THE EXTENT TO WHICH NEWS DIRECTORS AT THE JORDAN RADIO AND TELEVISION CORPORATION ADHERE TO INTERNATIONAL MEDIA STANDARDS AND THE EFFECT OF THAT ON THE ACCURACY OF THE MEDIA NEWS

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ABSTRACT

The study aimed to reveal the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards and its impact on the accuracy of the media news. The presence of an average level in the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards. The existence of a correlation between the extent of the commitment of news directors in the Jordan Radio and Television Corporation to international media standards and the accuracy of the media news. The existence of statistically significant differences at the level of statistical significance (α = 0.05) in the impact of the commitment of news directors in the Jordan Radio and Television Corporation to international media standards on the accuracy of the media news due to demographic variables. In light of the results, a number of recommendations were made, most notably: the need to pay attention to training news directors in the Radio and Television Corporation, to adhere to international standards in television and radio output, to create a positive impact on the accuracy of media news.

Keywords: News Directors; Jordan Radio and Television Corporation; International Media Standards; Accuracy of Media News.
INTRODUCTION

Media is one of the means that influences individuals, and it has had a great role in the lives of individuals and societies, and it is one of the social phenomena that developed with the development and emergence of the group, in line with the shape of society and its needs, which required the existence of media that responds to the needs of society and achieve the eternal function of communication.

There are several sources of information, among which we mention the official sources: which enjoy a high degree of credibility, trust responsibility, and private sources: which are the persons or private or eligibility bodies concerned with an event, and experts and specialists: this is through the use of experts in the field of media that takes place Treating it or covering it to shed light on the media phenomenon (Al-Dulaimi, 2018).

The media works hard to educate societies, including the Jordanian society, through various programs, which contribute to the formation of cultures and convictions, and these programs work to educate, and direct individuals, and they also work to draw attention to many issues and the news is the backbone of the media, its brain, and soul, which constitutes 80% From its material, and with it, the media institutions transcend or relapse, and achieved the lead in achieving it and adhered to its standards, it won the confidence of its fans, otherwise it loses its reputation (Al-Dulaimi, 2016).

The various Jordanian media are trying to influence various aspects of human, political, social, ethical, and educational and health behavior, as they play a fundamental role in forming attitudes and shaping public opinion. They even affect the way people perceive things, the way they think, and the way they act towards their surroundings and their world (Abu Zaid, 2019).

The influence of the mass media is concentrated especially on the cognitive aspect of the individual or group, more than its influence in any other aspect, by providing them with new information, modifying the mental images they possess, and transmitting cultures to them (Abu Arqoub, 2010).

The various media outlets had and still have a strong influence in many areas as the fourth and fifth power, and their influence on opinion leaders has been the subject of controversy and diligence between those interested and scholars, given the intense sensitivity of this relationship and the great effects on media freedoms, freedom of expression, and human rights in general, in addition to issues related to democracy, such as the rotation of power and the right of opposition, transparency of government work, equality of all rights among citizens, and rational domestic policy, whether at home or abroad.

Observers of the reality of developing countries will find that most of the media are affiliated with the state and few of them belong to the private sector and individuals, not to mention that many global media institutions have emerged in the arms of governments or close to them except a few, and Jordan and Lebanon had a role in transferring modern media technology. That individuals and the private sector were not able to transfer media technology due to its high cost, especially in the early days of this technology’s emergence. Nasr (2008, p. 274) stated that the existence of the press was clearly linked to the existence of political systems in those countries, as was shown by Makkawi (2009, p.13).

The role of media professionals in developing countries is only to convey the government's policies and philosophy in creating new societies (Al-Dulaimi, 2011). Al-Mousawi (2010) showed that there are several global standards that news directors in media organizations must adhere to, which are:

- Charter of professional honor at the international and regional level.
- A charter of professional honor for a union, association, or federation in each country.
- A charter of professional honor for the concerned media organization.
• Manual of professional behavior for journalists working for the concerned media organization.
• Editorial standards for the production and dissemination of media content by the concerned media organization

Najm (2007) also showed that the ethical principles that govern the behavior of filmmakers and the media establishment are almost identical around the world, and they include: Accuracy in conveying information in news and opinion, indirect and clear language, and pictures.

