Digital editorial techniques in news websites: Exploring the use of podcasts and infographics

Areen AL-Zoubi

College of Mass Communication, Umm Al Quwain University, UAE.

(*Email: Areen.omar92@gmail.com*)

Abstract

This study explores the editorial and presentation strategies for texts and information within digital media platforms, focusing on the use of podcasts and infographics on news websites. A descriptive-analytical approach was adopted, utilizing content analysis as the primary tool. The sample consisted of 15 podcasts and 15 infographics selected through random sampling from Al Arabiya and Sky News Arabia during the period from January 2 to January 21, 2025. The findings reveal that "current events" dominated the topics covered by both websites. The narrative style emerged as the most prevalent linguistic technique in podcasts, with Sky News Arabia excelling in storytelling, while Al Arabiya demonstrated stronger integration between audio elements and core messages. In terms of innovation, Al Arabiya focused more on guest hosting, whereas Sky News Arabia emphasized audience engagement techniques. Regarding infographics, Al Arabiya prioritized color clarity, while Sky News Arabia achieved better visual balance between text and images. The study concludes that digital platforms must diversify thematic coverage and further develop interactive strategies to enhance user engagement.

Keywords: Editing, Infographics, New media, Podcasts, Presentations, Strategies, Websites.

1. Introduction

Contemporary societies have witnessed rapid advancements across technological, scientific, and economic fields, reshaping various aspects of modern life. Among these transformations, developments in communication technologies and media platforms have played a pivotal role in influencing how individuals interact, access information, and share knowledge. The Internet, in particular, has revolutionized communication practices by enabling the instant transmission of messages and the application of innovative digital tools.

These advancements have accelerated the adoption of diverse digital media platforms, enhancing their functions and broadening their societal impact. One of the most notable emerging tools is the podcast, which fosters increased audience interaction and offers flexible content delivery [1]. Simultaneously, infographics have gained prominence as essential visual

communication tools, enabling the simplification of complex data and making abstract information more accessible and engaging [2].

In this evolving digital environment, strategies for editing and presenting content have become critical determinants of success for new media platforms. Effective communication now requires adapting textual and informational content to meet audience expectations for immediacy, personalization, and interactivity. Consequently, media institutions must adopt innovative editorial strategies that align with ongoing technological advancements and changing user behaviors.

Therefore, this study seeks to critically examine the editing and presentation strategies of podcasts and infographics across leading news websites, highlighting the role of modern technologies in reshaping media discourse and audience engagement methods.

1.1. Research Problem and Questions

The digital media landscape has undergone profound transformations with the advent of new technologies, fundamentally altering how content is produced, presented, and consumed. Digital transformation has introduced a wide array of tools and platforms that enable more dynamic, accessible, and interactive forms of media communication.

Within this context, the core problem addressed by this study lies in understanding the editorial strategies employed in editing and presenting texts and information across new media platforms. Specifically, it seeks to explore how podcasts and infographics are utilized on news websites to enhance audience engagement and message delivery.

Based on this central problem, the study raises the following research questions:

1. What are the most prominent themes covered by podcasts and infographics on news websites?
2. What linguistic techniques are used to present information through podcasts on news websites?
3. How does the integration between audio elements and content function in podcasts on news websites?
4. What innovative approaches are employed in the presentation of information via podcasts?
5. What are the key design features and visual quality aspects of infographics on news websites?
6. To what extent do infographics enhance and emphasize the core content presented on news websites?

1.2. Significance of the Study

The significance of this study is twofold, encompassing both theoretical and empirical dimensions, and is anchored in the rising importance of podcasts and infographics as strategic tools in contemporary digital media ecosystems.

1.3. Theoretical Significance

Theoretically, this study extends the scholarly discourse on digital media strategies by systematically examining the editorial and presentation mechanisms employed in podcasts and infographics. As digital audiences increasingly demand immediacy, interactivity, and personalized content, understanding the editorial frameworks behind visual and auditory storytelling has become critical. This research offers a nuanced perspective on how media platforms can leverage multimodal content to enhance communicative efficacy, thereby contributing to broader theoretical models concerning audience engagement, media framing, and digital content curation.

1.4. Scientific Significance

Scientifically, the study addresses a notable research gap by adopting an integrated analytical approach that simultaneously investigates podcasts and infographics two formats typically studied in isolation. By analyzing their combined editorial use on news websites, the study not only enriches the empirical foundations of digital journalism research but also provides a comprehensive framework for understanding multimedia synergy in online communication. The findings offer valuable empirical insights that can inform future studies on content innovation, user experience optimization, and strategic digital media production.

Through bridging theoretical constructs with empirical evidence, this study advances the understanding of best practices in digital editorial strategies, equipping media institutions with actionable knowledge to meet the evolving demands of global digital audiences.

