ISSN (Online) : 2278 - 4853

Asian Journal of Multidimensional Research

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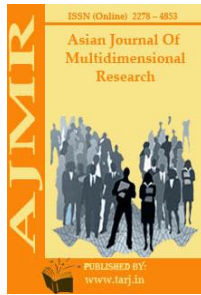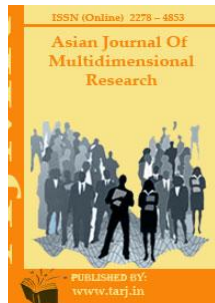
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(www.tarj.in)

Asian Journal of Multidimensional Research (AJMR)

ISSN: 2278-4853 Impact Factor: SJIF 2022 = 8.179

SPECIAL ISSUE ON GLOBAL ONLINE JOURNALISM

April 2022

AN OVERVIEW TO EVOLUTION OF ONLINE JOURNALISM

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ABSTRACT

The evolution of online journalism has transformed the media landscape, revolutionizing the way news is produced, disseminated, and consumed. This paper examines the key developments in online journalism, including the rise of social media, the emergence of citizen journalism, the impact of mobile technology, and the challenges and opportunities brought about by digital platforms. It explores the shift towards real-time reporting, interactive storytelling, and personalized news experiences. The study also highlights the implications of online journalism for traditional media organizations and the broader implications for society, such as the democratization of information and the rise of misinformation.

KEYWORDS: *Audience Engagement, Blogging, Citizen Journalism, Content Creation, Digital Storytelling, Ethics, Fact-Checking.*

INTRODUCTION

The University of Florida's Journalism Department published what is largely regarded as the first online journalism website in 1993, a few months after the release of the first web browser, Mosaic. It was a very simple, static website that featured an image of the Journalism Department's red-brick wall. It was only sporadically updated during the evenings and weekends when nobody else was using the 486-25 processor's 4 MB of random access memory. The UK's Daily Telegraph introduced the Electronic Telegraph in November 1994, which had a similarly static website with items stacked one on top of the other, around a year later. The online publication adhered to the daily posting schedule of print publishing. To examine the new medium, its technical and financial prospects, as well as the scope for the debut of the Telegraph as an online brand, was the Electronic Telegraph's mandate, according to a 2001 article by Derek Bishton. And thus the history of internet journalism and the development of a brand-new branch of journalism, which has forever altered the face of journalism, started in this pretty sluggish and boring way.

In the roughly 20 years that have passed, there have been both incremental and drastic changes, as evidenced in the slow acceptance of the hyperlinking, interactivity, and multimodality elements of the Internet, as well as the move toward the participatory web and social media. Over time, journalistic websites' initial hesitation to use these features gave way to unbridled excitement, and now, no self-respecting journalistic website is without a blog, a Facebook page, or a Twitter account. The link between journalism and new media, which at first existed in fits and starts, has therefore developed into a tight embrace to the point that it is impossible to

Special Issue

Asian Journal of Multidimensional Research
ISSN: 2278-4853   Vol. 11, Issue 4, April 2022 Special Issue   SJIF 2022 = 8.179
A peer reviewed journal

envision journalism that just exists offline. Theorists, practitioners, students, readers, consumers, and users of online journalism are all involved and have a stake in this relationship. They all seek to understand how journalism is changing, their individual positions within it, the various directions it takes, the methods by which it is practiced, and the potential implications these may have in public and social life [1]–[3].

The purpose of this work is to map, describe, and understand this connection. It investigates and displays this connection and its progressions across a globalized society. But just like any partnerships, this one has its problems. This introduction chronicles the development of online journalism as a starting point for these challenges. The term evolution is used to describe how certain features of journalism were passed down via a process called natural selection and how some sub-species of journalism have already gone extinct or may soon do so, while others may be thought of as genetic mutations. But each of them supports the vitality and ultimate survival of journalism. This will go through the development of the species as a whole, charting the numerous qualities and characteristics and how they could have evolved. It will also explore the history and growth of online journalism. Following this will be a mapping study of online journalism, which will be followed by a discussion of the purpose and structure.

DISCUSSION

On Dinosaurs, Extinction, and Mutations

The three main premises for natural selection are as follows, according to the Evolution entry on Wikipedia: first, there are more offspring than can possibly survive; second, traits differ between individuals, resulting in different rates of survival and reproduction; and third, trait differences can be inherited. However, extinction, in which a complete or a subspecies vanishes, paving the way for new species to develop or prosper, as well as mutation, when a rapid and spontaneous change happens in the constituent components of an organism, are alternative methods by which evolution takes place. Of course, the most well-known example of extinction is that of the various species of dinosaurs, whose existence lasted for more than 160 million years until mysteriously disappearing 65 million years ago. There is still debate about the precise reason for their extinction. The most likely explanations for their sudden demise include an asteroid collision, their inability to evolve brains and brain functions to adapt to their changing environment, and the stress of trying to survive in a hostile environment increased to the point where they eventually shrank and died. However, there is no denying that their disappearance paved the way for the emergence of a new species, the mammals, who now rule the planet.

The Manuraptora family of dinosaurs, which includes the velociraptor, a tiny, swift, and agile dinosaur, is usually thought to be the progenitor of birds, another very successful and flourishing species, in contrast to the majority of dinosaurs, which vanished into oblivion. Extinction and adaptation promote the emergence of new life and/or the maintenance of existing forms of life, but extinction is most likely the result of rapid changes, a failure to adapt, and increasing stress. This little digression on dinosaurs draws a useful comparison between the present state of some of the various species of journalism and the dinosaurs. There are significant similarities between dinosaurs and conventional media, especially print journalism, which ruled for more than 300 years. Similar to dinosaurs, it was suddenly threatened by the emergence of the Internet and

digital content platforms; it finds it challenging to create new roles to adjust to a changing environment; it has ongoing stress as a result of declining profitability and an environment that is becoming more competitive. Will it endure or will it go extinct like the dinosaurs?

Given the history of online journalism and the notion of evolution, we may argue that certain species may become extinct while others may adapt to their surroundings. Extinction may open the door for the emergence of new types, while adaptation may result in journalism that is more engaging and potentially more resilient. Therefore, we may investigate the key qualities that the previous species acquired as well as the novel traits that have evolved and their interactions, which shape the new species. We may now look at the mutations that have taken place, such as social media and open source/citizen journalism, which may lead the species in a whole different path.

First off, it is clearly obvious that newspapers, and notably print journalism, cannot continue in the same fashion as if nothing or nothing has changed in the previous 20 years or more. Over the course of over 300 years, it adhered to a lot of the same ideas, production routines, 24-hour news rhythms, audience-addressation styles, and reporting structures. But this is no longer viable since the context for journalism has drastically altered, and journalism must create new roles to fit into this environment. If not, it will share the dinosaurs' demise. It is also evident that journalism is starting to adopt new characteristics, building on its current strengths and creating fresh ones that are intended to adapt to its surroundings. It is possible to observe that it has passed on to its descendants many of its essential attributes and qualities, including reporting the truth and offering enlightened commentary and opinion.

More specifically, Deuze, drawing on Kovach and Rosenstiel, lists the key traits, values, or defining characteristics of journalism as follows: that journalism provides a public service, typically in the form of gathering, compiling, and disseminating information to the public; that journalism is objective and fair and therefore credible; that it is independent from vested interests; that it has a sense of immediacy and the newest news; that it has an impartial viewpoint; and that it Although these characteristics may serve as the foundation of journalism, the reality of rapidly evolving technology as well as socio-political and economic developments implies that journalism must reinterpret these characteristics in order to adapt to this context. New innovations provide significant difficulties for journalism's defining characteristics, which may not be sufficient for its survival. In this sense, new technologies are like an asteroid falling, with journalism experiencing the ripple effects years afterwards. Most people think of public service as a top-down process that journalists understands and can use to meet the demands of the general public. Deuze has suggested that modern media and technology have fractured publics, causing them to have varying understandings of their wants and interests.

Here, it is necessary to reconsider journalism's politics and to redefine its political duties from both a pragmatic and a normative standpoint. Although they may still serve as guiding principles, objectivity and fairness are increasingly strained in the age of blogs and user-generated content. To restore journalism's credibility, accountability methods may need to be revised. Journalists often debate the merits of autonomy, which is both applauded and condemned. The new media have had a very mixed effect on journalistic autonomy because, while on the one hand, they give journalists the opportunity to work independently, outside the constraints of media corporations,

on the other hand, the proliferation of journalistic content on the Internet undermines autonomy by removing sources of funding that may have allowed independent investigative journalism. The gap may be filled by new, creative ways to reinterpret autonomy as cooperation or open source. But one thing technology has done is amplified the feeling of immediacy that permeates journalism: scoops and fresh stories are breaking about every minute, while there is ongoing coverage on Twitter and Facebook or live blogs running from newspapers like the Guardian. Due to the abundance of internet material, journalistic ethics need to be urgently reviewed. On the other hand, ethics in journalism may be viewed more broadly as a tactic used by journalists to exclude or discredit those they believe are invading their turf; from this perspective, ethics is a type of symbolic capital, mobilized to protect journalistic status and prestige.

Online journalism may be considered as an example of reinterpreting journalism's core characteristics and ideals in order to adapt to the new environment, but this is just one of three evolutionary alternatives. The second one represents the beginning of a brand-new branch of journalism with unique traits that blend in seamlessly with the new setting. This kind of journalism has acquired its own characteristics, thus comprehending it demands a more specialized approach. This Handbook's goal, in part, is to provide readers a clear grasp of this new kind of journalism based on theory and research. Online journalism is characterized by personalization, a different news-story structure, and has been described as experiential and/or ambient. It also has its own values and conditions for excellence. New traits such as multimediality, interactivity, and hyperlinking, the rise of user contents, and the convergence of production. Mutation is the third evolutionary option. Here, journalism transforms into something novel and distinctive that may lead to new opportunities. A random pattern or chance occurrence of mutations is possible. However, they could be ascribed to certain environmental changes. We can see at least two of these significant developments in relation to internet journalism: its economics and its production standards. While new production techniques may be connected to new types of journalism, the proliferation of business models Richard van der Wurff describes in this book really means a loss of economic capital for journalism. Therefore, we might include open source journalism and social media journalism as two examples of these mutations.