Credibility in adhering to all professional principles, accuracy, and objectivity in confronting the authority with the facts and its demand to reveal the truth.

Impartiality from bias or the influence of preconceived ideas. Integrity and respect, independence, and impartiality are important pillars in presenting information without favoritism or fear.

Objectivity Adherence to the subject matter, proper weighting of evidence, facts, and equal opportunities for the parties.

The principle of non-discrimination, always observing it because being a human being remains the focus regardless of his religion, color, language, race, gender, political or non-political opinion, social origin, homeland, or the position of his parents.

In addition, balance in presenting and displaying the content in a way that guarantees the right of opinion and dissenting opinion.

PROBLEM STATEMENT

The relationship between the different media is a matter of controversy in many fields, and in light of the scarcity of studies that have dealt with the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards and its impact on the accuracy of the media news and the lack of results related to this topic, which represents a problem in the size. The negative impact of the media on opinion, and in light of this, the problem of the study can be summarized in answering the following main question:

What is the impact of the extent of the commitment of news directors in the Jordan Radio and Television Corporation to international media standards and its impact on the accuracy of the media news?

RESEARCH QUESTIONS

The research questions can be identified as follows:

● What is the impact of the media on society?
● What is the relationship between the media in Jordan and freedom of opinion?
● To what extent do news directors at the Jordan Radio and Television Corporation adhere to international media standards?
● To what extent is the commitment of the extent of the commitment of news directors in the Jordanian Radio and Television Corporation to objectivity, impartiality, and honesty in their performance?
● What is the responsibility of the media towards the state and individuals?
● What is the level of accuracy of the media news?

THE IMPORTANCE OF THE STUDY
The importance of the study stems from the following:

Theoretical:
The importance of the study is represented in the importance of obtaining information from its sources, which relates to the extent of the commitment of news directors in the Jordan Radio and Television Corporation to international media standards and its impact on the accuracy of media news. The importance of the study also appears in that it is the first study within the limits of the researcher's knowledge after a comprehensive survey of relevant studies has been made, which constitutes a new addition to the Arab Media Library. Its importance is also shown by explaining the issues through which freedom of opinion in Jordan was exposed through the media. Reviewing the laws and legislations that were issued to regulate the media and protect the personal freedoms of individuals. In addition, to show the rights of the state and the rights of citizens regarding publishing through the media. And getting acquainted with the law on the right to information.

Applied importance:
By taking advantage of the following categories, including:

- Researchers by making this study a nucleus for other similar studies.
- Media professionals through knowing the extent of the commitment of news directors in the Jordan Radio and Television Corporation to international media standards and its impact on the accuracy of media news.

Providing decision-makers with suggested recommendations on the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards and their impact on the accuracy of media news and the mechanisms by which censorship can be applied to the media.

THE HYPOTHESES

The study starts from two assumptions:

The first hypothesis: There is a causal relationship between the extent of the commitment of news directors in the Jordanian Radio and Television Corporation to international media standards and the effect of that on the accuracy of the media news and the direction of this relationship is a positive trend.

The second hypothesis: the greater the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards, the greater the degree of accuracy of the media news.

TERMINOLOGY OF THE STUDY

Media: The concept of the media means that tool used in the process of informing information, whether it is events or news, and this tool must pass through a channel and this passage has two goals: the goal of knowing the thing that happened and the goal of waiting for the concepts of media and communication technology.

The Jordanian media are known procedurally: They are all media that are capable of achieving certain goals by influencing opinions and behavior through all the tools that are used in media activities in their various written, visual and audio forms:
Read media (newspapers, magazines, books, posters, and flyers). Audio media (radio, cassette tapes, CD, seminars, lectures ... etc). Visual media (television, cinema, theater, knowledge, and the Internet).

Websites and social networks:
The media has an influence on people that ranges from negative to positive, depending on the communication message addressed to the future, due to some means of communication necessary for a person in his daily life, such as newspapers, radio, television ... etc.

Official media: is the mass communication media that is controlled by the state through censorship of news outlets that are transmitted through the media or competition with media controlled by the private sector (Al-Askar, 2018: 45).

The official media is defined procedurally: as all media institutions owned by the Jordanian government, and in their media policy, they follow the general policy of the state and do not override it.

