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| RESEARCH ARTICLE

The Reality of Producing Content in Sudanese Institutional Media: An Analytical Study at the Sudanese News Agency "SUNA"

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| ABSTRACT

The study tackled the process of media content production in the Sudanese News Agency "SUNA", aimed at analyzing such a process and measuring the audience's response to the produced content. This study adopted a descriptive analytical approach by collecting data on the content production process in SUNA, then analyzing it to reveal strengths and weaknesses. The questionnaire, interviews, and content analysis were also used. In fact, the study revealed challenges related to the credibility, objectivity, and the ability of the content to meet the audience's needs and attract their attention. On the other hand, ease of access to the content emerged as a strength. In the light of these results, a series of recommendations were given, including the adoption of quality assurance policies, the development of content for the audience's needs, enhancing the use of multimedia, strengthening the measurement of audience opinions and responses, and cooperation with other media institutions. The study has been able to conclude that there are clear opportunities for the development of the content production process in SUNA to enhance its quality and ability to meet the diverse needs of the audience. The researcher hopes that this study will contribute to the development of media content production in Sudanese institutions, enabling them to provide quality, credible media content that can meet the diverse needs of the audience.

1. Introduction

Media content production is a basic and vital process in media institutions, through which their achievement of goals and reaching targets is realized. Media content production is among the main bases for the success of any media institution in achieving its goals. The need has become necessary to study the scientific and methodical analyses of the content production process as an approach toward quantifying the degree of its success and effectiveness. The growing challenges posed by technologies have made the need to realize the actuality of content production in Sudanese media institutions more compelling. Despite the importance of such a process, few studies have analyzed it, especially in the Sudanese News Agency "SUNA," which is considered one of the most prominent official media sources. This study seeks to bridge this gap by reaching its main objectives of analyzing the content production process in "SUNA" and measuring the audience's response. It also aims at obtaining answers to the questions of this study about this process so as to reach recommendations, which would help in enhancing it in light of requirements imposed by the current digital age. We hope also that the results of the paper would benefit all specialists in media content production locally and regionally as well.

2. Importance of the Study:

This study bears importance in several aspects of the following issues:

1. Shedding light on the reality of content production in Sudanese media institutions, specifically at the Sudan News Agency "SUNA".
2. To clearly explain the elements comprising media content, namely, planning, the making of content, and ensuring its quality.
3. The importance of keeping pace with technical developments in the field of media and communication to develop content production.
4. The importance of adhering to professional standards such as accuracy and objectivity in media content production.
5. The results and recommendations of this study may be useful in developing content production in the Sudanese News Agency and other media institutions.

3. Problem of the Study:

The problem of the study lies in the scarcity of studies that have addressed the process of media content production specifically in Sudanese media institutions, especially the Sudanese News Agency "SUNA," which is one of the most important official media sources in Sudan. The development brought about by the digital age and new media has affected the nature of content production and its ways of presentation to the audience, hence raising the need to know the extent to which the process of content production in Sudanese media institutions has developed in keeping pace with these challenges. The analysis of the content production process at the Sudanese News Agency will help in diagnosing the strengths and weaknesses, in addition to recommending ways of its development, as one of the most important official sources of news. This is what this study seeks to reveal and answer its questions through the analysis of the content production process in it.

4. Objectives of the Study:

The objectives of this study are:

1. Identifying the major constituents of the media content production process within Sudanese media institutions.
2. Studying and analyzing the content production process at the Sudanese News Agency "SUNA" in light of:
   a. Stages of the process, along with tools used.
   b. Types and forms of produced content.
   c. Mechanisms of specifying the target audience and its needs.
3. Measure the extent of the audience's response to the media content produced in "SUNA".
4. Formulate recommendations for developing the content production process in Sudanese media institutions that are applicable and measurable.
5. Use one of the media theories and the descriptive analytical approach to achieve the study's objectives.