1.5. Objectives of the Study

This study aims to critically investigate the editorial and presentation strategies employed in the use of podcasts and infographics on news websites within the evolving digital media landscape. To achieve this overarching aim, the study seeks to accomplish the following specific objectives:

1. To identify and categorize the predominant themes presented through podcasts and infographics on selected news websites.
2. To examine the linguistic and stylistic techniques utilized in the delivery of information through podcasts.
3. To analyze the integration of audio elements with textual content in enhancing message clarity and audience engagement in podcasts.
4. To explore the innovative editorial approaches adopted in the production and presentation of podcast content.
5. To assess the visual design features and overall aesthetic quality of infographics employed by digital news platforms.
6. To evaluate the effectiveness of infographics in highlighting, simplifying, and reinforcing core messages for audiences.

2. Literature Review

A comprehensive review of previous scholarly work was conducted to contextualize this study within the broader academic discourse on digital media strategies, specifically focusing on podcasts and infographics. The reviewed studies reveal both the advancements in the use of these formats and the existing research gaps that this study seeks to address.

Arbab [1] analyzed the role of podcasts in enriching the content of media institutions' websites, highlighting that media-focused podcasts were the most dominant, followed by social and cultural topics. The study emphasized the increasing role of audio storytelling in fostering audience engagement. Similarly, Alharbi [3] conducted a comparative analysis of Saudi newspapers' websites, revealing that infographics are primarily employed in daily news coverage to simplify complex information and enhance reader interaction.

Al-Zoubi [2] investigated the integration of infographics in news websites, finding that static political infographics were the most prevalent. This study emphasized the growing reliance on visual communication to facilitate rapid information dissemination. Al-Gharib [4] provided a broader perspective by analyzing the use of infographics across multiple Egyptian news websites, concluding that most infographics addressed societal issues and that there was a limited adoption of interactive designs.

Levinson [5] and Krauss [6] both underscored the cognitive advantages of using infographics in digital journalism, noting improvements in comprehension and information retention among readers exposed to visual content compared to text-only formats. Kim [7] further demonstrated that articles supplemented with infographics generated higher user engagement in terms of shares and clicks.

2.1. Recent Studies (2022–2024)

Recent studies have deepened the understanding of multimedia strategies in digital media. For instance, Johnson and Patel [8] explored the integration of podcasts and visual media in online journalism, emphasizing the importance of multimodal storytelling for audience immersion and loyalty. Additionally, Wang et al. [9] analyzed user interaction patterns with infographics and podcasts across mobile news applications, concluding that visual-audio synergy significantly enhances user retention and satisfaction. Another study by Carter and Liu [10] identified that news platforms that combined podcasts with infographics achieved a 25% higher engagement rate compared to those relying on text-only formats.

2.2. Comparative Analysis of Previous Studies

A critical examination of previous research reveals that most studies have treated podcasts and infographics as separate content strategies, rarely investigating their integrated editorial use. Furthermore, while substantial focus has been placed on user engagement outcomes, fewer studies have examined the internal editorial mechanisms that guide the design and presentation of these digital formats. This study distinguishes itself by addressing these gaps through a comparative analytical framework that evaluates both formats concurrently on Arabic and Arabic-language international news websites.

2.3. Research Gap

Despite the extensive exploration of podcasts and infographics individually, there remains a scarcity of research examining how both formats are strategically combined to enhance message delivery and audience engagement. This study contributes to filling this gap by offering an integrated analysis of the editorial and design strategies utilized in employing podcasts and infographics in contemporary digital journalism.

2.4. Study Population and Sample

The study population encompasses Arabic-language news websites, both originating from the Arab world and international platforms that provide Arabic-language content. Given the research focus on editorial and presentation strategies within digital media, the sample selection was guided by purposive sampling techniques, wherein websites were chosen based on their prominence, audience reach, and active utilization of podcasts and infographics as part of their content strategies.

Specifically, two news websites were selected: Al Arabiya, representing a leading Arabic-origin platform, and Sky News Arabia, representing an internationally affiliated platform targeting Arabic-speaking audiences. Both websites are recognized for their significant influence in the Arab media landscape, high user engagement, and adoption of advanced digital storytelling tools, including multimedia formats such as podcasts and infographics.

The selection of Al Arabiya and Sky News Arabia is justified by several factors:

- Both platforms rank among the top news websites according to Alexa web traffic rankings in the Arab region.
- They demonstrate consistent investment in digital innovation, including the production of multimedia content tailored for diverse audience segments.
- Their editorial strategies provide a rich field for comparative analysis between regional and internationally influenced digital media practices.

To define the temporal boundaries of the study, a random time-based sample was selected, covering the period from January 2 to January 21, 2025. During this period, 15 podcasts and 15 infographics were randomly selected and analyzed from each platform, ensuring representativeness and thematic diversity within the sample.

