journalism types, because the language used in them is closer to the scientific method and does not accept the amplification and exaggeration of events, but rather the mentioning of details and letting the receiver judge them.

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