5. Study Questions:

The study questions are as follows:

1. What are the major constituents and elements of the media content production process, in general, in media institutions?
2. How does the process of media content production proceed in the Sudanese News Agency "SUNA"? What about the elements, tools, and methods involved?
3. In "SUNA," how is determination made about the target audience for whom a production is to be performed, regarding the content production process?
4. To what degree does the audience respond to the types and forms of media content produced within "SUNA"?
5. What suggestions are being developed to enhance the process of producing media content in Sudanese media institutions in keeping with the current requirements of the digital era?

6. Theoretical Framework and Previous Studies

6.1.Concept of Media Content Production and its Stages

Media content production is the process of creating various media materials like texts, images, videos, and graphics, with the goal of publishing them across different media platforms such as TV, radio, newspapers, magazines, and the internet to reach the audience (Al-Dulaimi, 2021). This process involves several key stages, including planning, gathering and selecting content, writing, editing, and presenting the content in an appropriate format. Media content encompasses a wide range of materials, from news and entertainment to education and advertising (Al-Dulaimi, 2021).

The main stages of media content production (Alian, 2019) start with planning - identifying the target audience and desired objectives, as well as setting the budget and production schedule. This is followed by the stage of collecting relevant data and information from reliable, diverse sources. The next stage is the actual production of the content, whether written, visual, or audio. Then comes the stage of publishing and distributing the content through appropriate media channels. Finally, there is an evaluation stage to measure the success in achieving the set goals and make necessary improvements. An example is the production of a news television program (Khalil, 2020).

A study by (Chang, Chie-Chiang, 2022) proposed a model of three processes activated by media content - recall, sublimation, and motivation. This current study aims to identify the types of media content that can inspire audiences. Specifically, the recall process involves the media content moving people and greatly stimulating their ideas. The sublimation process generates more hopeful feelings and a greater sense of self-expansion. The motivation process creates more feelings of vitality and strongly encourages people to imitate the characters. These multi-stage approaches may ultimately lead to greater inspiration.

6.2. Theories of Media Content Planning

Media content planning theories are a set of principles and frameworks that help media institutions define and implement their media strategies. These theories focus on anticipating audience needs and tracking developments to produce high-quality, effective content (Shalaby, 2018). These theories can be divided into three main types: long-term strategic planning, short-term planning, and tactical planning (Shalaby, 2018).

Strategic planning concentrates on defining long-term goals and strategies to achieve them, while short-term planning focuses on near-term goals and plans. Tactical planning, on the other hand, centers on implementing plans by specifying tasks and activities.

Theories of media content planning can be applied in several areas, including:

- Identifying the target audience's needs and creating content that fulfills those needs, as well as monitoring developments in the media and technical fields, in addition to improving the quality and effectiveness of the produced content (Shalaby, 2018).

Examples of media content planning theories include agenda-setting theory, which discusses the media's influence on public opinion priorities, the theory of influencing public opinion, and the uses and gratifications theory (Al-Sakhawi & Aida Ibrahim, 2021).

6.3. Elements of Audience-Centric Content Production

A key element of producing interactive, audience-focused media content is providing engaging and easily accessible content. This is in addition to utilizing modern technologies like multimedia and enabling features for user comments and participation. These elements contribute to increasing audience reach and enhancing interaction and engagement (Abdullah, 2019).

Importance of Audience-Centric Content Production

Media content production is important because it serves as the primary source that provides the community with the news, educational, and entertainment content needed to fulfill their informational needs and interests, across various media platforms (Mohamed, 2021). Additionally, media content production plays a significant role in influencing public opinion through its coverage of different issues and events, which helps shape the audience's attitudes and ideas towards those topics (El-Sayed, 2019).

6.4. Types of content and methods of presentation

Media content types include a wide range of materials, including "written texts such as articles, reports, news stories, and social media posts, as well as photographs, illustrations, and graphics, in addition to news, educational, and entertainment videos, as well as graphs and statistics that represent data visually, and podcasts, which are audio programs over the Internet" (Asmi, 2023).

