

Review of the Factors of Trust or Distrust in News Media

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ABSTRACT

The trust of audiences in media comes from their trust in media news. Communication studies experts believe that the symbol of trust in the media should be seen in terms of increasing trust in news and media news programs. Since trust can influence general thoughts, it should be considered separately in each media organization based on the type of organization. The more citizens believe in the authenticity of a particular type of media, the more likely they are to be influenced by their thoughts. Numerous studies in the field of social psychology show that authentic sources have more persuasive power than the sources that are less trusted by their audiences.

Since the media have a mediating role in the transmission of news and information, they are a kind of link between the government and the people and have a great impact on the convergence and divergence of the people and the government. The success of any program depends entirely on gaining the trust of the people, so the effects of the media should exist in a way that can increase the coefficient of trust and confidence among the people, and if the current situation is such that this coefficient works in the opposite direction, it should think of solutions and reform. Thus, the discussion of news engineering is analyzed based on recognizing the components of building trust, but it is necessary before recognizing the audience because it is the perception of the audience and the level of their trust that creates the media reputation and determines their position.

Keywords- Communication, Trust, News, Media, Honesty.

I. OBJECTIVES

The main purpose of this study is to research the factors of trust and distrust in news media, which is a fundamental variable in the effectiveness of the media, which investigates possible and existing damages in the field while presenting the principles and criteria governing the performance of the media.

II. INTRODUCTION

Trust is considered an important factor in creating social discipline and in new working societies, it is considered a key concept when facing uncertain perspectives and risky decisions. From a communication perspective, trust can be a key variable for media

effectiveness, as trust informs us how people perceive and evaluate news media.

Interestingly, communication researchers often prefer the word "credibility" to trust, and consequently, explicit theories of trust have not been adequately considered in this area, although this does not mean that the terms "trust" and "credibility" are in opposite positions, and these concepts are necessarily opposite or in conflict with each other. Some recent scholars have chosen the word trust in practice, although they have often led research on the credibility of the media. This article, based on the vision of «Kohring » emphasizes and focuses on trust rather than the level of credibility. This enables us to link research in the field of mass communication directly to sociological theories of trust. These theories also rely heavily on the specific selection of social actors, like news media. It seems that theories of trust formulate the principle on the bases of which aspects related to trust in news media are formed.

Generally, the mass media can expand their audience and level of confidence in them when they reveal facts and shortcomings.

The most important goal that the media pursue is to gain the trust of the audience because, in times when media managers need public opinion in line with them (for example, election time), the trust of the audience is necessary to influence them.

And as a large part of the distrust of the media is caused by the performance of the media, especially in broadcasting news. There are several variables involved in creating distrust of media news, which we will discuss below.

In this paper, the library method was used in collecting data and its research method is descriptive-analytical.

III. MEDIA FACTORS

They are a set of factors that result from the performance of the media itself. They are as follows:

A. Honesty: Honest media reporting is an important factor in shaping the conceptual atmosphere of trust in media news. However, the media may intentionally or even inadvertently change some news items to achieve specific goals. These changes are done in different ways:
1. Contradiction: means presenting contradictory news;
2. Exaggeration: exaggerating some news items and boasting the news items;

3. Distortion of news: Any manipulation in the news in such a way that the main meaning of the news is changed;

4. Censorship: Separating some components of the news from its main body, and applying these changes, which are widely done by the media, is an important factor in creating distrust of the audience to the media news and shows that the media has assumed that the audience is passive.

B. Impartiality: This is the opposite of being biased in presenting news. Bias occurs due to two reasons:

1. Being State News: The government controls the various sections of the news so that the media only serve as the spokesperson of the state.

2. Linearity: The dependence of the media on a particular group, which leads to the selection of news and information that serves the interests of that group, and as a result, the news of other groups is not taken into account.

C. Attraction: Many media outlets, with the right facilities, such as the right equipment, a reporter, and other expert forces, present the news attractively, and as a result, increase the people's reliance on the local media.

