

The impact of digital environment on the reality of audio media professions "reflections and challenges". A field study on Radio Batna, Djelfa, Constantine, Setif, Tebessa.

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Abstract: The digital environment is considered one of the outcomes of technological development and the explosion of information and communications. It is the environment connected to the existence of the Internet and technological technologies, and it is the most important elements that led to the emergence of digital media, which is considered a new media type in terms of practice and media industry, and given that media professions are the pillar of media activity in its various fields. This research paper came with the aim of examining the reality of media professions in light of the digital environment and how did this environment affect these professions? By adopting a descriptive survey approach using a set of data collection tools, namely the observation tool and the interview tool, and using a purposive random sample that was conducted with 10 workers in the field of audio media "radio" at Radio Batna, Djelfa, Constantine, Setif, and Tebessa. It was concluded that the most important impact of the digital environment on media professions is the emergence of new media professions that face many challenges, such as the absence of specialized competencies in digital media professions, adherence to stereotypical thinking in the practice of media work, the lack of modern technological devices despite the technological development that the world is witnessing, and the lack of adequate training and training of workers. My role is to keep up with various developments and changes.

Keywords: Digital Environment, Digital Media, Professions, New Media Professions.

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INTRODUCTION

The technological revolution is considered one of the most prominent changes in the current era, reshaping dynamics across all aspects of life. It has contributed to the emergence of the digital environment, based on a series of algorithms and electronic systems related to the Internet, interconnected with computers and their technologies. This digital environment is characterized by its continuous evolution and dynamism, closely tied to technological advancements marked by continuity and innovation. It has played a significant role in the massive explosion of data in various fields, creating new patterns of activities.

The media field is among the prominent domains associated with this environment. The media process now relies on digital electronic media to convey informational content to audiences, which increasingly utilize technological innovations to seek information in various forms from diverse sources via the Internet. This has given rise to a new form of media known as digital media. This type of media operates within the digital realm, including digital radio, digital television, and electronic newspapers. Consequently, this shift has transformed traditional media practices into digital ones. With this qualitative leap, media professions have evolved significantly, diverging from the practices seen in traditional media. The advent of digital media has introduced specialized professions and has become a dominant force in the employment landscape within the media industry worldwide.

STUDY PROBLEM

The digital environment is a significant outcome of the information and communication technology revolution, representing a current variable associated with the media industry and its practices. It has played a role in transforming media work from a traditional format to digital media, which involves producing and preparing various types of media content—auditory, visual, or written—transmitting it to the audience through digital media and various technological techniques. Within the diverse field of media activities, specific media professions, such as journalists, correspondents, television producers, editors, designers, and others, perform distinct and integrated tasks. As media activities shift to the digital environment, these professions remain integral to ensuring the presence of media material or content and its appropriate transmission to the public through suitable media channels and within the context of media activities.

In light of these changes, the following question is posed as the problem for our study:

What is the impact of the digital environment on media professions in Algerian radio institutions?

Subsidiary questions within the main question include:

- What are the new media professions?
- What factors contributed to the emergence of new media professions?
- What are the reflections of the digital environment on media professions?
- What challenges do these media professions face in Algerian media institutions?

STUDY OBJECTIVES

The objectives of this study are to describe the impact of the digital environment on media professions by:

- Identifying new media professions.
- Identifying factors contributing to the emergence of new media professions.
- Understanding the reality of new media professions in Algerian radio.
- Recognizing the challenges faced by new media professions in Algeria.

STUDY SIGNIFICANCE

The significance of this study lies in: Highlighting the essential role of media professions in the effectiveness and continuity of media work, whether in traditional or digital media, Emphasizing the importance of media professions within the context of digital media, where they are influenced by the developments and changes in the digital environment and its electronic mediums.

THE ADOPTED METHODOLOGY IN THE STUDY

In this research paper, the descriptive survey methodology has been adopted. This methodology is defined as the researcher's approach to studying a problem to discover the truth (Najahi, Sebouk, 2019, p. 46). In another definition, it is the program that guides us to the truth or the path leading to the revelation of truth in science (Hijab, 2000, p. 54). The descriptive approach is a method that realistically describes the studied phenomenon through collected information and data. The descriptive survey method involves obtaining information directly from individuals, providing five types of data: facts, perceptions, opinions, attitudes, and behavioral reports (Amer Mosbah, 2010, p. 51). It is a research method that focuses on describing the phenomenon under study (Manjunatha. N, 2019, p. 863).

DATA COLLECTION TOOLS

This study utilized observation and interview tools for data collection.

