Electronic press release

A press release is defined as an accurate, objective description of the facts, details, causes, and available results of a current event.

As for electronic press release, it is defined as the news that is broadcast via the Internet, whether it is text, pictures, or both, provided that it meets the technical and professional rules of electronic press writing.

Electronic news is also known as news that is broadcast on the Internet. This news is subject to continuous updating on most websites, which enables any new details to be added to the event. It is provided, like newspaper and television news, with pictures and backgrounds, in addition to being linked to similar events, databases and information.

Electronic news is distinguished from its newspaper and radio counterparts by the following:

1- Multimedia in presenting news: It is not limited to the printed word and the photograph as is the case in newspaper news, nor is it limited to the spoken word and moving pictures as is the case in radio and television news. Electronic news is presented with all the previous media, as it includes the

printed word and still and moving pictures. The computer user can also listen to the news in audio.

2- Continuous updating of news around the clock.

3- Search within the news and in the news archive, whether within the website or on the Internet.

4- Linking published news to similar news within the site or on other sites, and providing more additions and background information about the events, people, and places mentioned in the news.

5- The ability to receive certain news immediately after it is posted on the site and sent to the user's mailbox.

6- Multiple and diverse sources: The user is not forced, as is the case with print newspapers, radio stations, and television, to be exposed only to the news gathered by newspaper representatives, which reflects their point of view and personal assessment of events. He can move between sites to be exposed to different versions of a single event.

Electronic journalism has produced several developments, some of which are related to the news, as the speed of handling and broadcasting the news is the most important feature of the development that occurred with the newspaper websites. Publishing on electronic websites is also distinguished by the possibility of modifying and correcting the news in the event of any errors, and adding links to it that are related to the topic. There is also a development specific to the reader, as he has the opportunity to comment directly on the topic, and publish his response at the same time, as many sites allow writing a comment at the bottom of the article or topic, and the response is published automatically without undergoing any interview, and some sites pass the

response first to the editor in chief so that insults or immoral speech are not published.

Electronic news is distinguished by the fact that it does not rely on text alone to deliver information to the recipient, but rather it is available to use multimedia with text such as video clips, audio files, still and moving images, which adds vitality and richness to the journalistic text and increases the amount of information contained in the electronic news, as the concept of multimedia focuses on the text accompanied by sound and live footage of video and image and special effects, which increases the strength of the presentation and the recipient's experience at the lowest cost and in the shortest time, so the use of multimedia in electronic journalism is an important advantage of this journalism, as journalists can use all elements to provide journalistic and news content that goes beyond the limits of the deaf texts provided by the print press.

Multimedia has added a lot of vitality and interactivity to the media message through its use. The message is no longer static, but has become supported by still and moving images, sound, drawings, and explanatory maps. This has given electronic news stories advantages that are far superior to traditional news stories that rely on text accompanied by still images only.

The forms of electronic press releases can be divided according to their use of electronic written texts into the following:

- A press release that consists of only text.

- A press release consisting of text accompanied by video clips, hypertext, audio files, and still or moving images.
- A press release that is an audio file that the user listens to.

The process of electronic news editing goes through several steps, as follows:

- Planning the coverage of the expected news, determining the topics, and dividing them among the editors.
- Collect information related to the news from various sources.
- Capture appropriate digital images for news publication.
- Review and complete the written press material.
- Evaluate the material to determine its suitability for publication.
- Preparing the accompanying expressive and hand-drawn drawings for the topic.
- Determine the format of the news article.
- Final editing of the text.
- Final review.
- Final evaluation of the text and determination of publication priorities.

In the information gathering phase, the electronic journalist must take into account three basic levels in presenting electronic journalistic material, which are:

- The superficial level, in which attention is paid to brevity, selection, and condensation.

- The in-depth level, in which attention is paid to details, backgrounds, and different points of view.

- Update level, in which current information is collected to follow up on the event as it happens.

The electronic journalist editor must also take into account a set of controls that contribute to preserving the editorial elements and help in increasing the readability of the journalistic news. These controls include:

١- Balance in the number of words in titles, such that the number of words in the introductory title does not exceed (٥) words, and is not less than (٣) words. The introductory title should be written within the topics at the level of the display page, and is not placed on the main page of the site or the internal main pages.

٢- Rewrite the main headline of the news if it is placed on the home page after deleting the introductory headline.

٣- The colon (:) is used after the names of countries if an official statement is issued by the country that issued the news. However, if the statement or news is not official, the colon (..) is used.

٤- Achieve a balance in the number of words in the introduction relative to the news, so that the number of words ranges between ٢٥-٣٠ words.

٥- Achieve a balance in the number of words in the news so that it ranges between ٢٠٠-٢٥٠ words.

٦- Achieve a balance in the number of words in a paragraph so that it is not too brief and detracts from the content, nor too long and boring. It is preferable

for the paragraph at the beginning of the news to be
٢٥-٣٠ words.

7- It is preferable that the number of words in a single
subtitle be within the range of (٣) words, and that the
subtitle be placed at the beginning of each new
paragraph.

8- It is preferable for the first secondary title to be after
the second paragraph and not before that, so that it
does not meet the image or the comment on it, and
so that it is not close to the main title of the news.

9- Avoid excessive subheadings, and it is preferable to
use one title after every (٣) paragraphs.

10- Photo comments should not exceed (٧) words for
horizontal photos, and not exceed (٥) words for
vertical photos.

11- Image comments should be meaningful and not
just an explanation of the image's components.