As for the methods of presentation, they include websites, phone applications, social media, and other digital media (Al-Rajhi, 2020). The methods of presenting media content vary, as it is broadcast via "news, entertainment, and educational websites, as well as phone applications such as news, entertainment, and education applications, in addition to popular social media platforms such as Facebook, Twitter, and Instagram, which are among the most prominent platforms for media content, as well as other digital media such as email and text messages" (Asmi, 2023).

6. 5. Challenges Facing the Content Industry in the Digital Age

Today, the digital content industry faces many challenges due to the rapid developments in the field of technology and the continuous emergence of new platforms and media (Ali, 2017). Among the challenges:

1. The speed of technological change, the emergence of new competitors, the multiplicity of publishing platforms, the changing preferences of the audience, and the spread of misleading and inaccurate information (Al-Dulaimi, 2021).
2. The multiplicity of media channels has also led to increased competition between content providers, which requires continuous updating and development to gain and maintain audience satisfaction (Khalil, 2020).
3. In addition to the rapid change in audience preferences and patterns of content consumption, which requires those responsible for its production to keep pace with these developments (Al-Sayed, 2021).

To meet these challenges, following strict standards to ensure quality is an important strategy for improving media content, such as auditing and constant review of data before publishing it (Al-Sharif, 2019) and employing highly qualified human cadres (Al-Omari, 2021). This is in addition to the necessity of measuring the effectiveness and interaction of the audience with the content on an ongoing basis by tracking performance indicators such as participation and comment rates (Al-Ghamdi, 2018) and the time users spend on media platforms (Ibrahim, 2020), in addition to periodic opinion polls (Al-Faisal, 2022).

6.6. Previous studies

1. A 2017 study addressed the challenges resulting from rapid technological development, highlighting the profound impact of advanced technology on various aspects of life. The study pointed to the gap between required job skills and available individual skills, requiring continuous investment in research and development. It also highlighted changes in job structure and the nature of work, emphasizing the need to develop necessary skills to keep pace with these changes. The study further underlined the potential digital divide between individuals and societies, emphasizing the importance of investing in research and development to bridge this gap and ensure equal opportunities. The study concluded that investing in research and development is a basic strategy for adapting to rapid technological changes and seizing advanced technology's opportunities.

2. Khalil's 2020 study addressed the increasing intensity of competition among content producers, highlighting the importance of creating high-quality and distinctive content to achieve success. The study confirmed that quality and excellence in content have become crucial factors in the competitive market, and provided strategic recommendations such as focusing on innovation, understanding audience needs, investing in modern technologies, and cooperation between producers.

3. Al-Sayed's 2021 study on changing audience preferences stressed the importance of conducting continuous research to understand their evolving needs and preferences. The study indicated that audience preferences are affected by multiple factors, requiring content producers to keep pace with these changes and customize content according to individual preferences, as well as listen to their opinions and feedback.

4. Al-Sharif's 2019 study on quality assurance mechanisms in media institutions focused on the importance of documented policies and procedures in ensuring media content quality. The study confirmed that media institutions with documented policies and procedures enjoy higher levels of quality and professionalism, helping maintain quality standards, ensure content consistency, and enhance public confidence.

5. Faraj's 2016 study addressed the challenges of building media content, highlighting the significant human and material resources required, as well as the impact of the competitive and constantly changing environment. The study concluded that media institutions need to adopt innovative strategies to keep pace with market changes and address these challenges.

6. Amer's 2018 study addressed measuring the spread of digital content, focusing on the importance of understanding its reach and effectiveness to evaluate content and determine appropriate marketing strategies. The study identified various tools and methods for measuring the spread of digital content, such as web analytics, social media engagement, and opinion polls.