Observation:

Observation is a tool used to monitor social and human phenomena by directly or indirectly observing sample behavior, collecting primary data, and necessary information about the observed phenomenon (Riyal, 2021, p. 127). In our study, observation was employed to gather preliminary information about the digital environment's impact on media professions by accessing information sources, including scientific literature (books, journals, articles, scientific conferences), or field visits.

Interview:

An interview is a verbal interaction between the interviewer and an individual or a group of people with the aim of obtaining objective information and data about the studied phenomenon (Nuqi, 2021, p. 86). The interview helps gather information from respondents without engaging in discussions with others or being influenced by opinions, ensuring accurate answers without external effects on the respondent (Riyal, 2021, p. 135). In our study, we relied on the unstructured interview, known as the non-directed interview, where open-ended questions are used without predefined answer categories, allowing questions to evolve through dialogue (Renu Singh, 2014, p. 2). This approach was chosen as it is most suitable for humanities and social studies. The purpose of these interviews is to determine how the digital environment affects audio media professions by conducting them with 10 radio workers from Batna, Jelfa, Constantine, Setif, and Tebessa.

STUDY LIMITS

- **Objective Limits:** This study is confined to examining the impact of the digital environment on the reality of media professions in Algerian media institutions.
- **Spatial Limits:** The study was conducted in the local radio institution of the provinces of Batna, Jelfa, Constantine, Setif, and Tebessa.
- **Temporal Limits:** The study duration spanned approximately one month, starting from mid-December 2023 to mid-January 2024.
- **Human Limits:** Human resources related to the study include media professionals working in active audio media institutions, specifically radio.

STUDY COMMUNITY AND SAMPLE

Study Community:

The research community is a group of elements sharing one or more common characteristics that distinguish them from other elements and are the focus of research or inquiry (Morris, 2006, p. 289). Our study community consists of active media institutions in the audio field, specifically in radio.

Study Sample:

The sample is a necessary step in completing the scientific study's practical aspect, representing a subset of the research community chosen deliberately by the researcher according to an appropriate sampling system. Morris Angres defines it as "a subset of specific research community elements" (Morris, 2006, p. 300). In other words, the sample is a group of elements from the research community with the same characteristics as the rest of the community. In this study, a purposive sample is adopted, where the researcher intentionally selects individuals based on characteristics that serve the research objectives (Abdul Hamid, 2000, p. 141). Our study sample includes workers in radio institutions in the provinces of Jelfa, Batna, Constantine, Setif, and Tebessa.

PREVIOUS STUDIES

This study relies on a set of previous studies that contribute to this topic in terms of its various variables. Among these studies are the following:

The presentation of the previous studies.

Study One:

The impact of the technological revolution on the media professions and the academic formation of media students in Algeria, The article authored by Muhira Buthaina explores the influence of the technological revolution on media professions and the academic training of media students in Algeria. Published in the Journal of Humanities and Social Sciences, Volume 8, Issue 01, in 2022, the study focuses on the challenges faced by graduates of media colleges in Algeria. It concludes that media students are capable of practicing the new professions imposed by the technological revolution.

Study Two:

New Functions under Web 0.2 – Electronic Media editing and social communication professions as an example, An academic article authored by chafika Mahri and Amal Mahri, published in the Journal of Arts and Social Sciences, Volume 18, Issue 01-2021, discusses new media professions in the context of Web 0.2. This survey study explores the emergence of new professions in the media and communication sector. The study identifies the professions born in this field and proposes suggestions for enhancing institutional performance amid ongoing transformations, using a descriptive-analytical approach.

Study Three:

Selve de Lattre et autre: les métiers de l'internet les référentiels des métiers cadres, juin 2012, This study delves into internet professions, categorizing them based on types and forms. It provides a

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brief overview of new web professions such as program designers, content creators, and digital marketing activists. The study presents classifications of web professions according to web editors and managers.

Utilizing Previous Studies:

- Benefiting from these studies to gain insights into and deepen the understanding of the subject.
- Identifying the type of study and its methodology.
- Determining suitable data collection tools based on the nature of the study.
- Utilizing sources and references, considering their accessibility.