It would be interesting to think of these three journalism-related offspring as developing at different stages. And in some ways, they do: a look at the history of internet journalism supports the idea that the initial phase was a time when journalism attempted to impose its own standards and guidelines on the new medium. New websites geared on multimedia and engagement swiftly replaced the initial, static pages of heritage news organizations including Cable News Network, the British Broadcasting Corporation, the Daily Telegraph, and others. As a result, journalism attempted to adapt in a second phase by including the attributes of interaction, multimedia, and hypertext. The Associated Press debuted its multimedia news service, AP Streaming News, at the beginning of 2000. A few months later, the International Herald Tribune unveiled a brand-new website that introduced customization and applied interaction by allowing users to flip across pages and save headlines for later reading.

When the shocked world turned to the Internet to learn what had happened on September 11, 2001, the immediacy of online news was put to the test. Sites crashed under the demand, and

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news editors realized that immediacy is a highly prized quality in the increasingly competitive online news environment. A third phase saw the emergence of novel forms of journalism in the context of new media. The Asian tsunami in December 2004 and the terrorist assault in London in July 2005 are two occasions that are seen as crucial for the emergence of new types of journalism. Eyewitness accounts of these two occurrences were used to report on them; their images, videos, and accounts appeared on blogs and news websites all over the globe. Through social media, there was a clear transition in journalism toward a collaborative, open source approach. The link between social media and journalism has recently been strengthened by the live and direct coverage of events like the Mumbai attacks in 2008, the Iranian elections in 2009, and the North African uprisings on Facebook and Twitter.

However, this kind of time-based categorization conceals a messier evolution characterized by errors, regressions, and resistance. Journalism takes diverse routes in various contexts; at times it makes rapid advancements while at other times it appears to be trapped in the past. To fully comprehend the intricacy of this history, it is important to consider the specific circumstances in which journalism has developed. This book includes many s that provide historical and sociological assessments of internet journalism in several situations, including Australia, Brazil, China, Germany, Nigeria, and the UK. The many pathways that journalism has taken in diverse circumstances indicate the necessity to supplement theoretical assessments with empirical research that enables a thorough understanding of the different paths taken by online journalism and its potential future possibilities. Recent titles indicate that online journalism is a subject that is becoming more popular. We now have a far better knowledge of its changing past, present, and bright future thanks to research. The following will examine current research with the goal of showcasing what we have discovered so far.

Reviewing Research on Online Journalism

In Google Scholar, a search for online journalism gives about 30 000 results, whereas a search for online journalism in a book's title on Google Books yields around 2500 hits. This is due to the expanding quantity of research being conducted in the area of online journalism as well as the challenges associated with summarizing and organizing this growing body of knowledge. In examining internet journalism studies, several scholars have used various entrance points. Steensen has examined this study through the lenses of the three primary new media elements of hypertext, interactivity, and multimediality in one of the most current and thorough assessments. Eugenia Mitchelste in and Pablo Boczkowski recognized the breadth and variety of study on online journalism and authored two very insightful papers, examining research on the production and consumption of online media, respectively, while Steensen concentrated on technology. We may expand on these dimensions by include the theory dimension, which not only spans research but also paints a more comprehensive picture of the state of the art in the topic. Theoretical advancements deepen our comprehension of the history, present, and future of journalism, as well as its internal dynamics, external linkages, and primary driving forces.

Technology-Focused Research

Technology and its impact on socio-cultural changes are unavoidably examined in new media research. There is no way that research in internet journalism could be an exception; in fact,

technology-driven research in this field is so prevalent as to draw accusations of technological determinism. As Steensen points out, this study concentrates on the characteristics of new media and examines how they have affected journalism. The three primary ones hypertextuality, interactivity, and multimediality are those that we have constantly utilized throughout this book, despite the fact that different academics have examined other qualities. These topics have been studied in an effort to conceptually define them, investigate the connections between them, and quantify how much journalism really uses them. Contrary to what would initially seem, conceptualizing these traits is a more difficult undertaking. This is caused by both the varied methods in which researchers employ these data as well as the changing and overlapping patterns of these features. Rost compiles multiple definitions of hypertext and draws the conclusion that there are several varieties of hypertext, each of which may relate to journalism in a different way. The degree to which users are permitted to alter media contents and forms in real time has been identified as the basic kind of interactivity. At its most complicated, interactivity is addressed via its constitutive characteristics, which, according to Downes and MacMillan, include perceived communication goal, responsiveness, feeling of location, amount of control, and communication direction. Multimedia is described as a news output that spans more than two media, as well as the means by which a news output does so. However, cross-media and convergence are sometimes confused with multimedia. The many operationalizations of these words show these conceptual challenges.

in the study. According to Steensen's thorough analysis, hypertext is often operationalized as connections to other articles on the news website, links inside an article, and links to other websites. The most prevalent kind of hyperlinking is the first kind, which refers to connections to other articles on the same website. Human-to-human interaction, which enables two-way communication between people, human-computer interaction, which includes the type of interface available, and human-content interaction, which refers to the ways in which users can create their own contents, are all operationalizations of interaction. Interactivity in general is increasing, particularly human-to-human interaction, with more and more news websites enabling users to post comments and engage with the site in other ways. However, this does not involve the selection and editing of articles. According to Steensen's study, multimedia, which is operationalized as the mixing of many media in delivering a single narrative, is the least developed aspect in online journalism, with journalists unclear of how to utilize it and audiences uninterested in it study of internet journalism output

According to the aforementioned body of data, as Steensen correctly notes, online journalism is trailing behind new technology, and as a result, new developments in journalism cannot entirely come from technological advancements. The gap between new technology and online journalism may be explained by this awareness, which may have inspired scholars to look at the processes involved in producing online media. Mitchelstein and Boczkowski have identified five distinct study issues within studies of production based on their analysis of the relevant literature. The acceptance and effects of innovations, shifting newsroom procedures, professional and occupational concerns in the creation of online journalism, and the function of users as content creators are some of these. Additionally, there are historical and larger contexts within which online journalism functions [4]–[6].

Our understanding has been greatly aided by studies done here, which demonstrate both the continuity and transformations occurring in the production of journalism, which are partly driven by market and economic forces. For instance, the competitiveness of the journal- istic market has been a key driver of its online expansion, while economic factors are undoubtedly behind the movement toward convergence. However, changes in output are also influenced by the newsroom's willingness or unwillingness to embrace novel procedures. This reluctance might be partially explained by the fact that new technologies and innovation in general place various demands on journalists and ambiguously affect their profession. Deuze in the Netherlands and Klinenberg in the USA, for instance, have both demonstrated how multitasking and the need to perform more tasks than before have had a negative impact on journalists, while Quandt in Germany found that increased time pressure has made journalism dependent on news agencies as well as on the repetition of the same material. It should come as no surprise that these developments have also affected the professional and vocational identities of journalists. Deuze and Paulussen discovered that journalists have started to value factors like speed and interaction. Such changes primarily impact the nature and function of journalism, which can no longer be conceived of as gatekeeping. There is no question that new technologies have made it possible for users, or the traditional consumers of journalism, to actively engage in the development of materials. This has undoubtedly had a significant impact on journalism. According to Gillmor, journalism can no longer be conceived of as a lecture since it has evolved into a discussion as a result of user interaction. But not everyone agrees that the increase of user-generated content is a good thing. As it intrudes on journalism's territory, it raises jurisdictional questions, sparking discussions like the bloggers vs. journalists argument. However, user material is here to stay, and many journalists acknowledge that their job has altered to become more collaborative as a consequence of user participation.

Despite the study's contributions, Mitchelstein and Boczkowski correctly identify important gaps and potential future research topics. They want more comparative study in the area of cultural production as well as across national boundaries, historically informed research, ethnographic studies of content generation, and the development of novel, radical notions for understanding online journalism. Given the increase in user engagement and the fact that professional journalists are also avid consumers of journalism, they contend that the traditional division between the production and consumption of media has to be reconsidered. Even while news consumption does not necessarily coincide with a specific set of individuals, the distinction is nevertheless important, at least insofar as we can identify it as a separate process in journalism. The following addresses this area of study.

Internet News Consumption Analysis

There is no question that more individuals are consuming news online as more news organizations go online globally and as more people become active new media users. On the other side, most of the study into online news consumption is motivated by worries about conventional journalism and traditional news media, as is the case with the majority of research in online journalism. One of the first concerns that has to be addressed is how much traditional media consumption is being replaced by the consumption of internet news. The ways in which patterns of online news media consumption vary from those of conventional news media are the

subject of related study. The degree to which audience homogeneity or fragmentation is caused by the consumption of internet news is a different problem raised by Mitchelstein and Boczkowski. The normative idea that news and, more generally, knowledge, is a prerequisite for political involvement underlies research on online news consumption.

One of the key questions surrounding the consumption of news online has specifically been whether it supplements or replaces conventional news consumption, as Mitchelstein and Boczkowski claim. Although research hasn't yet produced any definite or solid conclusions, it seems that newspaper readership is generally declining. Large surveys, like the one conducted by The Pew Research Center for People and the Press, show a steady decline in the consumption of print news over the past 20 years, despite Couldry, Livingstone, and Markham's claim that news readers consume the news in multiple media without necessarily distinguishing between them. Only 31% of individuals responded from a newspaper when asked where they obtained their news yesterday, compared to 56% in 1991. However, when mobile media, e-mail, and social media were included, the percentage increased to 44% from 34% who claimed to get their news online. The Pew study, however, also revealed that almost two-thirds of all news consumers in the USA still rely on conventional news sources, leading researchers to draw the conclusion that individuals have incorporated new media into their news consuming habits, increasing the total time spent on the news. Additionally, demographic characteristics, particularly those related to socioeconomic position, education, and age, impact how much news is consumed online. Users who are younger, more educated, and wealthier are more likely to utilize the internet as a news source.