Private media: It is the media whose supervising body is a private entity, i.e. non-governmental, in other words, the media institution, in this case, is private property that is financially supervised by private bodies such as businessmen or private companies (Obeidat: 2019: 12).

The private media is defined procedurally: as all media institutions owned by individuals or companies and usually aiming for material profit, and their media content is subject to the control of the Jordanian government.

Media content: is to identify the different elements of the communication process through the use of tools that analyze the message and its content by examining its various dimensions (Najm, 2019, p. 3).

The media content is defined procedurally: as a set of information, data, and explanations provided through various media and communication activities.

Influence: is to bring about a change in opinion, behavior, and attitudes through the information presented (Al-Shaer, 2018: 6).

The effect is defined as procedural: it is the sender's ability to influence the behavior of others, without necessarily legal or official evidence.

The role: It consists of human choices, values, issues, and decisions that explain the various aspects of the complexities of the human character of political activities (Muhammad, 2017: 1).

The role is defined procedurally: it is the ability to achieve goals by influencing opinions and behavior, through what the media do concerning the assassination of the character, whether they are audio, visual, or read.

THE LIMITS OF THE STUDY

The study limits are as follows:
Human Frontiers: news directors at the Jordan Radio and Television Corporation.

THE THEORIES
First: the agenda theory
Second: The theory of frameworks for news

WHAT IS THE THEORY?

It can be said that the theory is a set of opinions that try to explain scientific or presumptive facts or work on researching problems based on the relationship between people and topics or causes and causes, and it has meaning in human studies as perceptions or assumptions that clarify a social or media phenomenon affected by an experience or event Or an ideology, and applied scientific research (Al-Dulaimi, 2016, p.8). The theory is of great importance in all fields and through it, the identity of any science of science is determined, and there is agreement among many researchers that the theory represents a coherent intellectual system around a phenomenon or group of homogeneous phenomena (Khalil, 2010, p.20). As Al-Dulaimi (2012, p. 9) showed that scientific theory means “opinions, speculations, and reflections that are not based on facts, in other words, they denote a model or group of ideas governed by strong and strict logic. Interpretation and development in the distant future”. The researcher believes that it can be concluded through the previous two definitions:

- The existence of a conceptual framework or group of concepts dealing with the concept of theory, and maybe descriptive or scientific.
- The theory contains a set of issues. Each issue shows a specific relationship between a set of variables.
- The issues dealt with by the theory are arranged in a deductive format, beginning with the introduction and ending with the conclusion.
- Theories explain the facts that they contain.

THEORETICAL FUNCTIONS

Ben Al-Dulaimi (2016, p.9) that the theory has several functions, which are:

- Description, in the sense, that the theory should carry a description of the scientific meanings and terms.
- Explanation means that the theory must be clearer and more understood, and this is done by the relationships between theory and current knowledge.
- 3- Prediction, the theory must have predictive power in the future, that is, subject to validity.
- 4- A working guide, so that the theory is directed for further research and reliance on it.

Each theory has a function that it performs. Al-Mousawi (2010, p. 30) highlighted the functions that the theories perform, which are:

- Determine the identity of the flag, and its main subject and field.
- It is a starting point in the study of both social and natural phenomena.
- The theory determines the scientific value it accords to research.
- The theory helps in the direction of the phenomenon in the future.
- The theory can be used in the field of application.
MEDIA THEORIES

The media has appeared since the beginning of the last century, including radio, television, paper journalism, and social media networks, and these means have had a great role in influencing the audience of recipients, which prompted specialists in communication sciences to say that individuals tend to interact with each media message according to when it was transmitted in a different way from the other, which showed that the media is what affects the individual, so different theories appeared that show the influence of the media on individuals (Al-Dulaimi, 2016, p. 105).

In this topic, we will deal with the media theories that were necessitated by the nature of the study, which is as follows:

FIRST: AGENDA-SETTING THEORY

Al-Dulaimi (2016, p. 187) indicated that the origins of the agenda theory go back to the researcher (Walter Liebmann) and the content of this theory indicates that there is a positive relationship between the degree of media focus on one of the issues, and the degree of public interest in that issue, and the starting point of this theory that The media has a great influence in focusing the public's attention towards interest in certain topics, events and issues, and in providing gender-sensitive visions that can lead to the public interest in these issues. The agenda theory is one of the prominent theories in the media. Several definitions of the agenda concept have emerged, including: “The process by which the media determines what we think and what we worry” (Salem, 2009, p. 85). It was also defined as the process carried out by bodies and institutions that provide news and information by choosing or emphasizing certain events, issues, and sources to cover them without others, and to address these issues and address them in a manner that reflects the interests of these institutions and the priorities of government officials, decision-makers and authority (Nasr, 2003, p. 398).