Critical Review of Previous Studies:

Through reviewing and reading the previous studies on our research topic, we can note the following critical points:

- Content-wise: While these studies cover some variables in our study, they differ in their perspectives.
- Methodology: There is variation in the adopted methodological elements, with some studies not adhering to proper methodology.
- Sampling: Many studies do not clearly define their study sample, possibly due to the nature of the research or lack of methodological clarity.
- Results: The reported results in most studies align with the presented research problems and provide relevant answers. The studies commonly utilize a descriptive methodology, explicitly mentioned or inferred from the content, suitable for humanities and social sciences research

FIRST: NEW MEDIA PROFESSIONS:

Concept of the Digital Environment:

The digital environment is one that relies on the existence of computers and the internet, where the process of communication takes place to obtain and utilize information. It consists of a set of fundamental components represented by information in its digital form, modern information technologies, and the necessary technical means for communication (Ben Rashid, Belhaj, 2022, p. 797), It is also defined as digital repositories for information that can be modified, saved, or transferred through suitable media. These are various technological applications that enable numerous tasks, with the internet serving as its fundamental backbone, allowing information retrieval at any time (Naji, 2021, p. 112).

Through this, it can be said that the digital environment is the space where the internet, technologies, and technological applications coexist to harness information.

Concept of New Media Professions:

Profession:

The term "profession" has multiple definitions. Eyherabide defines it as an individual's possession of knowledge that benefits and distinguishes them, having rules within the professional environment. Boyer defines it as the acquisition of skills and knowledge that help an individual in production and serving the community, evolving within the professional framework. Piotet describes a profession as a word used to indicate a job or work that defines its social and professional identity in society. Sire defines it as the role an individual performs within an institution to achieve technical goals. The word "profession" has its Latin origin from the word "ménestier" or "méstier," meaning the pursuit of art for material gain. Rousseau sees a profession as purely mechanical work relying more on manual labor than intellect.

In essence, a profession is associated with the hands-on practice of scientific knowledge. It signifies expertise and knowledge acquired, qualifying the worker to perform their job. Professions encompass individual, collective, or sector-specific competencies recognized and practiced professionally and technically by stakeholders, constantly renewing and adapting to developments (Smash, 2018, pp. 42, 48, 49). The Australian Council of Professions defines it as a group of individuals committed to ethical principles with recognized skills and knowledge, applying them appropriately to serve others (<https://Professions.org.au/what-is-a-professional/>).

New Professions:

New professions are jobs associated with previously unknown activities, emerging as a result of the Information and Communication Technology revolution (Al-chaabi, <http://www.ar.leaders.com.tn/article4559>). These new professions entail roles with new foundations and rules not seen before, practiced differently from existing professions to achieve a specific goal. They have arisen thanks to the impact of technological advancements.

Media Professions:

Media professions constitute a set of jobs practiced by individuals in the media sector, involving the transmission of information, news, and media content to the public using suitable means, whether written, auditory, or visual. Those engaged in these professions prepare, produce, analyze, and convey media content, interacting with the audience through various mediums like television, radio, print, and different digital platforms available in the media field.

New Media Professions :

The concept of new media professions is not fully defined by scholars and researchers in the field of communication sciences. Some link it to digital media, defining it as professions practiced in the digital environment, allowing individuals to express themselves through platforms such as blogs, image-sharing websites, podcasts, etc. (Mashri, Kabouia, 2022-2023, p. 27). In this sense, new media professions encompass a range of jobs that have emerged and evolved due to technological advancements and social and economic changes in the field of media. They differ from traditional and familiar professions in their environment and practice, including roles like live broadcast monitor, digital producer, website designer, multimedia specialist, and more.

Factors of The Emergence Of New Professions In Media:

The emergence of new media professions is attributed to a set of factors, as indicated by Mahri Shafika and Mahri Amal (2020, p. 72) in their study. These factors include:

- **Big Data Phenomenon:** The term "big data" refers to complex and processed data used in continuous analysis and discovery (Mircea, Mihaela, 2014, p. 33). This phenomenon significantly contributed to the establishment of new professions in the media field and others. The information revolution led to an increase in data volume, diversity, and sources, making traditional methods and roles inadequate. Institutions worldwide adopted modern technologies to handle, analyze, and leverage this data in communication, news transmission, and the necessity of employing individuals proficient in virtual storage services, internet server management, and working in the virtual network field. The growing volume of digital data requires specialists to analyze and utilize data for appropriate decision-making.
- **Shift in Internet Focus:** The internet's shift from data production to consumer focus resulted in changes in data handling and information. Consumers now act as clients, with institutions seeking to understand their behavior and needs. Changes in digital content consumption habits require professionals capable of meeting these new needs.
- **Mobile Device Technologies:** The widespread use of mobile devices has created consumer privacy instability, emphasizing the need for information security. Green computing movement, focusing on the environmental impact of media, requires new professions to ensure high professional and technical performance.
- **Green Computing Movement:** The Green Computing movement, focusing on the environmental impact of media, requires new professions to ensure high professional and technical performance (Richard, 2012, p. 5).
- **Media Evolution and Technology Dominance:** The evolution of media and technology dominance necessitates their use in professional performance.
- **Emergence of New Technologies like Artificial Intelligence:** The emergence of new technologies like artificial intelligence, mimicking human intelligence, opens doors to new possibilities in media content production (Wang, 2019, p. 2).
- **Globalization and Worldwide Communication:** Global openness of media content requires the presence of new professions to translate and convey it to the world.
- **Digital Transformation of Companies:** Companies becoming digital entities with digital transactions necessitate professionals with expertise in developing digital content and managing new media platforms.
- **Social and Cultural Changes:** Social and cultural changes require professionals who understand and can design content that aligns with these changes
- **Security and Privacy Challenges:** Security and privacy challenges require specialists to protect digital information and data.
- **Evolution of Work Patterns:** Work becoming remote due to digital transformation contributes to the emergence of remote digital professions.
- **Economic Transformations:** Economic transformations in the digital economy and the emergence of new concepts like "experimental economics" lead to new opportunities and fields of work.

SECOND: CHALLENGES OF NEW MEDIA PROFESSIONS IN ALGERIAN MEDIA INSTITUTIONS:

There are several challenges facing new media professions in Algerian media institutions, as outlined by Mahri Amal and Mahri Shafika (Mahri, Mahri, 2020, p. 81). These challenges can be summarized in the following points:

- **Budgetary Constraints:** Weak budget allocation for managing and supervising websites poses a significant challenge. Most Algerian institutions lack substantial use of new media technologies, utilizing them mainly as supplementary to traditional practices.
- **Lack of Professionalism:** Absence of human competencies with adequate training in utilizing

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new technology leads to incongruities in media content. Workers often lack media-related skills and predominantly hold computer-related qualifications rather than journalistic expertise.

- **Insufficient Training for Journalists:** Journalists and media professionals lack training in handling modern information and communication technologies, hindering their ability to engage in digital media practices and produce content for the audience.
- **Absence of New Professions Culture:** Algerian institutions show limited interest in new professions, viewing them not as careers born out of technology but as complementary to traditional professions.
- **Digital Content Production Extension:** The digital method of producing media content in Algeria is an extension of traditional methods, lacking significant modification. There is a near-complete absence of purely digital media products.
- **Skills and Training Gaps:** Professionals in new media professions require both technical skills and adequate training, creating a gap due to insufficient training opportunities.
- **Organizational Culture Change:** The emergence of new professions may necessitate restructuring and reorganizing some institutions, a step not commonly taken by Algerian institutions.
- **Impact of Technology:** Failure to adapt organizational strategies to the dynamic nature of technology results in missed opportunities for emerging, evolving professions.
- **Sustainability Challenge:** Some new professions may be linked to sustainable and environmentally friendly development areas, posing a challenge that institutions need to address.
- **Security and Privacy Challenges:** While new professions are necessary, some institutions perceive technology as a privacy violation and a security risk.
- **Integration with Traditional Professions:** There may be challenges in integrating new professions smoothly with traditional ones, requiring harmonious collaboration within institutions.

THIRD: REFLECTIONS OF THE DIGITAL ENVIRONMENT ON MEDIA PROFESSIONS IN ALGERIAN RADIO INSTITUTIONS AND THEIR CHALLENGES:

- **Transcription and analysis of the conducted interviews' data.**
- **Axis 1: Personal Data of the Participants:**

Table 01: Personal Data of Participants.

The interview	The genre	The age	Education level	The department in which he works	The radio station he works in
01	male	35-45 years	Master's degree in audiovisual	News and programs Department	Radio djelfa
02	male	35-45 years	Master's degree in audiovisual	News and programs Department	Radio batna
03	female	35-45 years	Master's degree in audiovisual	News and programs Department	Radio batna
04	female	35-45 years	Bachelor of marketing	Production Department	Radio batna
05	male	35-45 years	Master's degree in witten journalism	Administration Department	Radio batna
06	female	35-45 years	Applied engineer	Department Technical	Radio batna
07	male	35-45 years	Bachelor's degree	Production Department	Radio tebassa
08	male	35-45 years	Bachelor's degree	Production Department	Radio setif
09	male	35-45 years	Bachelor's degree	Administration Department	Radio Constantine
10	male	35-45 years	Bachelor's degree	Administration Department	Radio Constantine

Through the above-mentioned table, representing personal data of respondents, we observe that the sample size consists of ten Algerian radio broadcasters from different radio institutions across the country. They were selected from Constantine, Jelfa, Batna, Setif, and Tebessa, working in various departments such as administration, production, news, and technical departments. The table also indicates that the majority of those interviewed are males (60%), while 40% are females. Their ages vary, but all the interviewed broadcasters fall within the age range of 35-45 years. It is noteworthy that most participants are graduates with a major in media and communication, either at the bachelor's or master's

level.