We may see some significant distinctions between conventional and online news consumption if we think of news consumption as varying not simply in terms of the platform or media utilized, but also in terms of the actual pattern of consumption. First off, 13 minutes is the typical amount of time spent reading internet news, compared to 10 minutes reading a newspaper, 15 minutes listening to the radio, and 32 minutes watching television. But the biggest shift in how people consume news has to do with how it happens. Instead than committing to a certain time of day to obtain the news, the majority of internet news consumers just skim the headlines. Additionally, a considerable percentage of people now obtain their news at work as more and more of us access news websites from our places of employment. These trends demonstrate a growing match between the structure and presentation of internet news and news consumption behaviors [7]–[9].

Such changes add to discussions about the degree to which a fragmentation of audiences where viewers no longer tune in to the same newscast or read essentially the same newspapers has resulted from the proliferation of news sources. Balkanization is the term used to characterize the negative repercussions of this fragmentation, which is caused by the growth of Daily Me-style news personalization. As we've seen above, another factor contributing to fragmentation is the stratification of news consumers according to socioeconomic and other demographic factors. However, research has also shown that this fragmentation may not matter since internet news is becoming less and less diverse and more and more homogenized as a result of political and economic issues or as a result of agenda-setting effects throughout the media. Because news is widely shared across online and offline media, audiences and consumers still consume the same information, despite being split into many categories and classifications.

This study is grounded on the knowledge or normative supposition that news consumption and civic engagement are related. Again, though, no solid proof of this has been found via investigation. Since some young people may benefit from the participatory nature of internet news, some studies have employed user-generated material, particularly in blogs, as a surrogate for higher engagement. Politics is not often covered in blogs, and those that do prefer to republish and comment on news articles. Bimber and other theorists contend that, rather than the other way around, if there is a relationship between online news consumption and political involvement, it is because news consumers are naturally engaged in politics. As a result, individuals searched for news because they were already engaged in politics; their involvement in politics was neither sparked or driven by news consumption.

There is more work to be done, as Mitchelstein and Boczkowski point out, despite the significant insights this body of study has given on how people interact with the news online. They consequently suggest an integrated research agenda that combines theory development, cutting-edge research methodologies, and tactics, and that fundamentally rethinks the underlying presumptions of research into news consumption. The relationship between politics, online news, and journalism should also be clarified from both sides, in terms of what democratic politics, in particular, demands of journalism and citizens, as well as the various ways in which citizens interact with online journalism [10].

CONCLUSION

News creation, delivery, and consumption have all seen substantial changes as a result of the expansion of internet journalism in the media landscape. The emergence of social media platforms has changed how news is distributed and increased audience involvement. With the rise of citizen journalism, people are now able to contribute to the news ecosystem. The distinction between professional and citizen journalists has become hazier as a result of the growing use of mobile technology, which has made news available whenever and anywhere. In order to convey news as it develops, journalists now routinely use real-time reporting. Techniques for interactive storytelling have improved audience involvement and immersion in news stories. Individual tastes and interests have been catered for in personalized news experiences, but this has also generated questions about echo chambers and filter bubbles.

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MEDIA CONVERGENCE IN-TENDENCIES GROUP

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ABSTRACT

Media convergence, driven by advancements in technology and changing consumer behaviors, has become a prominent phenomenon in the media industry. This paper explores the various aspects of media convergence, including the merging of different media platforms, the integration of content across channels, and the convergence of technology and media. It examines the implications of media convergence for media organizations, content creators, and audiences, considering the opportunities, challenges, and potential disruptions it presents.

KEYWORDS: *Audience Fragmentation, Cross-Platform, Digital Media, Distribution, Interactivity, Mobile Devices, Multi-Platform.*

INTRODUCTION

There are so many research initiatives and outcomes in internet journalism that significant empirical work has been done in this field. On the other hand, it can obscure the paucity of theoretical work that might assist contextualize and make sense of these findings. In other words, we should attempt to conceptualize the ambiguous and sometimes contradictory data, the range of perspectives and methodologies, the dichotomies and debates found in the study of online journalism. The research topics and methodologies used in several of the studies mentioned above reflect the theoretical approach that was used. The majority of these methods may be categorized under one of the following theoretical strands: the sociology of journalism; grounded theory; and theories of technology and society, while there is still disagreement on whether theoretical approach is better suitable for the study of online journalism.

Journalism Sociology

Our knowledge of the dynamics in journalism has been tremendously aided by the sociology of journalism, which also encompasses the sociology of news creation. In general, the sociology of journalism examines how different historical, social, cultural, political, and economic situations have shaped journalism throughout time. The sociology of news creation examines journalism more carefully and aims to explain the methods, principles, norms of operation, concepts, and ideas that journalism uses to create the world. There is obviously a huge need for this type of theoretical research in internet journalism. The majority of the investigations in Patterson and Domingo fit inside this theoretical framework. For instance, Cawley and Quandt look at the practices, organizational routines, and cultures that feed into and produce online journalism, whereas Domingo examines the formation of online journalism as a collection of behaviors.

Steensen studied a specific branch of web journalism that of feature writers and came to the conclusion that new routines and practices produce a new breed of journalists who are more tuned into their audience and less into news sources. More generally, the results show that online journalism has started to establish its own routines, conventions, and practices, which in turn define the final product, or online news. Examples of these practices include immediacy, interactivity, and multimediality. Work on convergence, which investigates the manner in which media and their journalisms are interacting and generating an entirely new kind of convergent journalism with its own qualities and needs, may be included under this theoretical thread [1]–[3].

Logical Theory

Even if the phrase isn't used officially, a second strand might be thought of as grounded theory. A theory is said to be grounded if it is constructed from the ground up via observation, notation, classification, and data analysis. Grounded theory is a useful way to describe and understand a strand of theory that does not begin with any assumptions but which collects and analyzes data, seeking to understand online journalism inductively. However, grounded theory has a very specific approach to data and analysis, and although it is rarely explicitly mentioned in online journalism research the exception here is Steensen's work on innovation. As they use an inductive approach, starting with the shared traits of particular types of online journalism and drawing more general conclusions from there, typologies and models of online journalism may be categorized here. As a result, the contributions by Jo Bardoel, Mark Deuze, Siapera, Robinson, and others in this collection on experiential journalism and diverse types of online journalism may all be interpreted as grounded theories. This book discusses the multiple criteria that characterize online journalism, its contents, and the various relationships it has with its audiences while functioning at various levels of abstraction. The relationship between online journalism and society has changed as a result of new media. For example, Hermida's work describes how the new media, particularly the ubiquity of social media, have made journalism so pervasive that it can only be understood as ambient, surrounding us all, all the time. The conceptual convergence between Robinson and Hermida on the experience aspects of online journalism is noteworthy in this context.

Technology Theories

The link between new technologies, society, and journalism is the subject of a third line of theoretical research on internet journalism. The fundamental argument here is that, since online journalism relies on technology, theoretical analyses should examine how technology and society interact in order to explain how online journalism has evolved. But there are many distinct technological theories, and each one suggests a different connection between journalism, society, and technology. The diffusion of innovation theory, which examines the procedures through which inventions are accepted by social groups, is the most well-known method. This method, when combined with journalism, sees internet journalism as a progressive acceptance of new technologies based on things like comparative advantage, compatibility, simplicity, triability, and observation. Jane Singer, for instance, looked at newsroom convergence as a case study in the dissemination of innovation and shown that how well it delivers comparative benefits, integrates with current practices and technology, etc., determines how widely it is adopted.

However, if taken to its logical conclusion, this perspective implies that eventually all journalists will adopt new technologies and that all journalism will become new media or online. Diffusion of innovation has, to some extent, explained the different rates of adoption of innovations in journalism. It also ignores the dynamic interplay between many components by assuming that the process is driven only by technology. Actor-network theory, which asserts that technology is merely one actor in a complex network that also includes journalists, new media engineers, programmers, designers, media organizations, users and the various ideas, cultures, and concepts they bring with them, etc., comes into play in this situation. All of these performers are involved in the creation of internet news, each making a unique contribution that inevitably affects the whole cast. According to the actor-network theory, technology is only one of the many actants in the network and cannot be expected to have any repercussions or effects. However, as Plesner has suggested, maybe the actor-network theory's contribution to understanding journalism lies in the unravelling of associations and the de-normalization of what has come to be normal behavior. Work has been done here to study how various players in online media might be conceived. In this book, Bradshaw discusses the role that various players in the Help MeInvestigate network performed in directing the project in various ways. Since it more-or-less implies that human and non-human actors are equally participating in the network, actor-network theory has a number of issues, including a lack of explanatory potential and a disregard for issues of power.

The viewpoint attributed to Wiebe Bijker is a third one on how technology and society interact. According to the social construction of technology theory, technology is really the result of a complex web of social, cultural, political, and economic variables that interact to influence technology and its uptake. According to this viewpoint, it is deeply ingrained in society and has been influenced by the interests and viewpoints of many social groupings. The connection between technology and society is one of mutual determination in this regard since, on the other hand, technologies are themselves influencing the future as they impact and shape their social settings and as they are differently appropriated by various social groups. This perspective maintains that the acceptance of online journalism and its connection to technology, as well as the manner in which it will be used, rely on a range of variables, ranging from more general economic and social aspects to more specific organizational and professional ones. For instance, Domingo has suggested that technical advancement and application in online journalism must be seen as the outcome of a series of choices taken under specific conditions and influenced by the broader socio-cultural and economic environment. In a similar vein, Boczkowski contends that organizational structural elements, workplace practices, and user representations of such developments all influence how innovations are adopted in online newsrooms. Paulussen and Ugille highlighted organizational and professional-ideological barriers to the adoption of user-generated material in a similar vein.