Origins and development of the theory:

The emergence of the agenda theory goes back to Walter Lippmann through his book (Public Opinion), which he wrote in 1922, in which he showed that “the mass media help build mental images in the masses, and in many cases, these media provide false statements. In the minds of the masses, the mass media works on forming a public opinion by presenting issues of concern to society ”(Vigna, S.; Kaplan, E. (2007)., P.2).

AGENDA THEORY FUNCTION

We can explain the function that the agenda theory performs as follows (Choucair, 1995, p.20):

- Presenting the media about a particular issue increases the awareness of the recipients of that issue, and thus they can distinguish between issues of interest and unimportant issues presented through the media.
- The agenda theory works on arranging the priorities of the recipients, to focus on specific issues without focusing on other issues, including the transfer of social heritage, environmental monitoring, interdependence, and other issues.

SECOND: NEWS FRAMING THEORY

News frames theory is one of the important theories in the media, and its importance is because it provides scientific, practical, and regular explanations of how the cognitive and emotional impact of the media on the recipients of various groups and demographic characteristics. The analysis of the media frame is one of the modern theoretical tributaries in communication...
studies, and the concept of the framework is a concept that has a meaning and a media connotation, as it contributes to identifying the role of the media in building and shaping public opinion trends regarding various issues and topics presented by the media, and the importance of the theory of news frameworks is due to In that, it provides a practical and systematic explanation of how the cognitive and emotional influences of the mass media occurred on the audience of its various groups and demographic characteristics (Al-Dulaimi, 2016, p.225).

DEFINITION OF NEWS FRAMEWORKS

From the media perspective, the framework is defined as: “Talking about a topic or issue through methods and methods that define or highlight a specific field or specific ideas in this topic and at the same time ignore other areas and ideas” (Ahmed, 2009, p. 54).

The genesis of the theory of news frames:

When extrapolating the information on this theory, we find that its origins go back to both psychology and sociology, which believes that the amendments made to the definitions of judgments lead to a change in them, and sociology links the formation of frameworks in the media with the constants of values and beliefs, hence the main idea of forming The news frame is an organization of events and linking it to specific contexts so that the text or the content has a specific meaning (Abdel-Hamid, 2004, p. 403). Sociologist Erving Coffman is the pioneer of this theory, who developed the concept of social construction and symbolic interaction by discussing the ability of the individual to create a stock of experience in a way that stirs his perceptions and urges him to make good use of personal experience through appropriate informational frameworks that give the content meaning and meaning (Najm, 2006, p. 191).

FUNCTION OF NEWS FRAMEWORKS

Al-Dulaimi (2016, p. 226) indicated that Robert Entman established four basic functions of media frameworks:

- The frameworks know the problem or issue and the reasons behind it.
- The frameworks diagnose the causes and identify the forces involved in the issue or event.
- Frames refer to the ethical assessments of an issue or event.

STUDY APPROACH

In the study, the researcher followed the descriptive and analytical approach for testing hypotheses and studying the relationship between the main and sub-variables.

Study population and sample:

The study population consists of all news directors of the Jordan Radio and Television Corporation, their number (300) for the year (2020-2021). The researcher resorted to using a random sample method of (50) news directors at the Jordan Radio and Television Corporation.

STUDY TOOL

A study tool is designed that is a questionnaire distributed to the study sample, where a set of dimensions will be relied upon, each dimension containing a set of paragraphs related to the questions and objectives of the study. SPSS was used as follows:
First: Descriptive Statistic Measures: to describe the characteristics of the demographic and functional study sample.
Second: Analytical Statistics: The data collected through the questionnaire (the study tool) will be processed using the Statistical Program for Social Sciences (SPSS) package.