In fact, the art of journalism can itself be defined as a kind of genius, a talent that is rooted in a person eager to learn and makes him a just judge and juror and a quick critic. It is in this context that the journalist will resist the challenging moment of hard work and will become a successful performer in front of the audience. (4:11)

Attraction or lack of attraction in presenting news items can also increase or decrease reliability; People are most impressed by those who are both professional and reliable; it was said that trust in the media increases when the media's argument on a subject is not tied solely to the interests of the media and the media does not try to influence people directly. In general, media attraction can be summarized in four factors:

1. The form of presenting the news, which includes the implementation of the radio and television news program and the manner of printing it in the newspaper, in a way that is according to the interest and desire of the readers.

2. Comprehensibility, which can be damaged in two ways: due to the use of difficult, complex, and unfamiliar sentences and the use of foreign words and terms.

3. Satisfying the needs of the audience, which is achieved in three ways in the field of news: receiving the kind of news that they know they need; Not being late in receiving news, and receiving it when they have not yet lost their novelty; and the credibility of the news so that the audience can be sure of the correctness and inaccuracy of the announced news.

4. Attracting attention depends on several factors such as the subject, the way the subject is prepared, the relationship of the subject with the faces of the presenters, decoration, lighting, and so on.

Noticing that media audiences, in a sense, are considered active audiences, therefore, their range of freedom from media news has become so wide that attractiveness is one of the characteristics of news that is particularly important in today's media; But attractiveness, in turn, is a relative phenomenon that varies from culture to culture.

Communication theorists working in the field of recognizing television audiences emphasize that, in principle, audiences' perceptions of television news programs are very low. This is mainly related to the congestion of the environment of watching television and its negative impact on the level of the audience's attention to the TV screen. Despite it, it is very important to draw the attention of the audience to the script of the news program for conveying more information to them. In fact, one of the important factors in evaluating the message receiver is the level of attractiveness of sending a message from the message sender to the message receiver.

We can say that credibility and attractiveness are different to some extent. Credibility changes attitudes because people take the arguments of a credible source more seriously than the arguments of an unreliable source, but attractiveness seems to work through a replication mechanism. People often try to be like those they like or admire, and this itself leads to the adaptation of the beliefs and attitudes of the person they love, thus, we can say conclusively that persuasive studies show that the more, one accepts the values the message sender in one's evaluation, the more likely he is to be convinced by his message. The two main elements in this evaluation are the credibility and attractiveness of the sender from the receiver's point of view. (3:17)

"To manipulate the audience's attention to a news program, television organizations, for example, employ a person who has a good voice, and manipulate the audience's perception to get their attention."

Thus, topics such as the audience's relationship with the speaker as well as the speaker's credibility based on the credibility of the news program, the newscaster's performance, expressions and movement, and most importantly, how the image is presented in news programs and news studio decorations tailored to the audience's taste can be one of the factors of influencing the attractiveness of a news program and having a positive effect on building trust in news programs and its contents. Also, to talk to people, the reporter must first know how to communicate with people and be able to gain their trust. (5: 169)

IV. POLITICAL FACTORS

These factors can be considered as intermediate factors, in other words, individual conditions are independent factors and variables and media factors also affect as relevant variables. In the literature of this field, Maslow's theory has been used to find the factors

influencing trust in the political system (Abraham Maslow introduced his theory of psychology as the "theory of human motives" in 1943). According to this theory, a human has five instinctive needs, which are: physical needs (food and water, etc.), the need for safety and confidence, the need for love and relation, the need for respect, the need for self-discovery; Maslow points out that all other human needs arise from these five needs. Moreover, Maslow considers the non-satisfaction of any of these mentioned needs with the predicted consequences in society; for example, dissatisfaction with the second need (the need for safety and confidence) leads to a feeling of distrust of the environment (political system).

Using openness and honesty, the media can manage the "analysis" to reduce its destructive effects. Of course, this part is the most sensitive communication flow and is like a double-edged sword, and if the crisis communication management team cannot properly manage the values of openness and honesty, this can have the opposite effect and take the situation out of managers' control. (8: 115)

In a political system, insecurity in the environment, which leads to distrust of the political system, can occur due to three reasons: lack of economic, political, and cultural security. Each of these items is divided into components:

A. Economic insecurity, includes a set of economic problems of society that directly affect the private life of individuals. These problems include high prices, unemployment and housing shortages, and so on.