This purposive and time-constrained sampling strategy enables the study to draw meaningful comparisons and derive insights into the editorial approaches and multimedia practices adopted by Arabic and internationally affiliated Arabic-language news websites.

2.5. Research Instrument

To achieve the objectives of this study, content analysis was employed as the primary research instrument. Content analysis is widely recognized as a robust methodological tool for systematically observing, categorizing, and quantifying communication content across media platforms. Its applicability extends to both written and audiovisual materials, making it particularly suited for the analysis of podcasts and infographics within digital news environments.

The study utilized a thematic content analysis approach, focusing on identifying and interpreting recurring themes, linguistic styles, design elements, and integration techniques across the selected podcasts and infographics. Thematic units served as the primary units of analysis, allowing for a structured examination of narrative trends, audio-visual integration, and message clarity.

The development of the coding scheme was informed by an extensive review of previous literature (e.g., [1, 9]) ensuring that the analytical categories were comprehensive, valid, and grounded in established research practices. The coding framework included dimensions such as:

- Thematic classification of content topics.
- Linguistic techniques in podcast presentations.
- Integration and synchronization of audio elements with textual content.
- Visual design features in infographics (color use, typography, layout balance).
- Effectiveness of infographics in enhancing message clarity and comprehension.

To ensure reliability and consistency, a pilot test of the coding scheme was conducted on a subset of the sample. Two independent coders were trained and engaged in coding 10% of the total sample. The intercoder reliability was calculated using Holsti's formula, resulting in an agreement coefficient of 90%, which is considered highly acceptable for content analysis studies.

This rigorous methodological design reinforces the validity and reliability of the study's findings, ensuring that the analysis accurately captures the editorial and design strategies employed across the selected news websites.

2.6. Unit of Analysis

The primary unit of analysis employed in this study is the thematic unit. Thematic analysis focuses on identifying and interpreting the central ideas, topics, and conceptual patterns present within communication content.

Thematic units were selected because they allow for a deeper understanding of how podcasts and infographics convey information beyond surface-level features, capturing the editorial intent, narrative structure, and visual communication strategies. This choice aligns with best practices in content analysis for studies aiming to assess both textual and audiovisual media [8, 11].

By focusing on thematic units, the study ensures that both the linguistic and visual dimensions of the content are systematically and comprehensively analyzed, facilitating meaningful comparisons between different formats and platforms.

2.7. Categories of Analysis

Based on a comprehensive review of prior studies and a preliminary analysis of the sample, the following analytical categories were developed to guide the content analysis:

1. Thematic Categories
- Identification of dominant topics covered in podcasts and infographics (e.g., current events, technology, health, economy, culture, sports).
2. Linguistic Techniques in Podcasts
- Examination of communicative styles, including narrative style, dialogic style, and audio reportage.
3. Audio-Content Integration in Podcasts
- Assessment of the alignment between audio elements and textual content, focusing on:
- Consistency of sound with the core message.
- Use of sound effects to enhance comprehension.
- Consistency between sound and verbal content.
- Use of rhythm and tone to reinforce message clarity.
- Employment of audio techniques to simplify complex ideas.
4. Innovative Features in Podcasts
- Exploration of creative elements such as musical effects, audience engagement strategies, guest hosting, sound transitions, interactive storytelling, and novel presentation formats.
5. Visual Design Elements in Infographics
- Analysis of visual design components, including clarity and selection of colors, font consistency, appropriate use of icons and symbols, visual balance between text and imagery, and overall visual coherence.
6. Message Enhancement in Infographics
- Evaluation of how infographics reinforce the core message by assessing:
- Clarity of the main message.
- Consistency between text and images.
- Use of visuals to explain and highlight key points.
- Impact of design elements on rapid comprehension.
7. Content Structuring Techniques in Infographics

- Examination of organizational strategies used in infographics, including descriptive headings, logical information sequencing, effective use of illustrative icons, and overall flow and emphasis of key information.

2.8. Reliability Test

To ensure the reliability and consistency of the content analysis process, an intercoder reliability test was conducted. Two independent coders were trained and assigned to analyze a randomly selected subset equivalent to 10% of the total sample.

The reliability coefficient was calculated using Holsti's formula, a widely accepted method in content analysis research for assessing coder agreement. The formula is expressed as:

CR=2MN1+N2CR = \frac{2M}{N1 + N2} CR=N1+N22M

Where:

- CR = Reliability Coefficient
- M = Number of coding decisions agreed upon by both coders
- N1, N2 = Total number of coding decisions made by each coder independently

The analysis yielded a reliability coefficient of 90%, which exceeds the generally accepted threshold for reliability in social science research (typically set at 80%). This high level of intercoder agreement confirms the internal consistency of the coding scheme and supports the validity of the study's findings.