These three theoretical stances, when combined, have significantly improved our comprehension of internet journalism, its inception, and evolution. To fully understand the many processes at play, both from a theoretical standpoint and with an eye toward the actual world outside, further research is still required. Despite the contributions of these ideas, we need to narrow our theoretical focus if we want to comprehend how journalism is always evolving in real-world contexts. Online journalism today is somewhat like to Rumi's story of the elephant and the blind

men: one touched the elephant's trunk and claimed it was like a tree branch, another touched its leg and discovered it was like a pillar, and a third touched its tail and believed it was like a rope. Online journalism is also treated in a somewhat fragmented way, and the key is to realize that we can only have a limited comprehension of it.

Furthermore, since internet journalism is dynamic and always changing, it is impossible to draw any clear conclusions. Accordingly, the current work is an effort to provide further, albeit no less incomplete, insights into the nature of the beast. It aims to contribute to the corpus of theoretical and empirical research that already exists, to carry on its work, and to inspire students and scholars of journalism to think more deeply about some of the pertinent themes [4]–[6].It emphasizes the value of work that is both theoretically and empirically informed by starting with theory and concluding with assessments of internet journalism in practical contexts. We may arrange the many components along this continuum by considering these two portions as the endpoints of one. Online journalism is approached in terms of its diverse and complicated constituent parts, elements, and processes, spanning from the theoretical to the empirical, but mostly incorporating both. s on politics, production, practices, and contents strive to comprehend these aspects.

DISCUSSION

Newspapers printed on paper will undoubtedly still be there in five years. If we do things correctly, they'll probably still be there in 10 years. I don't know whether they will still exist in the same form that we know them now in fifteen years. If we battle to keep them there, they will still be there. This viewpoint was expressed on January 20, 2009, by Juan Luis Cebrián, CEO of Prisa, the top Spanish media business, at a gathering of the editorial staff of flagship newspaper El Pas, whose journalists had gone on strike a few weeks before in opposition to the firm's planned cutbacks and layoffs. Cebrián made announcements in his speech that would serve as a roadmap for the newspaper and the business as a whole moving ahead. These actions were based on a new organizational model that sought to modernize the newspaper's production structure and do away with its vertical integration system, which, in the opinion of its own top executive, had become antiquated, obsolete, and sclerotic. The newspaper's print and digital editorial teams had been integrated by the beginning of 2011, and new editorial strategies had brought about an increased level of collaboration across the various platforms. But many journalist positions have also been lost as a consequence of the reforms.

There is obviously no exemption in the case of El Pas. It is only one newspaper out of several publications across the globes that have started to reorganize internally in an effort to meet the problems provided by a media industry with new regulations. As new habits and needs among the newspaper-reading public of the twenty-first century seem to have supplanted the structures and procedures that distinguished the journalistic profession in the twentieth century, the media are now undergoing a time of profound transformation. Given this shifting environment, many of the techniques used by media companies may be seen as attempts to respond to convergence, one of the most important ideas in modern journalism. Media corporations are looking for strategies to preserve their dominance in the news industry as they are both troubled by external circumstances the poor financial condition throughout the world and structural challenges people moving away from the conventional media. As a means of extending their previous

predominance in conventional media to the Internet, editors in this context are referring to convergence and, more specifically, the integration of their editing teams.

This is hardly the only tenable viewpoint, however. Many journalists have emphasized the danger presented by these actions, which are ostensibly meant to increase the quality and variety of newspaper content. These dissenting voices contend that convergence is really a corporate strategy to support the preeminent media, driven only by the need to boost journalist output and save expenses. There is statistics that supports these fears: between 2007 and 2010, 13 500 journalists lost their employment in the United States alone as a result of the financial crisis. Whatever the motivation, editorial teams are increasingly being integrated and converged across media companies for a variety of reasons. It is also not brand-new.The initial steps toward editorial staff concentration were taken long before the Internet became as significant as it is now. As international news firms grew in the USA starting in the late 1980s, there were more and stronger ties between the media within certain groupings. The strictly journalistic operations of each medium, however, continued to operate with a significant degree of operating freedom at first since this cooperation was first restricted to commercial matters. This dynamic was altered by the Internet's explosive growth in the middle of the 1990s, which also served as a spur for efforts that increased cooperation between those working in various media and had an impact on editorial operations. Conglomerates with several platforms and a focus on multimedia became the norm for news enterprises, not only in terms of finances.

The notion that the brand is more significant than the media was born out of this novel approach to the newspaper industry. The New York Times' editor Arthur Sulzberger Jr. encapsulated this idea in the startling language that follows in 2002:I'm not in the newspaper business. At the moment, a lot of our customers want it on paper, and we'll do our best to meet their needs. If they want to have it sent to their brains, we'll develop a cerebral cortex edition.

The tendency of enhancing a shared brand across several channels gave rise to an innovative tactic: the joining of editorial teams. Many editors started to believe that it would be natural to extend coordination to the production process if a news organization was already attempting to coordinate its publications during the distribution phase. The astronomical success of internet media was one factor in its favor. Online publications were growing very quickly in response to the demise of conventional media. It became increasingly clear inside news organizations that an editorial model centered on the Internet's simple copying of information previously created for print newspapers, radio, or television was no longer adequate. It was crucial to create a production strategy that would satisfy the need for news in both the conventional media and the dynamic digital media in the twenty-first century.

On technical and financial considerations, coordination between editing teams was now considered essential. An integrated editing staff would have the benefit of being more cost-effective to operate and be able to satisfy the expectations of readers who were increasingly using many platforms. As a result, news organizations all over the globe began to progressively engage in convergence processes, which gained pace and, by the early years of the new century, had transformed from a trickle into a raging river [7]–[9].The US company Media General in Tampa carried out the first notable worldwide example of the unification of editorial teams in 2000. The editorial staffs of the Tampa Tribune, Tampa Bay Online, and WFLA-TV, an NBC

network-affiliated television station, were all housed in one building by Media General in this Florida city. By doing so, they put into practice a three-way convergence model that is more ambitious than the simple two-way convergence model that was to become the norm in the years to come paper and Internet, or any of the dual variants on radio and television.

Several projects to unite editorial teams from different media were initiated at the beginning of the 2000s, albeit they were often relatively timid and looked upon as exceptional. Through Newsplex, an experimental laboratory for the establishment of multimedia editorial teams, which was inaugurated in November 2002 at the University of South Carolina, organizations like the IFRA2 started to push this production model during this time. Beginning in 2007, the most elaborate plans for unifying editing teams started to emerge. The Daily Telegraph opened its brand-new, integrated editorial division in London at the end of this year, and it quickly became the standard for most other newspapers looking to follow in its footsteps. Outside of the world of newspapers, the BBC also established a new working dynamic in November 2007. As a result, the editorial departments for television, radio, and the internet were no longer divided according to the medium but rather were reorganized in accordance with the production flow: one editorial department was responsible for urgent last-minute news, and another was responsible for features or reports of a less urgent nature. The New York Times, the Guardian Media Group in the United Kingdom, The Times, Financial Times, and O Estado de S. Paulo were just a few of the major media organizations that launched various integration strategies in 2008. El Mundo in Spain; Paulo in Brazil; Clarn in Argentina; El Tiempo in Colombia; and so on.

These businesses have all lately served as the setting for various editorial integration procedures. Due to the prominence of these companies, academic and professional forums have paid substantial attention to their internal restructuring procedures. However, these occurrences have been around for a substantial amount of time. The mechanics of convergence have really been apparent for a while. However, in order to support this claim, it is important to define editorial convergence as, as the reader would have observed, it is employed here in a manner that goes beyond the simple idea of integration of editorial staff. Many writers have taken on the problem of defining media convergence and outlining the many shapes it may take in recent years. The first section of the essay conducts a thorough review of the contributions made by various theoretical schools around the idea of convergence. This summary demonstrates the heterogeneity of convergence interpretations. Then, using the aforementioned contributions as a point of departure, we provide a precise definition of convergence in journalism. We provide a new definition of convergence that is viewed as a slow, evolving, and multifaceted process despite the conceptual challenges that the idea of convergence is characterized by. Finally, a description of the shapes that media convergence may take if it is put into effect is provided [10].

Convergence after Divergence

This term has established itself as one of the mantras that are continuously being invoked by everyone who has something to do with the media, whether they are actually working for a newspaper or their involvement is of a more academic nature. It suffices to visit any current discussion group on journalism or leaf through any publication on the media to become aware of the massive recent propagation of the term media convergence. But it's unclear exactly what that may signify.

We can quickly notice that not all sources use the phrase to mean the same thing if we compare them. The process of merging editorial teams together is one of the logistical solutions currently popular among media enterprises as a way of adjusting to the challenges of the digital environment and, it must also be said, increasing the productivity of their human and material resources. Most people who use the term convergence in the professional world do so to refer to this process. However, in the academic community, the interpretations of convergence are often considerably more diverse, richer, and, maybe for the same reasons, more different. However, as we shall see in the pages that follow, other authors broaden the meaning of this concept, opening their interpretations to different spheres and perspectives? A fair proportion of the academic bibliography associates convergence with integra- tion of editorial teams as a result of the prevailing understanding in the professional world.