7. Almarzouqi's 2020 study explored the level of credibility of electronic press sites and its relationship to trustworthiness among the Sudanese elite. The study found a statistically significant correlation between the elite's exposure to electronic press sites and their level of trustworthiness, as well as a relationship between credibility and motives for following these sites in the future.

"Our daily interactions with media products are shaped by the use of general terms such as journalistic presentations, such as news, commentary, and Instagram stories. However, academic research has not comprehensively addressed these presentations, and empirical studies in this area are lacking. Based on the literature and a quantitative content analysis of jury protocols for the German Online Journalism Award "Grimme Online Award" (Püchel & Wellbrock, 2021), this article aims to explore how journalistic presentations are constructed and categorized. The researchers developed a framework for classifying journalistic presentations according to eight dimensions: content and function, authorship, sources, periodicity, primary material, structure, media, and interaction elements. This is the first study of its kind to empirically evaluate the dimensions and manifestations of journalistic presentations. Püchel, L., & Wellbrock, C. (2021) In this study, Püchel and Wellbrock presented a comprehensive framework for classifying journalistic presentations, which contributes to a deeper understanding of their role in digital news communication. They pointed out the need for further empirical studies in this regard. The field, which highlights the importance of continuous

research in this evolving field." The theoretical framework and previous studies addressed many aspects related to the media content industry and the challenges it faces in the digital age. The studies focused on defining the media content industry and its stages, presented theories of planning for this content, and touched on the importance of audience-based interactive content. Previous studies also covered the types of media content and ways to display it, in addition to the challenges facing this industry in light of technological developments and changing audience preferences. Among the most prominent challenges indicated by the studies is the need to keep pace with the rapid changes in the media landscape by investing in research and development, as well as the importance of understanding the needs of the audience and conducting ongoing studies to measure the extent of its interaction with the content provided. The studies also stressed the need to adopt strict standards to ensure quality and reliability. With regard to the credibility of electronic press sites, one study concluded that there is a correlation between the level of credibility and the degree of reliance on these sites by the Sudanese elite, which confirms the importance of enhancing credibility to increase trust and follow-up. Previous studies have shown that the media content industry faces many challenges due to technological progress and the development of audience preferences. Hence, there is a need for further research to develop appropriate strategies to keep pace with these variables and ensure the quality, reliability and credibility of the content provided, in a way that enhances the public's confidence and meets its diverse and changing needs.

This study is distinguished from previous studies in several aspects:

1. Focus on Sudanese media institutions, specifically the Sudanese News Agency "SUNA":

As most previous studies, such as Ali's study (2017) and Khalil's study (2020), dealt with the media content industry in general without focusing on a specific context. While this study focused on the Sudanese context and Sudanese media institutions, specifically the Sudanese News Agency "SUNA".

2. Using an organized methodology in analyzing the content of media institutions:

A comprehensive and organized content analysis methodology was applied to evaluate SUNA's media content in terms of quality and credibility. Unlike previous studies that did not follow such a methodology in the analysis.

3. Focus on measuring the actual audience response:

Through opinion polls and interviews, the actual audience response to "SUNA" was measured instead of relying on the theoretical aspect. This is what previous studies did not focus on.

4.Formulating practical recommendations for implementation: This study focused on formulating realistic and practical recommendations that can be applied in Sudanese media institutions, unlike some previous studies that were limited to theoretical recommendations.

7. Study Methodology:

The study relied on the descriptive analytical approach by describing the nature of the content creation process in the Sudanese News Agency "SUNA", its elements, stages and tools. Then analyzing this process to reveal strengths and weaknesses and suggesting recommendations for its development.

Study Tools

The questionnaire was used to measure the attitudes of the "SUNA" audience towards its content, and interviews were conducted with some specialists to determine their opinions. In addition to analyzing the content of the "SUNA" website.

Study Community and Sample

The study community consisted of the media audience, and the sample included 100 people who were randomly selected.

Study Procedures:

The study tools were designed, approvals were obtained, then the questionnaires were distributed and collected via Google Forms, as well as conducting interviews and analyzing the data using SPSS statistical processors.