From this, it can be concluded that Algerian national radio stations strive to employ specialized individuals with a high level of education in the media field, whether male or female.

- **Second Axis: The Impact of the Digital Environment on Media.**

The digital environment is a prominent variable in the current time, affecting all fields. In this axis, we aim to understand the impact of the digital environment on media by addressing the following points:

- The influence of the digital environment on media work.
- How digital technology has affected the media.
- The practice of media professionals in radio institutions after the emergence of digital media.

Influence of the Digital Environment on Media Work:

Upon interviewing respondents and asking whether media work has been influenced by the emergence of the digital environment, most answered affirmatively. Some added that this influence has been positive, as exemplified by respondent number 05 from Batna Radio (male, 35-45 years, administration department, master's in written journalism) and respondent number 07 from Tebessa Radio (male, 35-45 years, production department, bachelor's degree), both stating that the impact was positive. The provided answers suggest that media work is now intertwined with the digital environment, relying on its outputs, and media practices utilize digital tools.

Impact of Digital Technology on Media:

Responses varied when asked how digital technology has affected the media. Some mentioned that it has facilitated work, as expressed by respondent number 05 from Batna Radio (male, 35-45 years, administration department, master's in written journalism), while others highlighted the speed of accessing information, as stated by respondent number 03 from Batna Radio (female, 35-45 years, news and programs department, master's in audiovisual). Additionally, some respondents noted that digital technology has opened new and extensive fields, making it a communication medium (respondent number 06, female, Tebessa Radio, 35-45 years, technical department, applied engineer). Others emphasized that it improved content creation, technical aspects of audio and visual elements, and increased dissemination capabilities across platforms and media (respondent number 01, male, Jelfa Radio, 35-45 years, news and programs department, master's in audiovisual). One respondent mentioned the closer proximity of information to the audience (respondent number 08, male, Setif Radio, 35-45 years, production department, bachelor's in media and communication).

In conclusion, the provided answers indicate that the digital environment and its technologies have impacted media in terms of content creation, presentation to the audience, reception, and ease of media practices. This suggests an openness to digital tools in Algerian media practices, aligning with findings from previous studies on the impact of the technological revolution on media professions and academic training for media students in Algeria.

The Practice of Media Professionals in Radio Institutions After the Emergence of Digital Media.

We observe that responses varied when participants were asked the following question: Has the practice of media professionals in radio institutions changed after the emergence of digital media, or has it remained the same? Some answered that the practice has not changed, as expressed by respondent number 04 (male, Batna Radio, 35-45 years, production department, bachelor's in marketing) and respondent number 06 (female, Tebessa Radio, 35-45 years, technical department, applied engineer). Others stated that the practice has changed in terms of efficiency, immediacy, and speed of performance, as indicated by respondent number 03 (female, Batna Radio, 35-45 years, news and programs department, master's in audiovisual). Another respondent mentioned that the practice has evolved, enabling the media professional to transmit content or information from anywhere using various devices (computer, mobile, smart tablets) and create content away from their workplace, as explained by respondent number 01 (male, Jelfa Radio, 35-45 years, news and programs department, master's in audiovisual). Some participants noted that while the method remains the same, it has become more time-efficient, as stated by respondent number 07 (male, Tebessa Radio, 35-45 years, production department, bachelor's degree).

From the provided responses, we can conclude that the practice of media professionals in Algerian radio institutions, in the era of prevalent digital media worldwide, still follows traditional methods. However, it increasingly relies on digital tools to facilitate their work.

- **Third Axis: Implications of the Digital Environment on Media Professions in Radio Journalism.**

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The digital environment is characterized by its widespread influence across various fields, including the field of media, where it has made an impact. In this axis, we aim to explore the implications of this digital environment on auditory media professions by addressing the following points:

- Emergence of new media professions in the radio journalism field after the spread of digital media in the media landscape.
- Examples of new professions in the radio field.
- Factors contributing to the emergence of these new professions.
- The role of the digital radio producer in radio institutions.
- The availability of multimedia content in radio institutions.

