

The Future of Journalism in the Age of Digital Media

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Abstract: *Journalism, one of the noble professions of the society is prevalent in the vast majority of the world. The rise of social media over the decade has seen a strong influence on the way of news reporting and digestion by all parties within journalism, with the journalists taking on a developed role utilizing social media as both ways to deliver and to promote their works. Several researches have been conducted on what the role of social media to journalism, and from the perspective of different aspects within the industry. With the meteoric rise of social media sites such as Twitter, Facebook and Instagram and various news portals people claimed that we are entering to a new era where thoughts can be shared within 140 characters. The “age of digital media” is witnessing innovation and radical change across all aspects of journalism, creating economic difficulties for legacy media and a frenzied search for alternative business models to fund a sustainable journalism for the future.*

Keywords: journalism, digital media, citizen journalism

1. Introduction

Since 1700 Ad newspapers have been working as a primary medium of news added by magazines in 19th century and media tile radio and television in 20th century. Internet followed them and took effect from the end of the last era. Before the invention of the newspaper, there were two forms of periodical news publications: the handwritten news sheet, and single item news publications. The Romans published ActaDiurna ("Daily Acts"), or government announcement bulletins, around 59 BC, as ordered by king Julius Caesar. They were engraved in metal or stone and posted in popular places. In China the early news sheets were called tipao and those were produced by Government. Press was started by William Bolts in India in 1776 followed by Hickey in 1780. Bengal Gezette was the first news paper in India.

Technology started to change rapidly from the beginning of the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. CompuServe - the earliest forms of internet were developed in 1960s and home computers started to become common from 80s. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. Social media began to explode in popularity after the invention of blogging. Social media sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube started in 2005. It created an entirely new way for people to communicate and share with each other across great distances. By 2006, Orkut became available to users throughout the world followed by Facebook and Twitter. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches. Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross - posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person - to - person

communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will remain authentic for the upcoming decades.

Now we are seeing how with the growth of digital media, news platforms have come up with their web portals. We get an online version of the newspapers along with the printed form. The news channels have their own web page and social media accounts. Along with this we are seeing a boom of web news portals. Now, we can read news within the tip of our fingers. Journalism matters to our society, so what lies in store for the future of journalism is important

2. Research Questions

Given below are some questions of which we will try to find the answers:

- 1) How bloggers and blogs affect the world of journalism?
- 2) How they create social awareness?
- 3) How the digital media is affecting the traditional media business specially newspapers?
- 4) What should be the strategies of the newspaper houses?

On the basis of above mentioned questions the research objectives are given below:

- 1) To find out how citizen journalism/online journalism affects newspaper business.
- 2) To find out whether Citizen Journalism can create social awareness.
- 3) Critically examine the social changes in India and the role of citizen journalism in it.

3. Methods

To find out the prospect of digital media and the media industry proper methods are needed. The methodologies which applied are given below:

- a) Historical Method: This method delivers some vital data about the past of press and the route of web journalism and social media.

- b) Case Study Method: This method shows how social media have played a vital role in the social changes by organizing political movements and what news papers have done in the past so that we can understand the influence of both.

4. Content Analysis

In last few years, citizen journalism have improved and many people has become citizen journalist to share public information about the events and happenings is clear and detail. Citizen journalists are common people like us. They don't have the basic media training. But they can share news and pictures instantly with the use of internet on smart phones or laptops. There are two sides of citizen journalism - Pro and Contradictory. For example, after reading a news in newspaper one can find out its factual errors and share it with his/her blog. According to Peter Beaumont, (Peter Beaumont is the Jerusalem correspondent of Guardian. He has covered the conflict zones including Africa, the Balkans and the Middle East, and reported widely on issues regarding human rights and the effect of conflict on civilians. He is the winner of the George Orwell Prize for his reports from Iraq. He has authored *The Secret Life of War: Journeys through Modern Conflict*) the revolution in Egypt revealed more than the power of the mass in victory over repressive regimes; Beaumont has integrated new technologies into his news - gathering techniques as they've emerged during the events in Cairo when the internet blackout in Egypt was like taking a step back in time. Besides these Shahbag or Wall Street movements are such movements motivated by citizen's voices. The online effect on news reporting is considered the most clear evidence that this is a revolutionary technology: News editors and the government do not act as the gatekeeper to information because costs of distribution have almost completely become nil. If knowledge is power, the web is the greatest tool in the history of the world. The process which happens before a story publication has also been transformed. Internet has become the reliable source for the globe when it comes to getting information online, the reporters find a multiplicity of perspectives and a library of available knowledge which provides the materials for stories. Increasingly, the stories are coming from the web. The Prospect of CJ depends on two basic things - 1/advancement of cell phone technology and its usage and usage of net through laptop or pc and reach of internet service providers. Gen y are preferring smart phones and tablets than pc land laptop and thus these two devices (tablet and smart phones) are playing crucial role.