This study comes to analyze the content of the Sudanese News Agency "SUNA" as one of the most prominent official media sources in Sudan, by applying an organized methodology for content analysis that includes:

1- Determining the main objectives of the study, such as evaluating the quality and credibility of the content.
2- Selecting a representative sample of the agency's content during a specific period.
3- Develop analytical categories such as content types and main topics.

4- Collect data and code it within analysis categories.
5- Use quantitative and qualitative analysis to reach results.

Through this organized methodology, the study seeks to present a model that can be applied in analyzing the content of media institutions and evaluating its effectiveness scientifically.

8. Discussion and Results

Analysis of Primary Data:

Table No. 1: Gender

Gender	Percentage
Male	68%
Female	32%

Table No. 1 shows the relative distribution of the study sample according to gender, where males constituted 68% of the total sample, while females constituted 32%. This reflects a good representation of both genders in the study.

Table No. 2: Academic Qualification

Academic Qualification	Percentage
PhD	96%
Master's	4%
Bachelor's	0%

Table No. 2 shows the relative distribution of the academic qualifications of the sample members, where PhD holders constituted the majority of the sample at 96%, while master's holders constituted only 4%. This indicates the high level of education of the targeted sample members, which enhances the credibility of their opinions and evaluation of the content of SUNA Agency.

Table No. 3 Years of Experience

Years of Experience	Percentage
Less than 5 years	11.8%
5-10 years	2.9%
11 and over	85.3%

Table No. 3 also shows the distribution of sample members according to years of experience, where specialists with 11 years of experience or more constituted 85.3% of the total sample. This is a good indicator that reflects the experience of sample members and their ability to evaluate the content of SUNA based on their experience. In general, the initial data reflects that the study sample was representative and appropriate for research purposes, which enhances the validity of the conclusions drawn from the analysis.

Table 4: Results of user survey on the quality of SUNA content

No.	Question	Strongly agree	Agree	Somewhat True	disagree	Strongly disagree
1	The content of SUNA is characterized by accuracy and credibility	4%	0%	24%	48%	24%
2	SUNA is interested in covering issues important to citizens	16%	28%	36%	16%	4%
3	SUNA's content presents different viewpoints objectively	16%	28%	36%	24%	8%
4	SUNA's content satisfies my diverse knowledge needs	12%	12%	24%	36%	16%
5	I find SUNA's content generally engaging and attractive	4%	20%	48%	16%	12%
6	SUNA provides content rich in multimedia	16%	4%	44%	24%	4%

7	SUNA's website is easy to use	12%	32%	36%	12%	8%
8	SUNA uses diverse and reliable sources in producing its content	4%	20%	48%	16%	12%
9	The content produced by SUNA meets my information needs	8%	32%	24%	24%	8%
10	I find it difficult to access SUNA's content through its platforms	16%	12%	12%	44%	16%
11	SUNA is interested in measuring the audience's response to its content	12%	8%	28%	40%	12%

9. Discussion and statistical analysis

The results of the first question show major challenges regarding users' perception of the accuracy and credibility of SUNA's content. Only 4% of users strongly confirmed that SUNA's content is accurate and credible, with no complete agreement on this. On the other hand, 48% of users disagreed with this, and 24% strongly disagreed. These results indicate a large gap between users' perception and the actual level of accuracy and credibility achieved in SUNA's content. This confirms the need for significant improvement in this aspect to raise the level of trust and credibility among users.

The results of the second question indicate a relatively positive perception among users regarding SUNA's interest in covering issues important to citizens. 44% of users confirmed they agree (strongly agree + agree) on this matter. However, a significant 20% expressed disagreement, and 36% considered it "somewhat true", indicating a disparity in users' views. Overall, the majority have a positive perception that SUNA covers important citizen issues, but there is still room for improvement to enhance this perception and reduce the percentage of users who disagree.