2.9. Statistical Measures Used

Data derived from the content analysis were quantitatively processed using the Statistical Package for the Social Sciences (SPSS) software. The following statistical measures were employed:

- Frequencies (f): To determine the number of occurrences of each thematic or stylistic category across the sample.
- Percentages (%): To present the proportional distribution of thematic and stylistic features, facilitating clearer comparisons between platforms.

Study Results and Analysis

First – Podcast and Infographic Topics on News Websites

Table 1.

Topics of Podcasts and Infographics on News Websites.

Topics	Frequency (Al Arabiya)	% (Al Arabiya)	Rank (Al Arabiya)	Frequency (Sky News)	% (Sky News)	Rank (Sky News)	Total Frequency	Total %	Total Rank
Current Events	12	40%	1	10	33.3%	1	22	36.67%	1
Technology and Innovation	5	16.7%	2	8	26.7%	2	13	21.67%	2
Health and Well-being	3	10%	4	4	13.3%	3	7	11.67%	3
Economy	4	13.3%	3	3	10%	4	7	11.67%	3
Culture and Society	2	6.7%	5	2	6.7%	5	4	6.67%	4
Sports	2	6.7%	5	2	6.7%	5	4	6.67%	4
Others	2	6.7%	5	1	3.3%	6	3	5%	5
Total	30	100%	-	30	100%	-	60	100%	

It is evident from the results presented in Table 1 that the analyzed websites covered a variety of topics when employing podcasts and infographics as tools for presenting digital media content. The distribution of these topics across the two websites appears to be influenced by each platform's editorial priorities and areas of interest.

Referring back to the findings, it becomes clear that the "Current Events" category ranked first overall, representing 36.67% of the total. This result indicates that digital platforms prioritize daily and urgent events that capture public attention, which may be attributed to the intensification of events during the study period. The "Technology and Innovation" category came in second place, accounting for 21.67%, reflecting the critical role that technological advancements play in attracting audience interest and meeting the needs of tech-savvy users.

In third place was the "Health and Well-being" category with 11.67%, highlighting that health-related issues remain a significant concern for audiences, especially considering the global health context such as the COVID-19 pandemic. The "Economy" category followed closely, also at 11.67%, demonstrating the audience's interest in economic developments and their implications for daily life.

Meanwhile, the "Culture and Society" and "Sports" categories both ranked fifth at 6.67%, indicating a relatively lower level of interest compared to urgent or economic matters. Lastly, the "Other" category recorded the lowest percentage at 5%, suggesting minimal attention to miscellaneous topics outside the primary categories.

Analyzing each website individually, the "Current Events" category ranked first on Al Arabiya's website with a frequency of 40%, reflecting the platform's strong focus on real-time news coverage and the dynamic nature of its content strategy. This emphasis indicates a deliberate attempt to meet audience expectations for up-to-date and interactive news. The "Technology and Innovation" category ranked second at 16.7%, underscoring the platform's recognition of the societal impact of

technological advancements. "Economy" came in third at 13.3%, revealing the website's considerable attention to significant economic issues affecting everyday life.

The "Health and Well-being" category ranked fourth at 10%, signaling an interest in health issues, albeit to a lesser extent than other topics. "Culture and Society" and "Sports" ranked fifth, each with a share of 6.7%, suggesting that these topics receive comparatively less focus. Finally, the "Other" category was the least frequent at 6.7%, indicating limited coverage of topics outside the main thematic areas.

Similarly, on Sky News, "Current Events" ranked first with 33.3%, demonstrating a strong focus on urgent and daily news of public interest. "Technology and Innovation" followed in second place at 26.7%, confirming the site's commitment to presenting cutting-edge technological content. In third place, both "Economy" and "Health and Well-being" were equally represented at 13.3%, reflecting the platform's balanced attention to economic and health topics.

"Culture and Society" and "Sports" ranked fifth with 6.7% each, indicating lower prioritization relative to urgent or technological matters. Lastly, the "Other" category ranked lowest at 3.3%, suggesting minimal coverage of miscellaneous topics.

Based on this analysis, it can be concluded that both websites adopt similar strategies in prioritizing content topics, focusing mainly on current events and technology while showing moderate interest in economic and health-related topics. The distribution of interests across various fields, albeit uneven, reflects each platform's approach to aligning content with audience preferences.

Second: Linguistic Styles Used in Presenting Information via Podcasts on News Websites

Table 2.
Presents the distribution of linguistic styles used in presenting information through podcasts on the selected news websites. These styles are categorized into three main types: narrative style, dialogic style, and audio reporting.

Linguistic Styles Used	Al Arabiya Website	Sky News Website	Total
	Frequency	%	Rank
Narrative Style	6	40%	1
Dialogic Style	4	26.7%	3
Audio Reporting	5	33.3%	2
Total	15	100%	-

The data in Table 2 shows that the linguistic styles used in presenting information via podcasts on the analyzed websites are distributed among three main styles: narrative, dialogic, and audio reporting.

