

# The influence of the media on international relations

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## ABSTRACT

Efforts to increase online media traffic can be realized by increasing reader engagement. The high frequency and intensity of readers and interactions in reading news online, such as commenting and sharing the article, indicate a high level of reader involvement. The article attempts to show the influence between the motives of using online media, news selection, and news attractiveness on the level of reader involvement. Through distributing questionnaires to 95 students, the study uses a survey method with an explanative quantitative approach. Data are analyzed using multivariate analysis techniques with correlation coefficient test and multiple linear regression. The results show a strong and positive correlation between the motive for media use, news selection, the level of media attractiveness, and the level of reader involvement of 0.659. The multiple linear regression test also proves a significant influence between the three independent variables on the level of reader involvement with an influential contribution of 43.4%.

**Keywords:** Online Media, Reader Engagement, regression test,

## INTRODUCTION

Studying online news readers' behavior is an important issue today, especially for managers of online media companies. It is useful for increasing reader engagement and traffic, which will bring economic benefits to the company's business. The development of online news media technology also affects the consumption patterns of readers. The characteristics of web 2.0 are more interactive, increase interaction and reader engagement, such as providing comments and disseminating the news to social networking sites, such as Facebook, Instagram, and Twitter, and messaging apps such as WhatsApp, Line, and Telegram. The use of social networking sites by online media also increases the penetration of news content. Media companies make use of social networking sites to spread news content more widely. Social networking site users are spoiled by news content posted by media company accounts. Through social networking sites, interesting news content is then disseminated again until it becomes viral. Users can also like or dislike news content. Through social networking sites, followers of news social networking sites voluntarily redistribute news content to other parties. The increase of the online media business cannot be separated from the increasing penetration of the internet and smartphones. Based on Digital 2020 data from Wearesocial and Hootsuite institutions, there are 4.54 billion internet users in the world number, or 59% of the world's total population, 7.75 billion people.

Indonesia is the third-largest country in internet growth, with internet penetration of 64% (<https://wearesocial.com/digital-2020>). It is in line with data

from the Indonesian Internet Service Providers Association (APJII), which states that by 2018 internet users in Indonesia reached 171.17 million people or 64.8% of Indonesia's total population of 264.16 million (<https://www.apjii.or.id/content/read/39/410/Hasil-Survei-Penetrasi-dan-PerilakuPengguna-Internet-Indonesia-2018>). The presence of online news sites threatens print media, such as newspapers, tabloids, and magazines. The number of newspapers and magazines that have gone out of business is increasing both in Indonesia and globally. Many newspapers, tabloids, and magazines have collapsed in Indonesia, such as Sinar Harapan newspaper, National Journal, Tempo Minggu Koran, Bola tabloid, Cek and Ricek, HAI magazine, Trax, Rollingstone Indonesia, and others (<https://www.romelteamedia.com/2019/09/daftar29-media-cetak-yang-gulung-tikar.html>).

**Main body**

In 1990, Mark Poster published his famous book, *The Second Media Age*. The book started a new period in which technology and interactive communication networks, especially the internet, will change society (Littlejohn et al., 2017: 148). The term second-generation media is born from several changes in understanding media and audience behavior. The second generation of media began to shift mass, defined initially as a broad, multiple, and anonymous media audience, to be very heterogeneous and increasingly narrow or personal. The second shift is in the concept of audience behavior, which was previously considered passive because media messages are one-way, becoming active and interactive in using media. David Holmes in Littlejohn (2017) explains the differences between the first and second-generation media, which the authors write in the following table:

**Table 1. Differences in the Characteristics of First and Second Generation Media**

First Generation Media	Second Generation Media
<ul style="list-style-type: none"> <li>(1) Centralized production, one-to-many;</li> <li>(2) One-way communication;</li> <li>(3) State control, for the most part;</li> <li>(4) The reproduction of social stratification and inequality through the media;</li> <li>(5) Fragmented mass audiences); and inequality through the media;</li> <li>(6) The shaping of social consciousness</li> </ul>	<ul style="list-style-type: none"> <li>(1) Decentralized and user-generated, many to many or many to few;</li> <li>(2) Two-way communication;</li> <li>(3) Beyond state control;</li> <li>(4) Democratizing;</li> <li>(5) Promoting individual consciousness);</li> <li>(6) Individually oriented</li> </ul>