The idea of convergence has previously been the subject of theoretical investigations in fields as varied as physiology, mathematics, and biology before it became a fundamental idea for comprehending the processes of journalism in our day. When describing the adaptive mechanisms of the eyes in various animals, the clergyman William Derham used the terms convergence and divergence for the first time in the early eighteenth century. In the nineteenth century, some researchers working in mathematical theory discussed the concept of convergence. Even Charles Darwin's theory of evolution, which was published in The Origin of Species, takes a viewpoint in which the expressions of convergence and divergence may be easily distinguished under the phenomena of anagenesis and cladogenesis.

All of these historical precedents, however, are distant and hardly applicable to the media. The idea of convergence has just recently been introduced to the media. The scholarly literature on media convergence really began in the late 1970s. This idea has gained special significance since the end of the 1990s as a consequence of the significant changes brought on by the advancements in journalism brought about by digital technology. The notion of journalistic convergence has seen significant development during the last 30 years. Regarding the definition of the notion, three major approaches or schools may be distinguished, and they developed in what seems to be chronological sequence. These three schools describe convergence as a system, a process, and a result, respectively.

The creation of new communication signals via the fusion of several language codes was stressed in the early definitions of convergence. This definition of convergence solely refers to the process of convergence of various technologies facilitated by digitalization, without taking into account any potential implications for adjacent sectors like corporate organization or the journalistic profession. This is a quite limited perspective that resonates with a certain level of technological determinism. This viewpoint, which is still prevalent today, holds that the terms convergence and multimedia are largely interchangeable. Ithiel De Sola Pool was one of the founding members of this school; he views convergence as a process that is blurring the lines between media so that a single physical means - be it wires, cables, or airwaves - may carry services that in the past were provided in separate ways Other authors have since adopted this interpretation and defined convergence as the process by which information technologies and telecommunications come closer together.

The idea of convergence was expanded to encompass the web in the 1990s with the emergence of the Internet. The merging of the Internet with other media, notably television and telephone communication, is referred to as convergence by authors like Thompson. From this perspective, the concept of convergence implies the disappearance of the conventional frontiers between these sectors and the confluence of media platforms where new contents and new applications will come into existence. In a similar vein, Pavlik defines convergence as the coming together of all forms of mediated communications in an electronic, digital form, driven by computers. Following the formulation of the idea of convergence as the outcome of a confluence of technologies, some scholars went a step further and called attention to how this phenomenon influenced the whole system. According to these writers, in order to fully comprehend the notion of convergence, it is important to take into account not only the strictly instrumental components but also other aspects of media creation and consumption, far from restricting our perspective to an entirely technical realm. This viewpoint presents a comprehensive picture of convergence as a phenomena in which several sectors are interrelated and impact one another in a reciprocal manner.

Although the concept of convergence as a process that impacts the system as a whole has gained a lot of support in recent years, there is little agreement over the nature of the sectors that are engaged. For instance, Flynn describes the apparatus, networks, and contents as three areas of convergence. Contrarily, Singer focuses on the changes in the organization of editorial activity, journal-ists' practices, and contents and defines convergence as some combination of technologies, products, staffs, and geography among the previously distinct provinces of print, television, and online media. Five types are mentioned by Gordon: ownership convergence, tactical convergence, structural convergence, information collecting convergence, and narrative convergence. With a focus on five areas of convergence technological, economic, social or organic, cultural, and global Jenkins adopts an even broader perspective. For their side, Fagerjord and Storsul list up to six different interpretations of media convergence, including market convergence, rhetorical convergence, regulatory convergence, convergence of networks and terminals, and convergence of services. Dennis concludes by looking at five areas where the media are convergent: technology, regulatory concerns, commercial considerations, contents, and human resources.

We might continue to provide other explanations of how convergence impacts the system, but what we have already seen demonstrates the diverse character of the theories as they stand in this regard. A multifaceted phenomenon, convergence is well acknowledged. They disagree, however, as to what those aspects are or where the boundaries between them should be. This conceptual discrepancy is significantly influenced by the points of view each author takes. Some people, such as Singer, Gordon, and Verweij, limit their analyses to the realm of journalism alone. Some analysts, such as Jenkins, place their work in a broader context, as is proper in sociology and cultural studies. We should also add writers who, like Dennis, draw inspiration from the world of business and organizational administration, or who, as we saw in the previous section, continue to investigate the phenomena from a purely technical perspective.

CONCLUSION

In conclusion, Media organizations, content producers, and viewers have all been impacted by the fundamental transformation of the media sector caused by media convergence. Content distribution, business models, and audience interaction have all changed as a result of the in-tendencies of media convergence, which are being pushed by technology and shifting consumer habits. In order to survive and succeed in the converged media environment, stakeholders must accept these changes and adjust to the changing media landscape.

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A BRIEF INTRODUCTIONON CONVERGENCE PROCESS

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ABSTRACT

Convergence, as a process, refers to the merging and integration of different technologies, industries, or platforms into a unified system. This chapter explores the concept of convergence as a dynamic and transformative process, examining its various forms and implications across different domains. It analyzes technological convergence, media convergence, and industry convergence, highlighting the factors driving convergence and the impact it has on society, organizations, and individuals.

KEYWORDS: *Adaptation, Collaboration, Connectivity, Integration, Interdisciplinary, Interoperability.*

INTRODUCTION

It can be shown that the studies on convergence that only consider the area of journalism work within a paradigm that has gained some traction in recent years. When writing under this paradigm, authors make the assumption that convergence influences the whole system but also recognize it as a long-term process with many phases that are eventually meant to lead to newsroom integration. Zavoina and Reichert, Dailey et al., Lawson-Borders, and Appelgren are some of the writers that support this position. These writers build on the previously mentioned foundation while making some helpful additions. First, they recognize that reductionism applies when writers from the first school only examine convergence from a technical perspective. They first argue that it is important to recognize and consider the several areas of convergence, and then they suggest that in order to prevent misunderstanding, each of these fields should be treated independently. For any research on convergence processes, this has significant methodological ramifications.

Second, according to these writers, convergence is a process that happens gradually. Instead of being a singular phenomenon, the idea of convergence is a continuum, a frame of reference in which each of the media markets, businesses, and/or newspapers achieves a certain degree of convergence. The theoretical model suggested by Dailey, Demo, and Spillman may be the most obvious example. According to these scholars, the phenomenon of media coordination is a lengthy process with many stages that culminates in convergence [1], [2].From these foundational assumptions, Appelgren advises that we distinguish between convergence itself and its effects. She argues that we must distinguish between the mechanisms and outcomes of convergence. Contrary to the model developed by Dailey et al., Appelgren's approach regards convergence as a framework for activity rather than a final objective. Different degrees may be

accomplished within this framework, including cohabitation, mutual promotion, collaboration, integration, and even, at the ultimate level, total fusion. In any event, as Deuze points out, we should steer clear of deterministic thinking that views convergence to the highest degree as the optimum outcome for all such processes.These third school's third methods also include those of Klinenberg, Boczkowski and Ferris, and Boczkowski. These authors stress another crucial methodological point: rather than, say, one specific newspaper, as was the case with some of the earliest research into this issue, media businesses or multimedia corporations should be the most relevant objects of research when empirical studies are conducted on convergence.

Depending on the many cultures, businesses, and nations involved, cases of media convergence may range in complexity. Some writers suggest utilizing a matrix based on several descriptors that is intended to quantify the amount of development of convergence in the institutions that serve as the study's subject in order to conduct research into the shifting processes of convergence. The project's focus, editorial management, journalistic methods, and work organization are the four research topics covered by this matrix. This makes it possible to differentiate between models of convergence, including many various ways editorial teams could collaborate, ranging from complete integration to the coordination of independent platforms. Garca Avilés et al. do note that none of these models does exist in a pure way and none of the analyzed companies completely fulfils the requisites of each model.

The most recent studies focus on the simultaneous importance of the phenomenon of divergence in the media as well as on convergence. One of the factors that prevents, or at least restricts, the transfer of the same convergence model from one media company to another is the phenomena of divergence, which in particular impact the contents to be found in each publication or medium. As a result, convergence manifests as a dynamic process that is susceptible to ongoing change, where personal media and social networks are overtaking conventional mass media, and where improvements are always being made to the methods of obtaining, generating, and disseminating material.

DISCUSSION

Defining Convergence in Journalism: A Proposal

According to our analysis of current literature, theoretical notions of convergence have mostly been articulated implicitly. It is perhaps unexpected that so few writers have explicitly defined the idea. As a result, inferences are often used as a guide by researchers who are seeking to extract definitions from this literature. To define the idea of convergence in journalism, one must first solve this theoretical conundrum. It is not, however, the only problem.The second issue is that there is a significant gap between the ideas put out by writers who have attempted to define convergence explicitly. That a notion like convergence should result in such divergence is a little strange. This discrepancy is partially caused by the range of methodologies used in research on media convergence, including corporate, technical, platform-specific, professional, cultural, and even legal or regulatory methods. Because of the variety of techniques, media convergence is now a complex problem that touches on areas as diverse as technology, business, markets, genres, and consumers. But in addition to having many facets, it is fundamentally a dynamic idea. In fact, many scholars contend that convergence is really a sort of progress rather than a

static phenomena or the end result of some kind of change. It is possible to think of media convergence as a process that influences both the production and consumption of material.

In actuality, there isn't a single, broadly agreed-upon definition of convergence. The majority of research on this subject emphasize how difficult it is to get to an agreement. The literature on the topic, both scholarly and professional, shows this conceptual mismatch. There are some distinctions between the two, however. Academic publications, especially the most recent ones, have a tendency to define convergence as a phenomenon that affects the system as a whole, taking into account various media. As a result, their perspective is typically larger and includes more dimensions. Professional definitions often focus more narrowly on the logistics of the media and, in particular, the network of relationships and integration-related phenomena. It is uncommon for this conceptual mismatch to have a language parallel. Contrary to the divergent nature of the definitions put out, there is an odd unanimity in the choice of the word used to characterize them: convergence is used for everything.