THE RESULTS

Results of the analysis of the first hypothesis: There is a causal relationship between the extent of the commitment of news directors in the Jordanian Radio and Television Corporation to international media standards and the effect of that on the accuracy of the media news and the direction of this relationship is a positive trend.

TABLE 1: Arithmetic averages and standard deviations for the paragraphs of the axis (the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards and their impact on the accuracy of the media news)

<table>
<thead>
<tr>
<th>Number</th>
<th>Paragraph</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Ranking</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Relying on reliable sources</td>
<td>3.48</td>
<td>1.11</td>
<td>1</td>
<td>medium</td>
</tr>
<tr>
<td>6</td>
<td>Accuracy in reporting and analyzing news (accuracy in transferring from sources)</td>
<td>3.32</td>
<td>1.12</td>
<td>2</td>
<td>medium</td>
</tr>
<tr>
<td>5</td>
<td>Truthfulness in reporting and analyzing news (news credibility)</td>
<td>3.11</td>
<td>1.16</td>
<td>3</td>
<td>medium</td>
</tr>
<tr>
<td>3</td>
<td>Impartiality in reporting and analyzing news (not to confuse opinion with events)</td>
<td>2.72</td>
<td>1.19</td>
<td>4</td>
<td>medium</td>
</tr>
<tr>
<td>1</td>
<td>Objectivity in reporting and analyzing the news. (That is, attention to the dimensions of the event itself)</td>
<td>2.67</td>
<td>1.17</td>
<td>5</td>
<td>medium</td>
</tr>
<tr>
<td>4</td>
<td>Balance in reporting and analyzing the news (giving the same opportunities and space to contrasting viewpoints)</td>
<td>2.49</td>
<td>1.11</td>
<td>6</td>
<td>medium</td>
</tr>
<tr>
<td>7</td>
<td>Pluralism in news reporting and analysis (not to ignore different opinions)</td>
<td>2.48</td>
<td>1.13</td>
<td>7</td>
<td>medium</td>
</tr>
<tr>
<td>2</td>
<td>Comprehensiveness in reporting and analyzing news (not to ignore any dimension of current events)</td>
<td>2.42</td>
<td>1.07</td>
<td>8</td>
<td>medium</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>2.84</td>
<td>1.13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It is clear from Table No. (1) That the arithmetic averages ranged between (3.48 and 2.42), where the axis obtained a total arithmetic average (2.84), which is of the average level, and paragraph no. (8) Obtained the highest arithmetic average, which amounted to (3.48), with a standard deviation (1.11), and the paragraph stipulated (reliance on reliable sources), and in second place Paragraph No. (6) came with arithmetic mean (3.32) and a standard deviation (1.12), which is of the average level. News transmission and analysis (accuracy in transferring from sources). And in the last place came Paragraph No. (2) With arithmetic mean (2.42) and a standard deviation (1.07), which is of the average level, as the paragraph stipulated that (comprehensiveness in reporting and analyzing news (not to ignore any dimension of current events??). This explains that the extent to which news directors at the Jordanian Radio and Television Corporation adhered to international media standards and the impact of this on the accuracy of the media news was of an average level and that the most important news values
for filmmakers are relying on reliable sources of accuracy in transmitting news, and at the expense of pluralism in the transmission and analysis of news. And at the expense of comprehensiveness in reporting and analyzing news, which means that any dimension of current events should not be ignored.

TABLE 2: Arithmetic averages and standard deviations for the paragraphs of the axis (the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards and their impact on the accuracy of the media news)

<table>
<thead>
<tr>
<th>Number</th>
<th>Paragraph</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Ranking</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Relying on reliable sources</td>
<td>3.25</td>
<td>1.03</td>
<td>1</td>
<td>medium</td>
</tr>
<tr>
<td>1</td>
<td>Accuracy in reporting and analyzing news (accuracy in transferring from sources)</td>
<td>2.36</td>
<td>1.16</td>
<td>2</td>
<td>medium</td>
</tr>
<tr>
<td>3</td>
<td>Truthfulness in reporting and analyzing news (news credibility)</td>
<td>2.32</td>
<td>1.05</td>
<td>3</td>
<td>low</td>
</tr>
<tr>
<td>5</td>
<td>Impartiality in reporting and analyzing news (not to confuse opinion with events)</td>
<td>2.31</td>
<td>1.11</td>
<td>4</td>
<td>low</td>
</tr>
<tr>
<td>6</td>
<td>Objectivity in reporting and analyzing the news. (That is, attention to the dimensions of the event itself)</td>
<td>2.30</td>
<td>1.02</td>
<td>5</td>
<td>low</td>
</tr>
<tr>
<td>4</td>
<td>Balance in reporting and analyzing the news (giving the same opportunities and space to contrasting viewpoints)</td>
<td>1.95</td>
<td>0.74</td>
<td>6</td>
<td>low</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>2.42</td>
<td>1.02</td>
<td></td>
<td>medium</td>
</tr>
</tbody>
</table>