Emergence of New Media Professions in Radio Journalism After the Spread of Digital Media:

It is noteworthy that all respondents working in the selected radio stations for the study (Jelfa, Batna, Tebessa, Constantine, Setif) and across different departments (administration, production, news and programs, technical department) unanimously confirmed the emergence of new media professions in the radio journalism field after the spread of digital media in the media landscape. Their responses were consistently affirmative, stating, "Yes, new professions have emerged in the radio journalism field that were not present before."

From the provided responses, it appears that new professions are beginning to surface in the field of media, previously unknown in terms of both practice and nomenclature, and are closely linked to the digital domain. This is consistent with the findings of the second study by Shafika Mehri and Amal Mehri, titled "New Media Professions in the Web 0.2 Era," which highlighted the emergence of new professions in the field of electronic editing.

Examples of New Professions in the Radio Field.

Through the respondents' answers to the following question: Can you mention some of these new professions in the radio field? We observe examples of various new professions mentioned, such as the role of the live broadcast coordinator, as stated by respondent number 02 (male, Batna Radio, 35-45 years, programs and news department, master's in audiovisual). Another example is the multimedia journalist responsible for entering and enhancing content across electronic platforms like Facebook, YouTube, and others, also engaging in responding to and monitoring comments and interacting with the audience through these platforms. This was highlighted by respondent number 01 (male, Jelfa Radio, 35-45 years, news and programs department, master's in audiovisual). Additionally, the multimedia technician, well-versed in computer sciences, was mentioned by respondent number 01. The web editorial journalist profession and the role of directors in electronic websites were also mentioned by respondent number 05 (male, 35-45 years, Batna Radio, administration department, master's in written journalism). Lastly, the role of a web radio program producer was mentioned by respondent number 07 (male, Tebessa Radio, 35-45 years, production department, bachelor's degree).

From the provided responses, it can be concluded that Algerian radio institutions are opening up to digital media professions in the radio field, considering them as new occupations. Among these emerging professions are the live broadcast coordinator, web radio program producer, multimedia journalist, multimedia technician, web editorial journalist, and directors in electronic websites. Other media institutions have also embraced new professions, as indicated by the second study from previous research, including the roles of web editorial director and brand content manager, among others.

Factors Contributing to the Emergence of New Professions.

It is noticeable that the majority of respondents, when answering the question, "In your opinion, what are the main factors that contributed to the emergence of these professions?" unanimously cited the emergence of the internet and technological advancements. This is exemplified by the response of respondent number 09 (male, 35-45 years, Constantine Radio, administration department, bachelor's in media and communication), who stated: "The emergence of the internet and the shift towards electronic media." Additionally, respondent number 03 (female, Batna Radio, 35-45 years, news and programs department, master's in audiovisual) mentioned: "Technological development, keeping pace with the era, digitization, and informatization." Respondent number 01 (male, Jelfa Radio, 35-45 years, news and programs department, master's in audiovisual) emphasized: "The urgent need to adapt work to the new developments and the evolution witnessed by media work in the necessity of digital presence, as audible content has become limited in reception and dissemination. Digital platforms allow for replaying content at the listener's or viewer's convenience, such as podcasts (replay) and live streaming (live broadcasting from the studio), and digital newsletters." Lastly, respondent number 10 (male, Constantine Radio, 35-45 years, production department, bachelor's degree) stated: "The most important factor is the use of

information technology."

From the responses provided, it can be concluded that the key factors contributing to the emergence of new professions include the widespread use and expansion of the internet, the information explosion, technological advancements, and the necessity to adapt to the digital environment

Digital Radio Producer Profession in the Radio Institution:

Based on the respondents' answers to the question: "Is the digital radio producer profession a new position present in your radio institution?" it is observed that this profession is new in the radio institution but is not established as an independent role. Respondent number 05 (male, 35-45 years, Batna Radio, administration department, master's in written journalism) stated: "The digital radio producer is a new profession prompted by technological advancements and digital media but has not been included in the job positions list. It is practiced by the classic producer in radio." Respondent number 01 (male, Jelfa Radio, 35-45 years, news and programs department, master's in audiovisual) mentioned: "Yes, but the classic producer is the one reinforcing it with content and programs across platforms." Respondent number 07 (male, Tebessa Radio, 35-45 years, production department, bachelor's degree) added: "It will become one of the new professions in radio in the near future."

From these responses, it can be concluded that the digital radio producer profession is a new role in digital media within radio institutions. However, it has not been formally recognized as an independent profession but is rather undertaken as additional tasks by traditional producers.