B. Political insecurity may be caused through political power or political system and is related to the performance of the officials of a political system. In such a situation, people can be trusted in two ways:

- **Honesty**: This concept includes many indicators such as having sincerity, practicality, non-ritual, non-discrimination, accepting mistakes, and not being ambitious.
- **Sufficiency**: This factor is the competence and efficiency of officials in doing things and is obtained by gaining their knowledge of the needs of society - due to communication with the people and also through gaining expertise.

In general, if a political system is established in the society and each of the political institutions has a positive performance, it will affect the people's trust in the system and also the attitude of the audience towards the media; in other words, trust in media news cannot be explained and justified separately without considering the attitude of the people towards the political system.

Paying attention to the nature of the media, messages made by political leaders can be perceived and understood in ways that are not reproducible or controllable. Thus, the visibility created by the media can be the source of a new and distinct type of vulnerability. Although many political leaders may seek to direct their visibility, however, they are unable to fully

control it; the phenomenon of visibility can go out of their reach and act against them from time to time. (2: 173)

The media work and function as an information gateway in society. And beyond informing, by playing the role of enlightenment of general thoughts through publishing and disseminating information, they can play the role of a civil activist. (7:34)

C. Cultural insecurity: One of the indicators of cultural insecurity is the gradual disregard for the set of goals that the cultural system has promoted from the beginning; in other words, distrust occurs because some people have noticed the authorities disregarding the goals and values of society.

V. ENVIRONMENTAL CONDITIONS

This section includes a set of different communication facilities. The more communication facilities there are, the more people are exposed to different information, and the image that is created from the media in the mind gets more shaped; for example, the people of a remote village who, despite being literate, are deprived of any means of communication (media) will not have any negative attitude towards the media, while in cities, where there are different types of means of communication and Even people are fed by external communication facilities due to the use of external networks; one will have a more careful analysis of the news content of domestic media in dealing with different information. Due to the use of foreign television networks and radio stations, these people will be able to compare the news broadcast through the domestic media with the news broadcast by the foreign media (in terms of presentation, honesty or not ...) and as a result of this comparison, they will be able to more evidently realize the flaws and shortcomings of domestic media news.

Peterson recalls that it has become increasingly clear that most audiences' lifestyles cannot be separated from each other. However, this will not prevent lifestyle from being considered a significant indicator in this regard. (1: 318)

VI. INDIVIDUAL CONDITIONS

Communication research has finally led to new ways of describing the audience and the context in which the audience operates. Bauer sees "selectivity" as an important feature of the audience, while others point to social aspects, such as the use of reference groups, and some emphasize the importance of intervening in social processes, such as the interpersonal use of media content. (9: 273)

The media should consider their audiences in publishing news, properties, and personal characteristics and be aware of factors such as the level of awareness of people on various topics, the degree of being religious,

their beliefs, tendencies, and trust; Of course, it is impossible to pay attention to the individual circumstances of each individual, but the media should consider these circumstances in relation to the category of the audience.

For example, regarding the level of awareness of people on various topics, the media should pay attention to the fact that the people of the audience are not passive and because of being active in obtaining information, they may not be unaware of the topic. Such an attitude, which is taking into account the individual circumstances of the audience, helps the media to present the news desirably and ultimately increases the audience's trust in the role of the news that the media plays. However, while the media play a role model in society, these role models are influential in the instruction process because they familiarize the individual with accepted behavioral patterns in different situations. (6: 82)

VII. DISCUSSION

However, there are no standardized scales for measuring trust in news media in communication science research so far. As mentioned, researchers interested in the concept of trust have used credibility scales to measure trust in news media.

According to communication research on media trust, people, who think a certain medium is more accurate and objective, are more talented in highlighting and framing. Also, research in this field has reviewed the factors that determine media credibility, trust in news media, and the concept of hostile media influences. Some scholars consider various aspects of the source, such as media organization or news content, to be very important, while others believe that people's perception of the credibility of media news depends on individual characteristics such as party power and nature and degree of political conflict. Studies in the field of communication and political communication emphasize that trust in a media organization is inextricably linked with its lack of orientation, accuracy, fairness, completeness, and credibility. The general concepts of authenticity, objectivity, fairness, and perfection are often referred to as "media credibility" or media credibility and are defined as the quality of an information source by which everything it expresses is believable without the need for proof. Most of these works have studied and researched people's perceptions of the media organization in general or their perceptions of newspapers, television, and the Internet in particular.