In addition to the above characteristics of the internet as a second-generation media, the development of digital and multimedia technology via smartphones and

computers also strengthens the influence of online media technology. Computer technology, especially laptops, as well as smartphones, have used digital data, which has multimedia properties. It gives computers and smartphones can combine all media elements (text, images, audio, video, animation) into one multimedia medium. Multimedia technology is the advantage of online media today compared to previous conventional media. Previously, printed media was only able to accommodate text and image elements; radio was only able to carry audio features, and television, which initially was only able to carry video (audiovisual) and animation. Television media has been able to take all the elements of multimedia today through smart TVs. The multimedia ability in online media has finally led to the convergence of media, which merges several media characters into one medium. It causes online media such as detik.com, kompas.com, etc., to contain news text and photos. However, it can also be filled with radio content and television shows from media in their respective media groups. Even digital versions of newspapers, such as the digital Kompas newspaper, is also displayed on the website. The characteristics of new media, which are interactive, global (worldwide), and personal, ultimately influence various sectors of life, be it social, political, economic, and cultural, including readers' behavior in using media.

There are five assumptions built-in Uses and Gratification theory:

1. The audience is active in choosing a variety of media. Audiences have many media choices. They choose which media they want to read, listen to or watch.
2. The audience has a clear objective in selecting media, namely to meet needs. Media is only one of the factors that can fulfill these needs.
3. Various media compete to create content to attract public attention.
4. The audience's social environment has a strong influence on the choice of media consumed by the audience.
5. The influence of the media has a strong relationship with the media consumed by the public. The greater the audience's satisfaction in choosing the media, the greater its influence on the audience.

Suppose it is related to the behavior of audiences in using online media today. In that case, it can be seen that there are a need and motivation for audiences to use the media. Denis McQuail (2000) identifies four types of needs in consuming media: entertainment motives, obtaining information, building personal identity, and social interaction. In the past, when the new media did not exist, the needs of the audience could not be fulfilled by just one media. For example, to meet entertainment needs, audiences prefer to watch television or radio. But to fulfill the need for complete information, audience also reads newspapers and magazines. That's why radio and television only complements and does not kill the existence of newspapers and magazines. But nowadays, all of the needs can be served by online media. That is what causes the audience to have high satisfaction in using this online media. Rational aspects based on effectiveness and efficiency also underlie the behavior of audiences in using the media. The audience is always looking for and choosing to use cheaper/economic media. Since its inception until now, the print media business has mainly been determined by sales circulation. The higher the sales circulation, the greater the advertising revenue. The public must spend money to use print media. It is different from how the public listens to radio and television, which are free (free to air). The attention of the audience is what is sold to the advertisers. The audience does not pay for the radio and television broadcasts that are consumed. So the more viewers or listeners, the radio and television business, the better. Efficiency also applies in using the internet. Audiences can get various kinds of content, both entertainment and

information, which are multimedia in nature. They contain various media, such as text, images, audio, video, and animation, by purchasing internet data packages. It strengthens audiences' behavior in using online media, where it is more efficient in using resources (money) but gets a lot of benefits and can meet all the audience's needs. Susanto and Erdiyansyah's research (2018) shows that partially or simultaneously, motives and information quality affect reader satisfaction. In the motive dimension, the information motive indicator is the indicator most preferred by the respondents. In contrast, in the information quality dimension, the respondents' news relevance indicator is most chosen. The variable that has more influence on satisfaction is the variable of information quality. Other research on the behavior of online news media readers comes from Delasari (2019), who examines the behavior of users of the Line Today news aggregator application in Jakarta, Surabaya, Medan. In her research, Delasari looked more at the relationship between media use and trust level in the news, which influenced news sharing behavior. From the research results, it was found that the motive of using the media and the level of trust in the news influenced the tendency of news sharing behavior significantly and positively by 37.6%. Specifically, news sharing behavior preference was influenced 37.3% by using the media and 27.9% by the level of trust in the news.