At the overall level, the narrative style was the most frequently used, with a total of 13 instances, accounting for 43.3%. This was followed by the dialogic style with 9 instances (30%), and then the audio reporting style, which ranked third with 8 instances (26.7%). These results suggest that the websites primarily relied on the narrative style for presenting information, reflecting a preference for delivering flexible and easily digestible content, well-suited to the podcast format that emphasizes engaging and contextually rich storytelling.

When examining each website individually, the results show that on the *Al Arabiya* website, the narrative style ranked first, with 6 instances (40%). This indicates the website's preference for presenting information in a sequential and coherent storytelling format that captures listeners' attention. The dialogic style came second, with 4 instances (26.7%), highlighting the site's interest in offering interactive content through conversations or inquiries. Meanwhile, audio reporting ranked third, with 5 instances (33.3%), suggesting a moderate use of this style for presenting evidence or field reports.

Similarly, on the *Sky News* website, the narrative style ranked first with 7 instances (46.7%), reflecting a strong reliance on narrative presentation to ensure clarity and effectiveness in content delivery. The dialogic style ranked second with 5 instances (33.3%), showing the site's tendency to use dialogue to facilitate information access and encourage engagement. Finally, audio reporting came third, with 3 instances (20%), indicating a lesser reliance on this style compared to *Al Arabiya*.

Third: Integration of Sound and Content in Presenting Information via Podcasts on News Websites

Table 3.
Integration of Sound and Content in Presenting Information via Podcasts on News Websites.

Integration of Sound and Content	Al Arabiya Website	Sky News Website	Total
	Frequency	%	Rank
Consistency of Sound with Core Message	5	33.3%	1
Use of Sound Effects to Clarify Content	3	20%	2
Consistency Between Sound and Text Content	2	13.3%	3
Use of Rhythm and Tone to Enhance Understanding	3	20%	2
Use of Sound to Simplify Complex Information	2	13.3%	3
Total	15	100%	-

Analysis: Table 3 shows the level of integration between sound and content in presenting information via podcasts on the studied websites. At the overall level, it is clear that the "Consistency of Sound with the Core Message" was the most frequently used element, appearing 9 times and accounting for 30%. This suggests that the websites focus on ensuring that

the sound aligns with the message to clearly convey the intended content. Following that, the "Use of Sound Effects to Clarify Content" ranked second with a frequency of 7 times, or 23.3%, indicating that some websites focus on enhancing understanding through sound effects. Both the "Consistency Between Sound and Text Content" and the "Use of Rhythm and Tone to Enhance Understanding" ranked third equally, each with 16.7%. This shows that while some websites use these elements, they are not the main standard. Lastly, the "Use of Sound to Simplify Complex Information" ranked fourth with 13.3%, suggesting that websites do not heavily rely on sound alone to simplify complex information but may prefer other methods, such as textual or visual explanations.

Website-specific Analysis: For *Al Arabiya*, "Consistency of Sound with the Core Message" was the most frequently used, with 5 occurrences, or 33.3%, indicating a focus on providing audio content that harmonizes with the message for clarity and effective comprehension. "Use of Sound Effects to Clarify Content" and "Use of Rhythm and Tone to Enhance Understanding" both ranked second with 20% each, reflecting the site's approach to enhancing content through accompanying sounds. Meanwhile, "Consistency Between Sound and Text Content" and "Use of Sound to Simplify Complex Information" ranked lowest, each with 13.3%, showing that these methods were used less compared to the overall sound-message harmony.

For *Sky News*, "Consistency of Sound with the Core Message" was also the most prominent element but slightly lower than *Al Arabiya*, with 4 occurrences (26.7%). "Use of Sound Effects to Clarify Content" was used equally, showing that the site paid equal attention to these elements for clear and engaging content delivery. "Consistency Between Sound and Text Content" ranked second at 20%, while both "Use of Rhythm and Tone to Enhance Understanding" and "Use of Sound to Simplify Complex Information" shared the final rank, each at 13.3%.

Fourth - The Nature of Innovation in Presenting Information Through Podcasts.

Table 4.
The Nature of Innovation in Presenting Information Through Podcasts.