As a result of being aware of this terminological issue, several writers have proposed alternate terminology to describe certain kinds or periods of convergence. Anyone seeking to develop a concept of convergence has five basic challenges. The word convergence has a wide range of applications. This issue is well shown by the theoretical difference discussed above. In each media market, news organization, or even newspaper, the notion of convergence frequently manifests itself in quite varied ways. Even if convergence is just understood to entail the integration of the editing teams, there are many different ways to accomplish this. Convergence, although seeming to be simple, is a complicated phenomenon because of the significant effects it has on technical, commercial, and professional fields as well as on contents. Over time, a phenomenon called convergence takes happen. It is necessary to take into account the systemic, gradual nature of this phenomenon and to approach researching it from this perspective through longitudinal studies that show how it has developed over a given period of time. It is not sufficient to study it or form concepts about it through snapshots.

The effects of digital technology have intensified, accelerated, and amplified the media convergence processes. The work of conceptualizing is made much more difficult by the enormous magnitude of these processes and the absence of an adequate temporal perspective to study them [3]–[5].Despite these challenges, in our opinion, media convergence may be defined. Our proposal is as follows: Convergence in journalism is a multifaceted process that, enabled by the widespread adoption of digital communication technologies, affects the technological, business, professional, and editorial aspects of the media. It fosters the integration of tools, spaces, working methods, and languages that were previously separate, so that journalists can create content to be distributed via multiple platforms, using the lat-

Different Media Convergence Styles

How does this term really apply in real life? In light of the definition provided above, we will now analyze the types of convergence that may now be seen in the media.

Convergence of Technologies: Various Platforms

The history of journalism has been intertwined with technical advancements from its inception. Initially, there was often a significant lag between any technical advancement and its use in the area of journalism. A century and a half after Gutenberg created the press with movable fonts, the first gazettes and newspapers began to emerge beginning in the seventeenth century. From this point on, the time it took to implement instrumental advancements in the media decreased progressively. Newspapers quickly used the telegraph and telephone in the nineteenth century to hasten the delivery of news from its correspondents. A few decades later, at the turn of the 20th century, the development of radio transmission prepared the path for the emergence of radio broadcasting. Electronic television saw a very rapid transition from its experimental phase in the late 1920s to its commercial deployment in the early 1930s. Since the 1990s, we have seen a recurrence of the same situation, in which the media are absorbing new technology extremely rapidly. If anything, this time it has happened even quicker.

Telecommunications firms, makers of computer hardware, and creators of digital applications are now driving technical progress. These individuals are creating the technical environment to which the media must adapt. The media are increasingly choosing to produce and disseminate content across several platforms within this context of technological convergence. In fact, as a result of the digitalization process, news organizations are being forced to switch from a production model that is heavily reliant on the medium of reception (paper newspapers, radio transistors, and television sets) to one that is more loosely reliant. In contrast to what occurred in the past, the same news item is often absorbed across a variety of media at the same time in journalism today. Devices that allow consumers to obtain news are also quickly changing. The likelihood that such technology will be portable, interactive, and include multimedia choices is increasing. nearly every digital device with a screen, including cell phones, electronic diaries, ts, and online video gaming consoles, can recreate nearly any form of content as a result of this technological convergence.

The media is required to provide the services that are automatically generated as a result of these new technical capabilities. The organizational structure and production procedures of these news businesses must be modified to meet this challenge. In order to complete the process of digitalizing print and audiovisual media that has been ongoing since the 1980s, the development of production techniques is being encouraged. Thus, new content management systems are being developed to move the industry from the production of information in a single medium to an environment where polyvalent multimedia systems are the norm, enabling the creation and publication of content in a variety of forms. At the same time, work environments are changing. Previously separate editorial teams are being combined, and they are now organized according to the types of contents they are expected to produce rather than the format in which their work will be published. In other words, the transition from analog journalism to digital journalism causes a change in all forms of media, including print, radio, television, and internet, as well as in how they are produced. This transition not only has an impact on each media outlet independently, but it also results in new editorial and business connections between them. You may refer to this phenomenon as cross-media or multiplatform journalism.

Convergence in Business: Concentration

The development of technological convergence has had a number of unintended consequences for news organizations. To address the problems of a communications market governed by a new set of regulations, these companies must redesign their production structures and procedures. Two development strategies one centrifugal and the other centripetal are used to realize their reaction. Media diversity is the centerpiece of the centrifugal approach. Numerous news organizations have gone through simultaneous horizontal and vertical growth phases since the early 1990s. Growth on the horizontal axis has included expanding their presence across various media and platforms, either by starting new ventures or by purchasing current publications. As a result of their investment strategy, companies that once just controlled one newspaper or television station have evolved into multiplatform operations with holdings in print journalism, audiovisual media, and the Internet. In parallel, vertical expansion has occurred via the acquisition of enterprises and firms that are present throughout the whole value chain of entertainment and news goods. In addition to performing their customary duties, news organizations often own stock in news agencies, audiovisual production and distribution companies, digital service providers, media corporations, media agencies, publishers, and other organizations.

The word concentration, which is common in the corporate sector, may be used to identify centripetal techniques in the news industry. The uniqueness in this situation is that processes of convergence lead to the concentration of production processes in addition to the business-level merging of news organizations. In reality, business-level convergence results in new types of logistical structure intended to boost efficiency. The media restructure their editorial teams to foster more adaptable and diversified news creation techniques that can satisfy the demands of the new digital platforms. The integration of editing personnel has been one of the logistical reorganization strategies that has been most commonly used.

Convergence in the Professions: Polyvalence

The profile of those who practice the profession of journalism is likewise altered by convergence. This mutation is, in some ways, a natural outcome of the advancement of technologies and workplaces. In order to adapt to a changing technical and logistical environment, journalists must develop new professional skills and modern organizational techniques. One factor unites these changes: an increase in polyvalence. Journalists who are used to doing a single duty for a single publication writing, photography, design, or research are a thing of the past. Currently, news organizations are searching for journalists who can handle a variety of editorial tasks and who are adaptable enough to work in several media simultaneously or at different times.

This expanding polyvalence trend is often cited as evidence of the decline in the quality of journalism in recent years. Many journalists contend that in return for smaller incomes or other kinds of recompense, they are forced to create more news, faster, over the course of longer workdays. Whatever the validity of this, many organizations have chosen to hire multitasking journalists. However, polyvalence is a double-edged sword since there is a chance that managers will exploit this trend as a excuse to cut expenses, do more with less, and eventually lower the

quality of the final result. It is a reality that journalists are becoming more and more engaged in a polyvalence process, whether this is as a result of the technological advancements or the necessity for businesses to boost production. Functional polyvalence, thematic polyvalence, and media polyvalence are three alternatives to this.

It is possible to think of functional polyvalence as a synonym for the term multitasking itself. It alludes to the expansion of practical duties performed by journalists both within and outside the editorial division. These were distinct disciplines in the not too distant past. For instance, traditional news on television was often covered by no less than four persons just 20 years ago: a driver, a camera operator, a sound technician, and of course a news writer. Today, a cameraman and a journalist are typically enough to cover the same kind of news. In reality, the news writer is increasingly taking on the role of doing all the various jobs. A comparable phenomenon is present in the newsroom, not just in print media but also in television, radio, and, of course, internet media. Many journalists currently mix the chores of reporting, gathering information, creating news stories in any format text, images, sound, or video and editing them.

Thematic polyvalence is the second variation. The journalist must write on any issue, depending on the demands of the day, which is the reverse of specialized journal-ism. Similar to the functional variation, this sort of polyvalence has long been a standard practice in small businesses, notably on local television and radio stations and in the case of reporters. When the editorial staff is extremely tiny, the writer is forced to cover a wide variety of subjects and hone all aspects of reporting. Media polyvalence is the third and last variation. It refers to a kind of multiple employments that entails working concurrently as a journalist for several media outlets. It is acknowledged that they are a part of the same business. The current equivalent of the traditional freelancer is a journalist who does the same kind of tasks for many companies.

Companies often want their journalists to be able to adapt to the various media within the scope of the continuing editorial integration activities. The most common formula is to introduce multiplatform polyvalence into all of the media under the same brand. In these situations, journalists who formerly published in one format now work across all of the platforms run by their company [6]–[8].Another important phrase that is often used in the professional component of convergence is compensation. According to Gracie Lawson-Borders, this A problem that journalists are increasingly worried about, especially in the print media where knowledge and skill requirements are rising. Media managers need to think about how to acknowledge and reward the new abilities and knowledge that their staff members need to have as they advance. While journalists and other employees may specialize in one medium in a digital world with multimedia information distribution, it is advantageous to have knowledge of the multimedia environment. Despite the fact that some media companies incorporate multimedia projects in performance appraisals, most managers have not taken any action to financially reward the talents.