The two studies above look at the quality and level of trustworthiness of information or news, while this research looks at the level of attractiveness of online media. The author assumes that audience engagement in providing comments and disseminating news is more influenced by online media's attractiveness for readers. The study conducted by Lestari (2017) states that the trend of online media coverage in Indonesia is divided into two categories, namely Quality News and Popular News. Quality News can be seen from the technicality of writing following journalistic principles and the issues raised concerning the public interest. Meanwhile, Popular News emphasizes sensationality, which emphasizes entertainment and personal matters. Online media's tendency to increase popular news is due to the demand for speed to compete with other online media.

Based on the Uses and Gratification Theory, the writer develops a line of thought to examine the influence of media usage motives, news choice motives, and online media attractiveness levels on the level of reader involvement. The motive for using online media is measured through four motives put forward by McQuail (2000), namely entertainment, obtaining information, building personal identity, and social interaction. Meanwhile, the motive for selecting news is measured through the reader's interest in information updates, information needs, interest in news headlines, reported figures, viral issues, and close friends' influence. The attractiveness of online media is measured by the respondent's assessment of the design's appearance, news headlines, news content, sources, language, and news writing techniques. Meanwhile, reader engagement is measured by frequency, duration, the number of news read, reading patterns, giving likes, comments, and disseminating information through social media and messaging applications.

Data is collected using a questionnaire instrument made through the google form application. The questionnaire is then sent using a non-probability method and convenience sampling to several National University students via the Whatsapp application on the author's contact list. The author gave the filling time for 3 (three) days until finally, the data collected are 95 respondents. The study is a multivariate study that intends to examine the relationship between several independent variables (X) on one dependent variable (Y). There are three independent variables, namely

Online Media Use Motives (X1), News Selection Motive (X2), and Online Media Attractiveness Level (X3). In contrast, the dependent variable is the level of reader involvement (Y). The authors use the validity test, reliability test, and normality test to test the data's validity. The data is then processed using the IBM SPSS Statistics 22 application.

Today, it is accepted that one of the important elements in the formation of public opinion is social media. Social media that directs and influences the political attitudes of individuals. Media effect fields each last day is expanding. Social media its main feature is that it can spread comments and events to very large masses in a short time and thus have the opportunity to direct the thoughts of the masses. beyond on the side each individual access able to provide social media channels, individuals with the political environment relating to contents to create, this your content to be shared and allows interpretation. Thanks to this communication, politicians are able to reach the voters. With social media forums created in the form of questions and answers, politicians have the opportunity to perceive voter expectations and determine their election campaigns accordingly has done. Realizing the importance of social media, which is one of the new communication tools, politicians have started to carry out social media channels with professional support or individually. Because social media is now the most effective communication tool used for propaganda, public opinion, political campaigns, information and promotion. Social media, which is used as a means of political communication and democratic participation in the USA, the Western world and the rest of the world, is also increasing its influence in Somalia. Today, social media is a resource that conveys all political messages to citizens, political ideologies and political agenda, social media through to societies is transmitted. With the advancement of technology, people are aware of all the developments in the world and have the opportunity to get information about the political events happening all over the world.