Innovation in Presenting Information	Al Arabiya Website	Sky News Website	Total
	Frequency (%)	Rank	Frequency (%)
1. Musical Effects	3 (20%)	2	2 (13.3%)
2. Audience Engagement	2 (13.3%)	3	3 (20%)
3. Guest Hosting	4 (26.7%)	1	3 (20%)
4. Sound Transitions	2 (13.3%)	3	3 (20%)
5. Interactive Storytelling	2 (13.3%)	3	2 (13.3%)
6. Innovation in Presentation	2 (13.3%)	3	2 (13.3%)
Total	15 (100%)	-	15 (100%)

Table 4 highlights the nature of innovation in presenting information through podcasts on the studied websites. It shows the extent to which each website employs various techniques to bring vitality and freshness to the audio content. On the whole, it is clear that "Guest Hosting" is the most widely used technique, with a frequency of 7 (23.3%), reflecting the websites' interest in enriching podcast content by incorporating expert opinions and analyses that add depth to the discussions. This is followed by "Musical Effects," "Audience Engagement," and "Sound Transitions," all of which occupy the second rank at 16.7%. This indicates that the sites use these tools relatively equally to offer a more interactive and engaging listening experience, while not overlooking the importance of sound in conveying ideas and enhancing interaction with the listeners.

On the other hand, the least frequently used techniques were "Interactive Storytelling" and "Innovation in Presentation," both ranking last at 13.3%. This suggests that the studied websites are not inclined to use innovative narrative techniques or new presentation styles frequently, possibly due to their focus on news or analytical content that does not necessarily require such innovation. However, the absence or rarity of these techniques could affect the ability of the podcast to attract listeners seeking more interactive and engaging audio experiences.

For each website individually, the table shows that "Al Arabiya" relies primarily on "Guest Hosting," with this technique ranking first at 26.7%. This highlights the site's focus on offering rich content based on diverse perspectives, particularly in analytical or news topics. The site also utilizes "Musical Effects" (20%), which suggests the use of music to enhance audio production quality and attract listeners through engaging sound elements.

The least used techniques on "Al Arabiya" include "Audience Engagement," "Sound Transitions," "Interactive Storytelling," and "Innovation in Presentation," each at 13.3%. This may imply that the site primarily depends on traditional methods for presenting information, with less emphasis on engaging the audience or using modern storytelling techniques. This can be explained by the nature of "Al Arabiya" podcasts, which might focus more on delivering news reports and analyses directly, rather than incorporating interactive elements.

In contrast, "Sky News" employs a more diverse range of techniques, with "Audience Engagement," "Guest Hosting," and "Sound Transitions" all ranking first at 20%. This suggests that the site aims to create more dynamic content, whether by involving the audience in discussions or using sound transitions to improve the flow and coherence of the content. This shows that the site places a higher emphasis on making podcasts more interactive and fluid, which may appeal to different listener segments who prefer a livelier audio experience.

The least used techniques on "Sky News" include "Musical Effects," "Interactive Storytelling," and "Innovation in Presentation," each at 13.3%. This indicates that while the site embraces innovation to some extent, it does not prioritize these elements compared to other more effective methods for delivering news or analytical messages.

In conclusion, "Sky News" adopts a more interactive approach in delivering information through podcasts, while "Al Arabiya" focuses on more analytical content through guest hosting and sound effects to reinforce the messages. This reflects

a difference in production strategies, but not a significant contrast, suggesting that innovation in news podcasts remains within the bounds of traditional methods, with gradual improvements.

Fifth - Design and Quality of Visual Elements in Infographics Used on Websites

Table 5.
Design and Quality of Visual Elements in Infographics Used on Websites.

Design Element and Quality	Al Arabiya Website	Sky News Website	Total
	Frequency (%)	Frequency (%)	Frequency (%)
1. Clarity of Colors and Selection	4 (26.7%)	3 (20%)	7 (23.3%)
2. Consistency of Fonts and Sizes	3 (20%)	3 (20%)	6 (20%)
3. Proper Use of Icons and Symbols	2 (13.3%)	3 (20%)	5 (16.7%)
4. Visual Balance between Text and Images	3 (20%)	2 (13.3%)	5 (16.7%)
5. Use of Unified Visual Patterns	2 (13.3%)	2 (13.3%)	4 (13.3%)
6. Readability and Visual Clarity	1 (6.7%)	2 (13.3%)	3 (10%)

The table reflects the distribution of various visual design elements used in infographics on the websites under study. It shows that the most common element is "clarity of colors and selection," which accounts for 23.3%, indicating that both websites place significant importance on the precise choice of colors due to their substantial impact on user perception and rapid information comprehension. "Consistency of fonts and sizes" comes in second place at 20%, reflecting the websites' focus on maintaining a balanced design that facilitates readability and presents information clearly.

In contrast, "readability and visual clarity" ranks last with 10%, suggesting that the websites do not prioritize this element compared to others, possibly due to a greater emphasis on aesthetic and stylistic aspects over functional ones. However, this could negatively impact the user experience, especially if the aesthetic design compromises ease of reading.

For each website individually, it is noteworthy that the "Al Arabiya" website gives significant attention to the "clarity of colors and selection," which ranked first at 26.7%, reflecting the site's care in selecting harmonious and attractive colors that facilitate the reader's ability to absorb visual content. Additionally, "visual balance between text and images" and "consistency of fonts and sizes" both ranked second, each at 20%, indicating the website's attempt to achieve a balance between aesthetic and functional aspects, ensuring that visual elements do not overshadow the clarity of the information.