Advancement of cell phone technology and its usage:

Social media is pervasive online, but it's also starting to get more and more popular in the mobile realm. As smart phones continue to increase their market penetration, it becomes easier for users to access their favourite social networks through their mobile devices. Social media goes hand in hand with the accessibility of mobile devices, and the biggest the influence that mobile has, the more it's going to change the way the social media field is played. One of the primary reasons that social media works so well with mobile devices is the integration of live posting. Instead of waiting to get home to upload pictures of your outing to

Facebook, you can add new pictures as the events occur. Live blogging and tweeting at events is another way to provide real time updates to your social networks. Once you get used to instantly posting while the thoughts are on your mind, it would be hard to go back to using social networks outside of the mobile realm. Social media continues to grow with a focus toward the mobile platform. A few effects from this include users relying on chat more than texting on the phones, VOIP options for calls through Skype integration and similar services, and many other ways to utilize social networks for functions that used to be handled through other services. Smartphone are going to continue dominating the market, and social media is going to be a big part of it. Everyone is looking for the next viral sensation, to share funny pictures with their friends, and to shout far and wide exactly what they're doing and when they're doing it. When you make it easy for everyone to share their lives on social media, you're providing a way to promote your business without being obtrusive about it.

Newspapers have also been changed their business strategy to combat with the growing prospect of digital media. Since, this business is based on advertisements; the houses are publishing the online version of the entire news paper. Some advantages of this e - version are given below:

- A soft copy of newspaper normally gets more costly ads than the hard copy of a paper.
- It can be said as a double benefit scheme for the houses. They get their profits from both the hard copy and soft copy.
- People using smart phones can easily access the e - version, so that the impact factor remains high and ads keep coming.
- Lastly, an online version of a newspaper, seems more authentic than a online media as it has a valid RNI number.

Similarly, the television news channels have their online web portals and social media pages. The growth of mobile technology has made it easier to get access to news even to people who do not own television sets.

Digital media is the future of journalism

Technology has opened the world to a plethora of knowledge and information and has shifted the concept of journalism away from the "elite clubs" of media houses to the common man. Digital media can surely become the future of journalism in India and while principles of journalism will remain the same, the convergence of print, broadcast and digital will have to be managed better, according to media experts. With digital media taking over, journalism is no longer just restricted to journalists for disseminating information but to hundreds of people who can simply spread the news via a tweet or a social media post. Digital media is also cost - effective for media houses, which no longer requires a big office, television studio or OB vans. It definitely is the future and has empowered the ordinary citizens to be able to voice their opinions quite easily. However, that is not journalism as the process of analysing, editing and distributing of information that media houses pertain before publishing news is absent when it comes from ordinary citizens. In the digital age, eyeballs are currency, and many newsrooms have been focused on

creating “viral” content to draw in as many eyes as possible. But as we head into the future, the importance of quality content has started to overtake the need for virality - digital newsrooms want to be known for their hard - hitting, ground - breaking stories rather than articles about cats doing somersaults. Journalism isn't dead. It's changing. The ability for anyone with a smartphone to live stream an event or Tweet an opinion creates a major issue in regards to journalism in the digital age. Opinions taken as facts without any additional research or reporting lead to the spread of misinformation that oftentimes gets far more attention than the facts themselves. A major advantage of digital journalism is the speed at which it can be distributed. But it also creates more challenges, as the balance between getting the news out and ensuring the information is correct becomes more difficult. The way society consumes news and content has changed dramatically in the last decade. Never in human history have we been more connected, a testament to the advantages of a new, exciting digital age. The Internet allows us to connect with anyone in the world in seconds; smartphones are supercomputers with high - definition video capabilities in our pockets. Journalists no longer need to wait until the papers print to get eyes on their reporting, instead utilizing the ability to instantly write, record and distribute.

5. Conclusion

While a great deal has been written on the long history of journalism, comparatively little content has been created on the future of journalism. Aside from the “gloom and doom” prophecies declaring that the field of journalism will ultimately collapse and fail with the increase of technology, a select number of scholars have attempted to suggest possible directions for the future of journalism. “It would be hard to find a field that matches journalism's obsession with, and public anxiety about, its own future. There's good reason for this anxiety, as traditional structures and processes crumble while new ones remain under construction” (Lowrey, 2). One reason for concern is the decline in advertising, which has traditionally been a large source of revenue for print media. With the spread of smart devices, more & more people will participate on social media and thus they will be inspired to be a citizen journalist. As today's young generation are the future of the nation therefore the future of Blogs and citizen journalism is very bright as a large portion of them uses smart phones, tablets or laptops therefore they hardly will wait for the newspaper of the next day or switching on TV set when they will be on their work. They will browse their device and get the information or news. As it is a growing field therefore leading business houses will invest on this trade and thus to compete the leading media houses will shift their focus on this. As people will be trying to give the information to the best of their knowledge therefore we will get more objective news. People will have more options, therefore, leading houses will try their level best in presenting news, to maintain the reputation. As Television is an audio visual medium, therefore social media at present is not harmful for 24x7 news channels. But it can affect newspaper business if the houses don't get updated.

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