Accepted definition of social media. However, the concept of social media and "Web 2.0" are often used interchangeably. While "Web 2.0" deals with the phenomenon from a technological point of view, the concept of social media explains the phenomenon with its sociological dimension (Akar, 2011, p. 21). Social media, Bruns and Bahnisch, "wide in the sense "Web 2.0" technologies over established, enabling deeper social interaction, and community building, and achieving collaboration projects providing web sites" shaped defines (Acikel and Celikol, 2012: 43). "Social media in Kaplan and Haenlein's (2010) definition in Wikipedia: "Web It is the whole of the Internet-based applications that allow the production and development of ideological and technological contents and structures on 2.0 in a user-centered manner. However, it can be said that social media is a concept that emerges as a result of the shares contents and dialogues that people create on the internet. Today social media with friendship, sharing, freedom, Fame, security as many concepts take on new meanings. Virtual media shares in the environment Maintained relationships and virtual freedoms also cause reality to gain a new dimension. In addition, social media it offers people unlimited freedom against the media (Okmeydan, 2013, p. 53). In a study by Vural and Bat (2010) with Ege University students, social media use rate of youth between increasingly widespread was found to be. According to the results of the research , all of the students used, 67.4 % of each day to the internet entered, 85.9% of any a social network member is, It was determined that 69% of them wrote comments on social networks (Okmeydan, 2013, p. 54). Social media is nowadays in terms of delivering the right content to the right

person. Seen as an important marketing area. In traditional media, it is expected that a broadcast will reach millions of people without aiming to reach the right person. Through social media, institutions have the chance to communicate with millions of people. (Okmeydan, 2013, p. 54). In this context, social media is what traditional media does of the process full reverse carries out. Individuals TV, printed media or they want to see the publications they are interested in and the content related to them in the internet media. For example, while individuals use e-commerce sites such as "Sahibinden " and "Gitti Gidiyor " in line with their own interests, all social platforms can send the right advertisement to the right person, as they store demographic characteristics of their members such as gender, region of residence and age in their data banks. ( Okmeydan , 2013,p.54) like this social media platform users to the site each when they enter own may encounter advertisements according to age, gender and interests. In the internet environment that has become specific in this way, social media has a place in people's lives with its sociological dimensions as well as its economic dimensions.

In the conditions of mass society, political relations need to be reproduced. Technology aspect on the agenda including the one which... social media, to the strength despite law to establish a special relationship with politicians, as they do not have the authority to has to. Social media, availability known of your strength most durable base, with politics it is the power that the relationship between them gives him. It is important for the society to act and freedom is discourse, social media your presence right of the reasons one of them (Damlapınar, 2008, p. 200). There is an existential unity between social media and politics. While political actors want to make their voices heard, social media encodes political actors as easy-to-access news sources. When the subject is examined from this point of view, the needs of both show the same. How the institutions and individuals with whom social media is involved should conduct their relations related sanction the one which... rules available. (Celebrities, 2006, s. 5). This In this case, the relationship between social media and politics progresses in the form of mutual relations, depending on the wishes of both sides. In practice, it is seen that the two parties generally have good relations with each other. Objections or complaints only arise when the interests of one of the two parties are touched or when they enter the field of action of the other. It is politics, not social media that determines the boundaries of a beneficial relationship between them. Therefore, it can be stated that the development of social media is based on the existing political system.

### Conclusion

Today, developments in technology and the use of smart phones and to space connected without having mobile device and computers through enables them to access the information they want. On the other hand, in today's world, politics is carried out through social media. Politicians and political party's political propaganda to do and public opinion to create for social nets uses. Also social media political actors by in is used. 2008 in the year first times USA presidential in the elections applicant the one which... barrack Obama's social media effective and active away and ultimately won the election shows how much power social media has in terms of politics. Again, it can be said that social media is very important in setting the agenda, distorting information and informing the society. It is seen that public opinion and politics are reconstructed by changing with the effect of social media. The advantage of social media in guiding the public and politics is that it provides a quick interaction. All the information in the social media is learned by the society in a short time and as a result,

it becomes a very important communication tool in directing the society. In the study, the data obtained by the questionnaire method created in google form from a sample of 424 people were analyzed with the SPSS program and the results were interpreted. Participants in this study have strongly demonstrated that social media has a strong influence on politics and democracy, and has also increased the awareness and following of the Somali people about the situation in the country therefore Social media prevents dictatorship and supports the implementation of democracy.

In the same way, according to the results, in the last political elections, the political success of Somalis and their reputation in the society was influenced or determined by social media.

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