Convergence is primarily a responsibility for businesses and a challenge for management, but it may also be seen as adding more labor for a staff that was previously underpaid. This aspect is emphasized by Salaverra and Garca Avilés: Convergence of editorial teams is susceptible to a variety of dangers. For multimedia production, there is a need to provide journalists with updated training in writing, editing, presenting, recording, and publishing skills. There is also a need to

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pay them for their work, which has become more important as they are expected to produce content for a variety of platforms. Similar to Huang, other writers are also aware of potential conflicts or issues that can result from the many possibilities provided by convergence and the various professional cultures involved:

Although editors and news professionals care about quality, they are not too preoccupied with the caliber of work that is now repurposed for other media channels. As a result, there is no need for fear that future journalist who are being taught across a variety of media platforms and better equipped for convergence will be jacks of all crafts but masters of none or will produce inferior reporting. A general aversion to changes in working habits, which is undoubtedly present among journalists and their representative bodies, as well as a general awareness among journalists - present also in other sectors connected to intellectual production, such as photographers and artists - that they are missing an opportunity to get a better financial position, are the two main reasons why acceptance of any kind of convergence within the editorial team is met with resistance. Since they are not paid more for the added responsibilities, some print reporters find it daunting and refer to it as cheap labor. But other people are just going along for the ride, Leisner, an Associated Press journalist, said in 2000. The International Federation of Journalists has been voicing some worry in this regard for a while now:

The existence of fair standards governing the use of their work is one of the reasonable circumstances that journalists must operate under. This implies that artists should continue to be compensated for the intellectual property that belongs to them, and this is especially true now as new technologies make it easier for their work to be repeatedly appropriated and manipulated for use in many media. The rights of journalists to their own intellectual property have been defended by labor unions, organizations, and professional bodies throughout Europe. The Varna Declaration was made public by the International Federation of Journalists in May 2009:

Investment in employment and the work that journalists undertake, as well as the abolition of unstable social and working circumstances, are necessary for journalism to be trustworthy and credible. A guarantee of high-quality journalism is the right of all journalists, whether permanent employees or independent contractors, to work in fair circumstances with their authors' rights and professional status supported by protective legislation [9], [10].

Journalists' Union of Europe

According to the same passage, multimedia convergence necessitates new models of governance; press council and broadcast media councils and various types of self-regula- tion, co-regulation, and legally-binding norms. The realities of the Internet are rendering existing structures outdated at an increasing rate.

Content Convergence: Multimedia

The region of contents is eventually impacted by all of the mechanisms of convergence that have been discussed thus far. Organizations focused on the continuing creation of a new product are known as news companies. Therefore, it is inevitable that changes to the technical, logistical, and professional profiles involved would eventually have an impact on the quality of the materials. Multimedia sums up the result in a one word. A network's contents are made up of a variety of

communication codes, namely text, static or moving picture, and sound. Multimedia goods are created by subsequently arranging these parts in digital documents anyway the editor sees fit. Cyber media's multimodality drives an increasing amount of convergence. News organizations feel the need to regularly update and feed their digital publications with material in both text and multimedia forms. This generates a huge demand for raw materials, which news organizations attempt to fill in part by coordinating their efforts across the many platforms. It is common practice for the digital editions of the large communications corporations that own printed publications, audiovisual channels, and digital sites to include content from several of these media at the same time. This increases the feeling of confluence as far as the contents are concerned.

The tendency toward coordinated news coverage across media is another manifestation of the convergence of contents. It is becoming more typical for news organizations to plan in advance how their respective print, audiovisual, and digital media will cover important news events of an organized nature, such as elections, some parliamentary sessions, major sporting events, significant cultural occasions, and so forth. Planning the coverage in each media or publication independently is no longer necessary; instead, it is necessary to envision how each channel may work together. In this sense, news organizations aim to produce a group effect, or something like to a virtuous circle that benefits all of the company's divisions. The dynamics of increased hybridization of the materials and formats made available to the public through various platforms, on the other hand, are boosted by the tendency toward the merger of editorial teams. This lack of agreement can be seen in the theoretical approaches to the idea that have been put forward so far as well as in the professional practices that are seen in newsrooms. So, it is clear that there is misunderstanding. There are several definitions of convergence based on the disciplines, but there is also a wide range of interpretations even within a single field, such as journalism. The definition of media convergence provided here seeks to make the topic easier to understand and to support its proper use by academics and professionals in a setting of ongoing change. As a result, it should only be seen as a first step in the study of convergence in journalism, not as a conclusion.

CONCLUSION

In conclusion, the process of convergence has changed the modern world by fusing together disparate platforms, sectors, and technology. The way we interact, consume information, and do business has changed as a result of technological, media, and industrial convergence. Harnessing convergence's potential for social advancement and innovation depends on accepting its transformational force and solving the problems it raises.Convergence, in all of its guises, is a crucial element of the media landscape of today. But what we are dealing with is a complicated and, to some degree, chaotic phenomena that causes a lot of confusion and doesn't lend itself to a single, all-encompassing paradigm.

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CHALLENGING VALUES: THE GOOD JOURNALIST ONLINE

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ABSTRACT

The advent of online journalism has posed challenges to the traditional notions of what constitutes a good journalist. This paper explores the evolving landscape of journalism in the digital age, focusing on the ethical and professional values that shape the practice of journalism online. It examines the tensions between speed, accuracy, and accountability in the context of real-time reporting and the pressure to generate online traffic and engagement. The study analyzes the impact of social media, citizen journalism, and the proliferation of misinformation on the integrity and credibility of online journalism.

KEYWORDS: *Accountability, Bias, Censorship, Click Bait, Ethics, Fact-Checking, Freedom Of Speech.*

INTRODUCTION

The editor of Britain's The Observer newspaper, John Mulholland, took his audience back several decades to the era of his illustrious predecessor, David Astor, whose leadership and advocacy have been credited with playing a crucial role in maintaining the African National Congress's resistance to South Africa's heinous apartheid regime, at a conference titled Exploding Media held in Dublin in 2011. Mulholland said that the tenacious pursuit of the story was the core of journalism, which was presented in a context of frenzied celebration of the powerful social media and frequent forecasts of the demise of print newspapers. In what Mulholland dubbed the newspaper's greatest scoop, video interviews revealed prominent from the anti-apartheid movement applauding The Observer for its particularly devoted journalism. Attendees who were active on Twitter dubbed the story of Astor and his coworkers' engagement as inspiring.

Mulholland spoke on digital media and showed a guardian.co.uk animated, interactive timeline that tracked significant moments in the growth of the Arab Spring uprisings in the Middle East. The project was presented as a demonstration of the benefits of interactive media in assisting viewers in comprehending difficult events rather than as an affirmation of the lofty ideal of campaigning human rights journalism. The difference between journalism as done in a medium created by molten lead and that now being accomplished in the white heat of digital networked media development could not have been more apparent, yet being enigmatically subdued in its presentation. In the short after-discussion, Mulholland did not make any allusion to a reforming crusade in the present day, nor was he asked to do so. Instead, he expressed the view that it did not matter if journalism was no longer delivered on paper [1]–[3].

It is difficult to define excellent journalism since the term is inherently value-laden and relative. We are left with normative interpretations of what journalism should be, which are often advanced by media's detractors, as well as with what news producers feel it should be since there is, rather appropriately, no objective standard. Arguments over what constitutes or might constitute successful online journalism are often made in regard to the porously interrelated characteristics of multimediality, interactivity, and increased engagement in academic, professional, and industrial conversation. Here, broader technological-society viewpoints are prevalent, sometimes to the exclusion of any discussion of the place of mainstream media. This intends to evaluate such claims for the advancement of journalism in the context of the social-political reality of the values that journalism has been ingrained in in advanced democracies, as performed and produced by news professionals in a professional setting.

Denis McQuail acknowledges in the 1994 revision of his introduction to mass communication theory that the notion of the public interest is ultimately a slippery one after grappling with it. However, he claims that addressing social-normative principles makes little sense without an assumption of a public role for mass media. McQuail presents a set of guidelines that come from discussions and controversies in and around the media. These challenges include news quality, commercialism, ownership concentration, and cultural issues. Cultural reliance is cited as a specific source of worry, not just for Canada but also for smaller European nations and poorer nations. The values so established include those of media freedom, equality, variety, and quality of information, as well as those of social order and solidarity and cultural order.

Even at this distance and despite the fact that newer versions of the original book seem to have done away with the honest admission of being on shaky footing, it can be argued that these ideas haven't altered much. Even though the profession has recently been labeled transgressive and described as having malice as its animating impulse, most discussions of the quality of online journalism share the premise that journalism's normative values are actually rooted in something. In particular, professional journalism should be impartial and independent in McQuail's words particularly in the age of information pandemonium in social media. The following is an effort to show how such problematic conceptions interact with the expectations and reality of internet news. As we will see, this interaction particularly affects journalists' claims to the truth and, therefore, their core claim to legitimacy.

Focusing on the realizationor lack thereof changes in journalism that had been anticipated to take place in reaction to the rise of online news, the article Online News: Expectation and Practice examines these issues. The following article on Interactivity's False Promise examines the role of interactivity, which is often promoted as a new aspect of journalism because of the capabilities provided by the web, and the lack of enthusiasm shown by major news websites for such prospects. The contrast between interactions as provided by news companies' site features and the more widespread, diffused interactivity presently seen online via blogs and subsequent forms of social media is also underlined. The article Journalists' Ambivalence documents how working journalists have responded to the new opportunities in a confused and sometimes fairly critical manner. It also examines how the Internet and its related innovations have been seen as posing new challenges to the integrity of journalism. Constructing Objectivity through Transparency examines the concept of objectivity and the associated problem of trust and makes a connection

to the need for journalists to react with more openness in the increasingly interconnected world. The following article, Link Journalism: An 'Easy Win,' presents the practice of connecting to news sources in the context of an Internet-centric perspective that looks for concrete ways to advance democracy. Links, it is said, reflect just such a victory for journalism as a public benefit, maybe somewhat countering the rise of PR and other unfavorable tendencies in the news industry. The conclusion makes the argument that link journalism is a form of prospective activity that is currently evident in what is regarded as excellent journalism, which is reporting with clear and precise attribution. As global tendencies work against the coverage of local and regional news, such openness is becoming more crucial to journalism as a countermeasure to data and press release processing, as well as to society generally.