Multimedia Manager in Radio Institutions:

Regarding the question, "Is there a multimedia manager in your institution?" most responses indicated the absence of a dedicated multimedia specialist. For instance, respondent number 06 (female, Tebessa Radio, 35-45 years, technical department, applied engineer) mentioned: "No, the sound engineer handles this task." Respondent number 07 (male, Tebessa Radio, 35-45 years, production department, bachelor's degree) stated: "No, it is not available." Respondent number 01 (male, djelfa Radio, 35-45 years, news and programs department, master's in audiovisual) noted: "The one in charge of production is also in charge of multimedia, but only to a limited and voluntary extent." Respondent number 04 (male, Batna Radio, 35-45 years, production department, bachelor's in marketing) added: "The one in charge of it is responsible for multimedia."

From these responses, it is evident that despite acknowledging the existence of new media professions imposed by the digital environment, these professions and their practices in Algerian radio institutions are carried out as additional and voluntary tasks by radio personnel, rather than being recognized as independent professions requiring dedicated specialists.

- **Axis Four: Challenges of Practicing New Media Professions in Algerian Radio Institutions and Ways to Overcome Them:**

The digital environment has contributed to the emergence of a set of new media professions in the field of auditory media, specifically radio broadcasting. In this axis, we will address the challenges of practicing new media professions in Algerian radio institutions and explore ways to overcome them through the following points:

- Challenges of Practicing New Media Professions in Algerian Radio Institutions.
- Necessary Measures to Overcome These Challenges.

Challenges of Practicing New Media Professions in Algerian Radio Institutions:

Through the respondents' answers to the following question posed to them: What are the challenges of practicing these new media professions in Algerian media institutions? It is observed that most respondents agree that the primary challenges of practicing new media professions in Algerian radio institutions include linking traditional media practices with digital ones. The aim is to make digital practices an extension of traditional ones, implementing a strategy of integration between traditional and digital roles. Additionally, challenges include the absence of specialized competencies in digital media, limited recruitment for new media positions by responsible institutions, and a lack of emphasis on training journalists according to contemporary trends and digitization. Citing respondent number 01 (male, Jelfa Radio, 35-45 years, news and programs department, master's in audiovisual), who states the lack of genuine training and education in the technical and artistic aspects of digital media. Respondent number 05 (male, 35-45 years, Batna Radio, administration department, master's in written journalism) emphasizes the importance of providing the necessary requirements for digital media and updating outdated equipment that does not align with technological advancements. Respondent number 06 (female, Tebessa Radio, 35-45 years, technical department, application engineer) mentions the lack of attention to change, clinging to traditional practices, and not transitioning to the digital environment. Through these responses, it can be concluded that Algerian local radio faces a significant challenge in practicing new media professions, whether due to the absence of qualified individuals in digital media, adherence to

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conventional thinking in media practice, or the lack of modern technological facilities despite global technological advancements.

Necessary Measures to Overcome These Challenges:

Through respondents' answers to the following question posed to them: In your opinion, what are the necessary measures that must be implemented to overcome these challenges? It is observed that their responses varied in perspective. Respondent number 01 believes that it is crucial to diversify work by hiring competent graduates from institutes and colleges, updating academic training by incorporating units in the College of Media and Communication dedicated to digital content and control mechanisms. Alternatively, there should be training and development for radio executives, infusing elements of innovation and development into content and responding to changes in the digital field. Respondent number 02 emphasizes the importance of focusing on academic training and incorporating digital media professions into the job positions at the national public institution for radio. Respondent number 08 sees the necessity of creating training and educational spaces, while respondent number 03 highlights the importance of establishing legislative laws and electronic supervision to ensure the regulation of the electronic profession. Respondent number 10 advocates for the imposition of these professions by the responsible ministry, explicitly incorporating them into relevant institutions.

Based on the provided answers, the most crucial measure to overcome the challenges of practicing new media professions is to focus on the academic media training process, integrating digital media and its practices into training programs for media and communication sciences. There should also be efforts to open employment opportunities in these professions to eliminate multitasking and explicitly acknowledge their existence by the responsible public institution in the auditory field. Additionally, it is important to train journalists to keep pace with developments and changes in the media, as suggested in the initial studies of our research.