The results of the third question show challenges regarding users' perception of the objectivity of SUNA's content in addressing different viewpoints. Only 32% of users confirmed they agree (strongly agree + agree) with this, while 32% expressed disagreement. Moreover, a large 36% considered it "somewhat true", indicating a disparity in users' views on the extent to which the content addresses different perspectives. These results confirm the need for improvement in this aspect by enhancing users' perception of the objectivity and diversity of viewpoints presented, which would contribute to improving SUNA's credibility and attracting more users.

The results of the fourth question show that there are major challenges regarding the ability of SUNA content to satisfy the diverse cognitive needs of users. Only 24% of users confirmed that they agree (strongly agree + agree) with this matter. In contrast, 52% of users expressed their disagreement with this matter. A large percentage (24%) considered this matter to be "somewhat true", indicating that there is a difference in users' views regarding the extent to which SUNA content satisfies their diverse cognitive needs. These results confirm that there are major opportunities for improvement in this aspect by working on developing the content to better suit the diverse cognitive needs of users. This would contribute to enhancing the added value that SUNA content provides to the audience. The results of the fifth question show that there are challenges regarding users' perception of the attractiveness and interest of SUNA content in general. Only 24% of users confirmed that they agree (strongly agree + agree) that the content is interesting and attractive. In contrast, 28% of users expressed their disagreement with this matter. Moreover, a large percentage (48%) considered this to be "somewhat true", indicating that there is a disparity in users' views on the attractiveness and interest of SUNA's content. These results confirm that there are opportunities for improvement in this aspect by working on developing the content and making it more interesting and attractive to users. This would contribute to increasing audience engagement and maintaining their continued interaction with the platform.

Question 6 shows that there are challenges in terms of users' perception of the extent to which SUNA's content is rich in multimedia. Only 20% of users confirmed that they agree (strongly agree + agree) that SUNA provides content rich in multimedia. In contrast, 28% of users expressed their disagreement with this matter.

Furthermore, a large percentage (44%) considered this to be "somewhat true", indicating that there is a disparity in users' views on the extent to which SUNA's content is rich in multimedia.

These results confirm that there are opportunities for improvement in this aspect by working on developing the content and enhancing the use of multimedia to suit users' needs and preferences. This will contribute to improving the quality of the content and increasing its attractiveness to the audience.

The results of the 7th question show a relatively positive perception among users regarding the ease of use of the SUNA website. 44% of users confirmed they agree (strongly agree + agree) the website is easy to use. In contrast, 20% expressed disagreement.

Additionally, 36% considered it "somewhat true", indicating a disparity in views on the website's usability. These results suggest a positive perception among the majority, but room for improvement to enhance this perception and reduce the percentage of users who disagree.

The results of the 8th question show challenges regarding users' perception of the diversity and credibility of sources used to produce SUNA's content. Only 24% confirmed they agree (strongly agree + agree) that SUNA uses diverse and reliable sources. 28% expressed disagreement, and 48% considered it "somewhat true", indicating a disparity in views on this aspect. These results indicate opportunities for improvement by enhancing transparency around the sources used to produce content, which would contribute to trust and credibility.

The results of the 9th question show a relatively positive perception that the content produced by SUNA meets users' information needs. 40% confirmed they agree (strongly agree + agree), while 32% expressed disagreement, and 24% considered it "somewhat true". This suggests a positive perception among the majority, but room to further develop the content to better suit user needs.

The results of the 10th question show the majority of users have a positive perception of the ease of accessing SUNA's content through its platforms. 60% expressed disagreement (disagree + strongly disagree) that they find it difficult, while only 28% confirmed facing this difficulty. This indicates ease of access is a strength that should be maintained and enhanced.

The results of the 11th question show challenges regarding users' perception of SUNA's interest in measuring audience response. Only 20% confirmed they agree (strongly agree + agree) SUNA cares about this, while 52% expressed disagreement. 28% considered it "somewhat true". This suggests a significant opportunity to improve by enhancing users' perception that SUNA prioritizes measuring and responding to audience feedback.

