# Fake News, their Effect on Confidence in Digital Content and their Implications for the Professional Identities of Media Institutes

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The media is currently facing great gambles regarding the separation between real and fake news, especially with the development of the mechanisms of intense fabrication. It falls prey to fake news, which eventually affects its professional identity and presents it as misleading. What is more is that the frequency of these mistakes negatively affects its institutional image and reputation, causing it to gradually lose the trust of its audiences. Accordingly, this study examines and analyses how fake news affect trust in digital content and impact the formation of the professional identity of a sample of media institutes in Algeria. It achieves this through a field study conducted on a sample of newspapers, radio stations and television channels. It also uses the descriptive analytical approach and interviews with a sample of journalists in the field to learn their positions on the impact of fake news on the professional identity of their institutes.