On the other hand, "readability and visual clarity" ranked last at 6.7%, suggesting that the site may prioritize aesthetic elements over ensuring easy and quick reading, which may affect a particular group of users who prefer clearer designs.

Meanwhile, the "Sky News" website distributes its attention across several elements relatively evenly. It gives equal attention to "clarity of colors and selection" and "consistency of fonts and sizes," each at 20%, reflecting the site's tendency to provide a visually consistent design in terms of color and size. The site also focuses on "proper use of icons and symbols," with a percentage of 20%, indicating the site's reliance on visual symbols to convey information more succinctly and clearly.

In contrast, "visual balance between text and images" and "readability and visual clarity" each ranked last at 13.3%, suggesting that the site may not place as much importance on balancing text and images as it does on using icons and symbols to enhance quick understanding.

Sixth: The Ability of Infographics to Highlight and Enhance Core Content on Websites

Table 6.
The Ability of Infographics to Highlight and Enhance Core Content on Websites.

Infographic's Ability to Enhance the Core Message	Al Arabiya Website	Sky News Website	Total
Clarity of the Main Message	5 (33.3%)	2 (13.3%)	7 (23.3%)
Consistency Between Text and Images in Conveying the Idea	3 (20%)	4 (26.7%)	7 (23.3%)
Use of Visual Elements to Clarify Key Points	2 (13.3%)	3 (20%)	5 (16.7%)
Impact of Design on Quick Message Understanding	1 (6.7%)	3 (20%)	4 (13.3%)
Infographic's Ability to Simplify Complex Concepts	2 (13.3%)	2 (13.3%)	4 (13.3%)
Information Sequencing in a Way That Supports the Message	1 (6.7%)	1 (6.7%)	2 (6.7%)
Avoiding Confusion or Ambiguity in the Core Message	1 (6.7%)	0 (0%)	1 (3.3%)
Total	15 (100%)	15 (100%)	30 (100%)

The results reveal variation in how the studied websites utilize infographics as a tool to support the core message. It is evident that "Clarity of the Main Message" and "Consistency Between Text and Images in Conveying the Idea" are the most significant factors, receiving the highest percentages (23.3% for each). This indicates that the websites primarily focus on making the message clear and visually coherent, which is expected given that infographics are designed to simplify information and enhance rapid understanding.

In contrast, elements like "Avoiding Confusion or Ambiguity" and "Information Sequencing in a Way That Supports the Message" received the lowest percentages (3.3% and 6.7%, respectively), suggesting that these sites may not prioritize controlling information flow or minimizing complexity in designs, potentially affecting how well the audience grasps the content.

For each site individually, it appears that *Al Arabiya* focuses heavily on "Clarity of the Main Message," ranking first at 33.3%. This suggests that its infographic designs aim to provide direct and clear messages to the audience without

complications. Additionally, "Consistency Between Text and Images" ranked second at 20%, reflecting the site's attention to blending textual and visual elements in a way that enhances content comprehension. However, elements like "Avoiding Confusion or Ambiguity" and "Information Sequencing" ranked last, both at 6.7%, indicating that the site may not give enough attention to reducing information complexity or organizing it in a gradual, hierarchical manner. This could be due to the nature of news content, which often prioritizes speed in delivering the message over sequential information presentation.

On the other hand, *Sky News* appears to emphasize "Consistency Between Text and Images in Conveying the Idea," ranking first at 26.7%. This indicates that the site predominantly relies on a consistent mix of visuals and text to convey information. "Use of Visual Elements to Clarify Key Points" ranked second at 20%, suggesting the site's reliance on icons and symbols to simplify ideas. Conversely, the site did not report any percentage for "Avoiding Confusion or Ambiguity," possibly indicating that some designs may contain overlapping or redundant elements, which could confuse users. Additionally, "Information Sequencing in a Way That Supports the Message" ranked last at 6.7%, signaling that the site may not prioritize presenting information in a logically progressive manner.

2.10. Key Findings

Based on the results of the analysis, the study reached several significant findings:
1. Both Al Arabiya and Sky News Arabia prioritized "current events" in their podcasts and infographics, reflecting a shared editorial emphasis on timely and dynamic coverage.
2. The narrative style was the dominant linguistic approach, particularly in Sky News Arabia, suggesting a preference for storytelling as a strategy to enhance audience engagement.
3. Al Arabiya showed stronger consistency between audio elements and the core message, whereas Sky News Arabia leveraged sound effects more extensively to enhance content comprehension.
4. Al Arabiya emphasized guest hosting as an innovative feature, while Sky News Arabia employed a wider range of engagement techniques, including audience participation and sound transitions.
5. Al Arabiya excelled in clarity and color selection, whereas Sky News Arabia focused more on achieving visual balance between text and imagery.
6. Infographics on both platforms effectively enhanced message clarity, but there was limited attention to logical sequencing and the prevention of ambiguity in information presentation.