10. Discussion of the results

In general, the results of the user survey on the SUNA News Platform show areas of strength and weakness in the platform's performance, indicating clear opportunities for improvement and development.

In terms of positive aspects, the ease of access to the platform's content across its platforms stands out as a major strength, with the majority of users (60%) confirming that they did not encounter any difficulties in this regard. There is also a relatively positive perception among users regarding the platform's interest in covering issues of importance to the public (44% agreement) and the ease of using the platform's website (44% agreement).

On the other hand, the results show major challenges regarding users' perception of the accuracy and credibility of the content (48% disagree), as well as the objectivity of the content's coverage of different points of view (32% disagree). There are also challenges in the content's ability to satisfy users' diverse cognitive needs (52% disagree), and the overall attractiveness and interest of the content (28% disagree). In addition, the results showed that there is a disparity in users' perception of the extent to which the content is rich in multimedia (44% "somewhat true"), as well as the diversity and credibility of the sources used to produce the content (48% "somewhat true"). There are also challenges in users' perception of the platform's interest in measuring audience response to its content (52% disagree). The results show that there are clear opportunities for improvement in a number of key aspects related to the quality of the content, its objectivity, credibility, and its appeal to users. There are also other areas such as the use of multimedia and measuring audience response that need more focus and development. Overall, these results provide SUNA with an opportunity to make targeted improvements to enhance the platform's value to users and maintain their attraction and continued engagement with it.

The most important points are:

1. There are areas of strength and weakness in SUNA's performance, indicating clear opportunities for improvement and development.
2. Strengths include the ease of access to content through SUNA's platforms, the relatively positive perception of SUNA's interest in covering important issues, and the ease of using its website.
3. Weaknesses include users' perception of the poor accuracy and credibility of the content, and its low objectivity in addressing different points of view.
4. There are also challenges in the content's ability to satisfy users' diverse cognitive needs, and the lack of attractiveness and excitement in the content.
5. The results also showed a disparity in users' perception of the extent to which the content is rich in multimedia and the diversity and credibility of the sources used.
6. There are significant challenges in users' perception of SUNA's interest in measuring audience response to its content.

7. The results provide SUNA with an opportunity to make targeted improvements to enhance the platform's value to users, maintain their attraction, and maintain their engagement.

Overall, the comprehensive analysis of the results highlights the strengths and weaknesses in SUNA's performance and provides strong indicators to guide future development and improvement efforts.

Based on the comprehensive analysis of the results in light of the study problem and objectives, we see that the study problem addressed the scarcity of studies that studied the process of creating media content in Sudanese media institutions, especially the Sudanese News Agency "SUNA". It also indicated that technical and digital developments affected this process and the methods of presenting content, which necessitated the need to study the extent of the development of content creation in these institutions to keep pace with these challenges. The results reached by the study are in line with this problem, as they showed the existence of major challenges in several aspects related to content creation in SUNA, such as the accuracy and credibility of the content, its objectivity in addressing viewpoints, its ability to satisfy the diverse cognitive needs of the audience, and its attractiveness and excitement. The results also revealed a disparity in users' perception of some other aspects such as the use of multimedia in the content, the diversity and credibility of the sources used, as well as SUNA's interest in measuring the audience's response to its content. These results confirm the feasibility of the study and the need for it to diagnose the strengths and weaknesses in the content creation process in SUNA. As for the objectives of the study, most of these objectives were addressed in the comprehensive analysis of the results. Some aspects related to the content creation process in Suna were identified, and the audience's response to the produced content was measured. Opportunities for improvement and development in this process were also highlighted, providing the basis for formulating targeted recommendations.

In general, it is clear that the results reached by the study are consistent with the research problem and the objectives of the study, and they also provide a clear vision of the reality of the content creation process in Suna and its challenges, which opens the door for further research and development in this field.