STUDY RESULTS

This study, following data collection, analysis, and interpretation, led to the following set of results:

- According to the majority of respondents, the digital environment positively impacted journalistic work.
- The majority of respondents indicated that the digital environment facilitated journalistic work.
- The approach of journalists to their work in radio institutions remained the same after the emergence of digital media, but there was a change in terms of speed and effectiveness in performance.
- New media professions emerged in radio journalism after the prevalence of digital media, according to the majority of respondents. These include roles such as live broadcast specialist, web radio program producer, multimedia journalist, multimedia technician, web-based editorial writer, web director, and others.
- According to most respondents, the key factors contributing to the emergence of new professions are the widespread use of the internet, information explosion, technological advancement, and the necessity to adapt to the digital environment.
- The majority of the surveyed individuals stated that local Algerian radio institutions lack multimedia specialists, and tasks related to multimedia are often assigned to radio employees such as sound engineers or producers.
- The study conducted highlighted that the most significant impact of the digital environment on media professions is the emergence of new roles.
- Local Algerian radio faces a significant challenge in practicing new media professions due to the lack of specialized competencies in digital media, adherence to traditional thinking in media practices, insufficient modern technological facilities despite global technological advancements, and the irregular training of staff to keep up with various developments and changes.
- According to the majority of respondents, the necessary measures to overcome challenges in practicing new media professions in radio include focusing on academic media training, integrating digital media and its practices into communication and media science training programs, opening employment opportunities, eliminating multitasking, and explicitly acknowledging the existence of these professions by the responsible public institution in the auditory field. Additionally, continuous training and development of journalists are emphasized to keep pace with advancements and changes in the media field

CONCLUSION

The media has been influenced by the digital environment in all aspects, making media practices more accessible and efficient in terms of performance, tasks, and tools. This has positively impacted media engagement, giving rise to new media professions in the media landscape. These new roles differ from traditional media professions, requiring comprehensive knowledge of digital media to perform effectively. However, these emerging professions in Algerian radio institutions face numerous challenges. The lack of qualified individuals with academic training in digital media, due to the absence of such training in academic institutions, contributes to the obstacles. Additionally, the absence of regular training for radio personnel to keep up with changes and advancements, coupled with a shortage of modern technological facilities, hinders the practice of these new media professions.

RECOMMENDATIONS AND PROPOSALS

To overcome these challenges, several recommendations are proposed based on the study findings:

- Open avenues for students in communication and media science disciplines to receive academic training in digital media and emerging media professions resulting from the digital transformation.
- Officially declare new media professions in the list of recognized occupations.
- Include these professions in recruitment regulations, emphasizing the requirement for specialized competencies.
- Provide training opportunities for employees and media professionals in media institutions to keep abreast of changes and developments in these professions, ensuring they are practiced effectively.

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Appendices

Interview form

To prepare a scientific paper about

The impact of digital environment on the reality of audio media professions
"reflections and challenges"

A field study on radio batna, djelfa, Constantine, setif, tebessa

Dear Sirs and Ladies:

Journalists active in broadcast media institutions at the national level, "Algeria." This interview is considered a tool for preparing the scientific paper entitled The Impact of the Digital Environment on Media Professions, "Impacts and Challenges." The following questions represent the most important points that you are requested to answer, and I pledge that they will be used within the framework of Scientific research and its service only.

Thank you very much

The first axis: data of the respondents.

- 1- Gender: Male Female
- 2- The age: 25-35 years 35-45 years 45 and above
- 3- The working radio station is
- 4- -Department where he works:
 Management Department Production Department
 Technical Section News and Programs Section
- 5- Level and education certificate:
 Bachelor's degree Master's degree Doctorate

The second axis: The impact of the digital environment on the media

- 6- Has media work been affected by the emergence of the digital environment?
 R06
- 7- How has digital technology affected media?
 R07.....
- 8- Did the way media professionals practice their work in broadcasting institutions change after the emergence of digital media, or did the method of practice remain the same?
 R08.....

The third axis: The repercussions of the digital environment on media professions in the field of broadcast media.

- 9- Have new media professions emerged in the broadcast media field after the spread of digital media in the media arena?
 R09.....
- 10- Can you mention some of these new professions in the radio field?
 R10.....
- 11- In your opinion, what are the most important factors that contributed to the emergence of these professions?
 R11.....
- 12- Is the profession of digital radio producer in the radio organization a new and existing job at the level of your radio organization?
 R12.....
- 13- Does your organization have a multimedia platform?
 R13.....

The fourth axis: The challenges of practicing new media professions in Algerian radio institutions. In addition, ways to overcome them.

- 14- What are the challenges of practicing these new media professions in Algerian media institutions?
 R14.....
- 15- In your opinion, what are the necessary measures that must be applied to overcome these challenges?
 R15