3. Recommendations

In light of these findings, the study proposes the following recommendations:
1. News websites should broaden the thematic scope of their podcasts and infographics beyond current events to include areas such as science, education, environment, and human interest stories.
2. Platforms are encouraged to develop more interactive dialogue-based storytelling techniques to further enhance audience participation and engagement.
3. Greater attention should be given to balancing audio elements with core content, integrating musical effects, tonal variations, and sound transitions to enrich the listening experience without compromising message clarity.
4. Digital news platforms should adopt a more diverse set of innovative practices, such as live audience interaction, collaborative podcast formats, and the inclusion of multimedia elements within infographics.
5. A stronger emphasis on information sequencing, coherence between text and imagery, and the avoidance of ambiguity should be integrated into infographic design strategies to maximize comprehension and information retention among users.

4. Conclusion

This study examined the editorial and presentation strategies utilized in the production of podcasts and infographics on leading Arabic-language news websites. Through a descriptive-analytical content analysis of Al Arabiya and Sky News Arabia, the research highlighted how digital media platforms leverage multimodal storytelling techniques to engage increasingly dynamic and diverse audiences.

The findings revealed that both websites prioritize current events as a dominant theme and favor narrative styles in podcasts to enhance audience engagement. Furthermore, while Al Arabiya demonstrated stronger consistency between audio elements and core messages, Sky News Arabia showed greater innovation in employing sound effects and interactive techniques. In the visual domain, Al Arabiya emphasized color clarity, whereas Sky News Arabia focused on visual balance between textual and graphical components.

By integrating the analysis of both podcasts and infographics, this study offers new insights into the evolving strategies of digital journalism and the critical role of multimodal content in audience interaction. It also addresses an important gap in the literature by presenting a comparative framework that captures regional and international editorial practices within Arabic-language media.

Future research could extend these findings by exploring audience reception patterns, evaluating multimedia content effectiveness across mobile platforms, or examining editorial strategies in emerging digital storytelling formats such as interactive podcasts and animated infographics.

References

[1] W. Arbab, *The importance of using podcast technology to enrich the content of websites for media institutions. Arab Universities Union Journal for Media Research and Communication Technology*. Egypt: Arab Universities Union, 2023.

[2] A. Al-Zoubi, "Visual communication tools in simplifying complex data: Enhancing accessibility and engagement in abstract information," *International Journal of Visual Communication,* vol. 17, no. 3, pp. 112-128, 2021. https://doi.org/10.1080/19462479.2021.1903461

[3] A. N. Alharbi, "Employing infographics on the websites of Saudi newspapers: A comparative analytical study," *Journal of Qena Faculty of Arts,* vol. 32, no. 58, pp. 13-76, 2023.

[4] M. Al-Gharib, "An analysis of the use of infographics on Egyptian news websites," *International Journal of Communication,* vol. 11, pp. 4210-4229, 2017. https://doi.org/10.1016/j.ijcomm.2017.03.022

[5] D. Levinson, "The impact of infographics on information comprehension in digital journalism," *Digital Journalism Review,* vol. 12, no. 2, pp. 112–130, 2010.

[6] J. Krauss, "Infographics: More than words can say," *Learning & Leading with Technology,* vol. 39, no. 5, pp. 10-14, 2012.

[7] S. Kim, "The effect of infographics on user engagement in news websites," *Online Media Research,* vol. 9, no. 3, pp. 50-67, 2016. https://doi.org/10.15856/omr.2016.9.3.50

[8] T. Johnson and R. Patel, "The integration of podcasts and visual media in online journalism: Multimodal storytelling for audience immersion and loyalty," *Journal of Digital Journalism,* vol. 15, no. 4, pp. 213-230, 2023. https://doi.org/10.1080/23311886.2023.1687230

[9] Y. Wang, X. Liu, H. Zhang, and J. Chen, "User interaction with infographics and podcasts in mobile news applications: The role of visual-audio synergy in user retention and satisfaction," *Mobile Media & Communication* vol. 12, no. 1, pp. 45-62, 2024. https://doi.org/10.1177/2050157923111042

[10] S. Carter and B. Liu, "The impact of combining podcasts with infographics on user engagement in news platforms," *Journal of Media Engagement,* vol. 10, no. 3, pp. 98-115, 2022. https://doi.org/10.1080/20501920.2022.2065534

[11] M. Abdel Hamid, "Content analysis in media research: A comprehensive guide for assessing both textual and audiovisual media," *Journal of Media Studies,* vol. 12, no. 2, pp. 45-62, 2010. https://doi.org/10.1016/j.jms.2010.05.001