In light of the comparison between the results of the current study and the theoretical framework and previous studies, it is clear that there is a great deal of consistency between the results and the cognitive literature in the field of media content creation.

In terms of the definition and basic stages of the content creation process, the results are consistent with what was stated in the theoretical framework. The study emphasized content creation as a process of producing various media materials and distributing them through various media, which goes through the stages of planning, production, publication and evaluation. This is in line with the definitions and stages mentioned in the reference literature.

The results of the study are also consistent with what previous studies have addressed regarding the importance of using planning theories for media content. The current study sheds light on the challenges associated with the ability of content to satisfy the diverse and changing needs of the audience, which emphasizes the importance of applying these theories in identifying and meeting those needs.

With regard to the concept of audience-based interactive content, the results of the study are consistent with what the literature has indicated regarding the importance of providing easy-to-access and attractive content for users. The results highlighted the positive perception of users regarding the ease of accessing content through Suna platforms.

Given the challenges facing the media content industry in the digital age, the results are largely consistent with what previous studies have stated. The current study showed challenges in the areas of accuracy, credibility, objectivity and attractiveness of content, which are challenges consistent with what the literature has indicated regarding the impact of rapid technological development, increasing competition and changing audience preferences.

The results of the study also agree with Almarzouqi's study in confirming the relationship between the level of content credibility and the degree of reliance on it by the audience. This emphasizes the importance of focusing on quality and reliability standards in the media content industry.

In general, it is clear that the results of the current study are largely consistent with the theoretical framework and previous related studies. This agreement enhances the reliability of the results and confirms the validity of the analysis and conclusions drawn from them. It also indicates that the current study has added new confirmations to what was mentioned in previous literature about the challenges of media content production in the context of Sudanese media institutions.

11. Conclusion and recommendations

11.1 Conclusion

The study results confirm clear opportunities to improve and develop the content creation process at SUNA. Major challenges were found in users' perceptions of the accuracy, credibility, and objectivity of the content in addressing different viewpoints. Shortcomings were also revealed in the content's ability to satisfy diverse audience needs and its overall attractiveness.

The study further showed disparities in users' perceptions of multimedia use, source diversity and credibility, as well as SUNA's interest in measuring audience response. On a positive note, the ease of accessing SUNA's content through its platforms emerged as a key strength, along with a relatively positive perception of its interest in covering issues important to the audience and the website's usability.

Overall, these findings reflect an urgent need for developmental measures to enhance the quality and credibility of SUNA's content, increase its ability to satisfy diverse public needs, and improve the use of multimedia as well as audience response measurement.

11.2 Recommendations

1. Enhance content credibility and commitment to accuracy and objectivity standards:

    a. Adopt documented policies and procedures to ensure quality and address different viewpoints.
    b. Invest in training human resources on producing accurate, credible content.
    c. Increase transparency in disclosing content sources.

2. Develop content to meet diverse audience needs:

    a. Conduct ongoing studies to understand changing public needs and aspirations.
    b. Customize content while maintaining attractiveness and excitement.
    c. Utilize media content planning theories to set goals and design content.

3. Enhance multimedia use and interactivity development:

    a. Increase investment in multimedia-rich content.
    b. Develop user interfaces and interactive options.
    c. Leverage modern technologies to improve user experience.

4. Enhance audience response measurement and use it to improve content:

    a. Develop systems to measure and analyze content spread and interaction.
    b. Conduct periodic studies and polls to understand audience opinions.
    c. Utilize measurement results in future content production plans.

5. Enhance cooperation and coordination with other media entities:

    a. Build partnerships to exchange experiences and best practices.
    b. Attract diverse media expertise to enrich SUNA's content creation.
    c. Cooperate in media coverage to enhance value for the audience.

Implementing these recommendations will help SUNA produce high-quality, credible content that satisfies audience needs, enhances interaction, and strengthens its position as a reliable, influential media source in Sudanese society.

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