However, many researchers emphasize that the concept of trust consists of multiple elements and is based on its various aspects; media trust is sometimes considered an indicator of trust in institutions, but researchers who have examined this relationship have come to different conclusions.

Gunter argues that trust in political institutions, such as parliament, state, or the courts, has little to do with the credibility of the media.

Johnson and Aki believe that political trust is counted as a powerful predictable factor for media credibility.

Generally, political trust and trust in the media seem to be related, but researchers do not agree on the extent of this relationship. But in all communication studies, two groups of researchers have examined the factors affecting media credibility. The first group considers various aspects of the source, such as news content or media organization, to be very important; for example, Laurie and Schiedler argue that the American news media is biased, and Sigley attributes biased news coverage to the organizational structure of the media institution; In contrast, another group of researchers argues that individual perception does not necessarily correspond to the actual orientation of the media, and instead, it seeks individual characteristics as the determinants of a media organization's credibility. Among recent theories, the phenomenon of "media hostility" has attracted more attention, according to which the more people direct a news report, the more it will be viewed in the opposite direction.

VIII. CONCLUSION

The extent to which a person uses a media source shows how much they trust that source; The greater the amount of use is, the greater the credibility of that resource in his view will be.

Trust in news media should not be attributed to other kinds of media communication, such as advertising or entertainment. Undoubtedly, there is a close practical and theoretical relationship between the various aspects that individuals use in the process of assessing the trust of news media; In contrast to the theory of trust in news media, its theoretical implications, go beyond a simple understanding of an information set, are considered necessary. Modern societies are distinguished by their extravagant complexities. Hence, the most important concern of social actors is the selectivity of other social actors.

Trust is the most important helpful mechanism which helps people who may face future risk situations. Other mechanisms include, for example, planning. Trust enables people to compensate for the risk of losing control of others. By trusting, the complexities of the future, that are on the way, are reduced; The trusting factor acts as if the future is focused only on the inevitable. In this example, trust replaces cognition, although trusting, which is in a state between cognition and non-cognition, the trusting factors do not know whether their trust is guaranteed or not. Thus, the state of trust can be interpreted as follows: Social factor A: selectively connects its action with a certain action of the social factor, under conditions of perceived risk. The risk

stems from the fact that Action A is impossible when B has not met the expectation of trust. For truster A, this risk is not acceptable due to the existence of criteria.

Overall, it can be said that trust involves knowing a certain risk. Both aspects (future of development and risk-taking) are crucial for the state of trust. In other words, there is no need to trust when something is not in danger.

As mentioned above, modern societies are distinguished from each other through independent or autonomous specialized systems, such as news media, each of which has its organizational structure and a specialized and, in practice, regionalist language. No one can control the effectiveness of these systems because they are faced with a lack of knowledge and other insufficient resources, such as budget and time. In this description, it is acknowledged that news media can be accepted by many people as the primary source of information about political and social life.

Due to community-based performance, news media empower their audiences to meet their needs and consider their orientation towards the social environment and the adjustment of their expectations to other social factors. Therefore, trust in news media is a prerequisite for trust in other social actors; However, because journalists are unable to provide all the information about current issues, they always selectively keep the public informed about topics, events, and happenings. This way of selecting news reports makes self-confidence and reliance on news media a risk-based practice.

If we look at the above reasons, it is obvious that the theoretical basis of trust in the media is the word selective. Trust in news media means to trust in their selectivity rather than their objectivity or considerable trust.

Also, the proposed model of trust in news media assumes that these media centers are constantly vigilant in conveying events that can have an impact beyond the social space in which the event took place. This helps other social systems to constantly review, adjust, and adapt expectations in their environment; The audience's trust in the news media is ultimately formed by the idea that news media information facilitates this. It can be said that information is news media that makes the audience react in modern society.

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