It is clear from Table No. (2) that the arithmetic averages ranged between (3.25 and 1.95), where the axis obtained a total arithmetic average (2.42), which is of the average level, and paragraph No. (2) obtained the highest arithmetic average, which amounted to (3.25), And with a standard deviation (1.03), and the paragraph stipulated (The Jordan Radio and Television Corporation is keen to provide some pictures), and in second place came Paragraph No. (1) with arithmetic mean (2.36) and a standard deviation (1.16), which is of the average level. Paragraph on (The Jordan Radio and Television Corporation covers political movement issues in various journalistic arts (news, report, investigation, article ...).

And in the last place came Paragraph No. (4) with arithmetic mean (1.95) and a standard deviation (0.74), which is of a low level, as the paragraph stipulated that (The Jordan Radio and Television Corporation provides in-depth reports and analyses on the political movement).

This explains that the commitment of Jordan Radio and Television to professional and ethical standards during its coverage of the political movement was of a medium level. And the coverage of the Jordanian Radio and Television Corporation reflects the keenness of the Jordan Radio and Television to provide some pictures, and the Jordan Radio and Television Corporation covers the topics of the political movement in various journalistic arts (news, report, investigation, article ...) as stated in the last table of professional and ethical standards The agency's interest in providing in-depth reports and analysis on the political movement.

The results of the second hypothesis analysis: the greater the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards, the greater the degree of accuracy of the media news.

To test the first hypothesis, the Independent Sample T-test was used and Table (3) shows that:
TABLE 3: The differences in content and topics of the extent to which news directors in the Jordan Radio and Television Corporation adhere to international media standards, the higher the degree of accuracy of the media news.

<table>
<thead>
<tr>
<th>Sig</th>
<th>(T)</th>
<th>df</th>
<th>Sample</th>
<th>Standard Deviation</th>
<th>Mean</th>
<th>Gender</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.558</td>
<td>0.586</td>
<td>308</td>
<td>55</td>
<td>0.6594</td>
<td>2.89</td>
<td>female</td>
<td>Contents and topics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>255</td>
<td>0.7319</td>
<td>2.83</td>
<td>male</td>
<td></td>
</tr>
</tbody>
</table>

It is evident from Table (3) that there are no statistically significant differences between the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards. The higher the degree of accuracy of the media news, the value of the statistic (T) reached (0.586), with a level of statistical significance higher than (The arithmetic mean of the responses of the female sample was (2.89) with a standard deviation (0.659), and the arithmetic mean of the responses of the male sample was (2.83) and a standard deviation (0.731), which are very close to each other, and this explains that the sample has a close point of view. Or agree on the contents of the extent to which news directors at the Jordan Radio and Television Corporation adhere to international media standards, the more accurate the media news is.

CONCLUSION

Based on the results, the researcher indicates the following recommendations and suggestions:

- The importance of the Jordanian Radio and Television Corporation paying attention to the activities carried out by all parties in the community.
- It became clear that the news values that control the coverage of the Jordanian Radio and Television Corporation are committed to the government's viewpoint, given that the role of the Jordan Radio and Television Corporation is limited to transmitting the government's viewpoint. And it avoids provocation and the element of "conflict" to avoid any provocation or excitement that might affect public opinion and stability in the country.
- The importance of the Jordan Radio and Television Corporation preserving the principles of "relying on reliable sources" and "accuracy in transmitting and analyzing news", but it is also possible to achieve a better measure of comprehensiveness in reporting, rather than partial coverage that focuses on specific news and from a specific point of view.
- The importance of not blocking some news or deleting some of them without sufficient justification, or resorting to altering the content of some news or misinterpreting it.

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