DISCUSSION

Online News: Expectation and Practice

The conflict between jubilant, sometimes commercially motivated tales foretelling revolution and the understanding of greater forces is ever-present in the many facets of these talks. In the latter stream, there are significant currents of critical, sometimes contentious discussion over the nature of professional journalism. Typically, this argument pits the legacy of compromised traditional journalism against ideas and methods presented as progressive and democratically enhancing. Framing concepts and observations of online journalism in terms of a stupid professional opposition to the new openness of the Internet is perilous, even though it is tempting to do so. Such a strategy has a tendency to assume that the use of network technology can, by itself, correct glaring flaws in news as a public good that can support reasoned discussion in the public arena. However, a sizable portion of study and discussion on online news has taken this stance, as if there were a rivalry for adopting new technology that was distinct from the fight for readers and advertisers. However, there are other, more pertinent currents around the interaction between conventional media with the Internet, as well as the potential emphasis for any fundamental adaptation by journalism that go beyond ideas of inevitability advancement.

The legitimacy of the journalistic endeavor has been questioned in the context of the connections between journalism's culture, values, procedures, tools, and technology, as well as its audiences, sources, and sources on the internet. As a result, new media raises the same issues again. By this stage, the arguments for the reform or enhancement of journalism on the Internet are well known. People like Hall, Pavlik, and Gillmor have mimicked Jon Katz's compellingly flavored early wired language criticizing newspapers for failing to get interaction. They have similarly welcomed advances in journalism due to the innovative affordances of the digital online world. We are informed that interaction will give the reader or user more control, and that citizen and participatory journalism will make up for the shortcomings of conventional journalism's distance from its readers' lives. Audiences will find immersive multimedia news more interesting and relevant thanks to the work of new generations of multitasking, tech-savvy journalists [4]–[6].

Researched reports of news, however, have not come close to realizing the goals of the technologists in terms of how professional values and procedures should be materialized. Although the distinct domains of publisher and journalist are frequently conflated in the discussion, newspapers' and consequently newspaper journalism's response in the USA has not

been that of an industry or profession eager to break the earth-bound shackles of traditional news. Instead, in Brian Winston's words, they have responded defensively with hedging and shovel ware in an effort to neutralize or at least minimize the radical potential or potentials that face them. Empirical study has found this gap between aspirational description and the visible materialization of news online quite early on.

Examination of the reportage of British national web news channels reveals an even more troubling picture. This study discovered that the desire for immediacy and the constant updating of the online offering effectively produced less news, not more, and more news that takes the same angle and even, because of institutional connections, identical outputs. Despite its focus on top news websites, instead of new possibilities in user empowerment, greater depth, and increased diversity. This work challenges the more generalized claims of the proponents of digital networked journalism because it is based on actual content rather than pre-selected illustrative narratives about high-profile news stories from prominent global news actors, as has frequently been the case in discussions asserting the transformation of news. It is more in accord with the grounded observations of the pragmatic, selective, and restricted use of internet research tools by journalists at a more particular stage in the debate of journalistic processes. The idea of relative stasis in the form of online news, with connections to professional imperatives, is further supported by a 2008 content analysis study of well-known online outlets in the USA, UK, Russia, France, and Germany, which found that, even though modest levels of experimentation are apparent, news on the web is basically good old news journalism, which is similar to what we know from 'offline' newspapers, and that such news shares the national boundaries that are prevalent.

A similar pattern has been seen throughout Europe in a large-scale and broad-focused content analysis of newspapers and their websites, which found strong adherence to print news offerings overall despite wide variations in the characteristics of online news. However, web editions weren't always solely defined by shovelware. Frequency of updating was cited as the key characteristic that distinguished online news from its print parent, and it is undeniable that this pattern has recently been more prevalent in online news editions. However, rolling news has long been a feature of broadcast news, and issues related to the rapid news cycle have been debated both in respect to the internet and television news. Further, this author's examination of Irish national news titles revealed that, rather than settling on a model in which the online edition overwhelmingly followed in the wake of the analog master, providing little more than a skeletonized version of print news that was primarily determined by commercial aspects of web publishing, they did not set out to exploit the potentialities unproblematically heralded by the Internet.

While remained the main content of such sites, news lost some of its significance as more overtly commercial publishing objectives made their online presence felt. This compression was also seen in the persistent reliance on official and commercial sources online. Beyond the rare exceptional production, it was clear that content management systems were generally used to automatically correct news instead of further human interaction. Of course, it is simple to write off this result as news by algorithm, but doing so ignores the more complex processes involved in the online re-mediation of print news, where social and economic variables, as well as

journalistic ideals and practices, continue to have a significant influence. However much they may be praised by the multitasking, multiplatform gurus telling journalists to get with it, the token presence of a YouTube video or an AudiBoo from a budding multimedia department or lone digital media enthusiasts does not represent a change in the fundamental nature of journalism.

False Promise of Interactivity

Online news has also been shown to be significantly undeveloped in terms of interaction, despite its seeming potential. Despite serving as a metaphor for internet news, it has been observed that it especially fails to change the power dynamics between news providers and their readers. True interaction does not include yes/no news polls and unanswered reader comments, which are often overwhelming in quantity. At a more basic level, factual data suggesting most users choose to play a passive role undermines the sometimes unstated assumption that the audience wants to interact.

Many studies of interactivity deal with a complex idea; they may create indexes based on counts of occurrences of certain interactive characteristics, such comment sections, forums, and contact information for journalists; these indices may also include hyperlinks. However, the use of hyperlinks as a specific interactive device in online news, and, equally, as a defining feature of its format, garners much separate attention, most likely due to their essential role in the creation of the web and their significance in constructing media, or simply because of their relative ubiquity. Despite the fact that web news outlets cannot operate without the indexing and navigational capabilities of the simple HREF tag, a growing corpus of empirical studies of prominent online news sites point to the conservative usage of these links and their relative absence.

Newspapers are noticeably hesitant despite the possibility for extending their narratives and liberating the news discourse with the click of a link. The hyperlink captures basic problems about the professional responsibility of the journalist in opposition to the ostensibly unimportant editorial or technical demands of this simple technology, yet the reaction of mainstream media has been to adhere tightly to an unaltered gatekeeping function. Thus, a categorical division between so-called old and modern journalism is formed, according to some. Conventional journalism is perceived as a closed, fossilizing, and now fearful system that lacks the fresh, open ethos of net-native sites and the blogosphere. However, it should be noted that some people are moved to complain that there are too many links, which can lead to information overload and circular reading.

Distributed interactivity, over which news providers have less gatekeeping control, has been viewed as further interrogating journalism's norms and practices. It is obvious in blogging and newer forms of social media, and it is inextricably linked to user-generated content and citizen journalism. However, many in this ostensibly new news environment have pointed out how dependent they are on conventional journalism. According to Meraz, traditional media's elite hold is maintained by the sociopolitical boundaries of the press pass or knowledge of journalism norms and traditions. This reality is explicitly recognized by the emergence of new forms of online media, not least Google News or Yahoo! News, whose express mission is to repurpose the

outputs of other media, as well as in the curation culture that specialized new entrants such as Storify, along with more general media outlets, have embraced. Instead of everyone becoming a journalist simply by starting a blog, everyone or anyone who chooses by virtue of the likingin Facebook termsor clicking and dragging of text, video, and sound, or tagging with a label to be found in searches by others, is a meta-journalist, a curator, or a guide of what is important in news. It is said that since they are unable to stop the flow, journalists are losing their role as gatekeepers and are instead becoming gate watchers who can help people through the chaos [7]–[9].

Journalists' Conflicted Opinions

The Internet has become indispensable to journals in addition to these higher-level discussions because it offers a wealth of tools as well as stories, with the role of social media in the Arab Spring being just the most recent example. Journalists are ostensibly at ease with its presence and have little desire to explicitly criticize its potential drawbacks. In response to numerous queries, newspaper writers are seen to be reluctant and choose safer stances, which suggests a pervasive principle of continuity as it strives to justify its activities. Contrary to popular belief, journalists are not obstinately protective technophobes since they have experience with digital printing technology dating back to the 1980s. They embrace the internet when it serves their professional purposes but are considerably more wary when it suggests a potentially fundamental shift in the way news is reported or even offers the chance to advance journalism's objectives via the use of new media. Their ongoing main association with print and their startling lack of in-depth understanding of their companies' new media projects are examples of this passive opposition.

Peter Lee-Wright, a former BBC documentary filmmaker, spoke candidly about journalism values and new media, addressing journalists' concerns that authority is shifting to technical staff and the Orwellian Get web-savvy or we die newspeak used by the public service broadcaster's influential Future Media and Technology cross-divisional body. He draws attention to the challenges editors have when dealing with audience power by pointing out that readers of the BBC News website are more interested in a gruesome narrative about Canadian Mounties discovering five severed feet than they are in election news from Zimbabwe, according to most-read online lists. Thus, he supports criticisms that academic research is fixated on new media, even as journalists experience a collective nervous breakdown, and he contends that even the most ardent supporters of new media are aware of the risks associated with news being distributed through mechanisms of associative choice rather than directed content.

A similar research revealed that the reality of professional media work did not match the claims made about user-generated material, or UGC, when British journalists were polled for their opinions on sources. According to this viewpoint, journalists who are working under heightened deadline pressure and in an accelerated news cycle refuse to pay attention to UGC because they are being overloaded with content that is being directed at them, forcing them to depend even more heavily on existing hierarchies and news values. As a result, the internet strengthens the argument for current constraints on variety rather than enabling more source diversity. At the same time, there is a trend toward standardization due to the cannibalization of copy from other online media.

The problems in putting inter-activity into practice are seen by David Domingo in terms of Brian Winston's ruthless repression of radical potential, which he defines in this context as guaranteeing that the inertia of journalistic culture pre- vailed. Although journalists claim to be open to new aspects of the news, in reality they perceive audience engagement as a problem to manage rather than as a way to improve the quality of the news. Domingo provides a revealing perspective on the proliferation of showcase productions, which are often mentioned in accounts of how internet journalism has changed. With user-involved, media-rich, heavily hyperlinked, and in-depth material, such events provide a venue for utopian experimentation. According to him, these specials constitute the institutionalization of myths, but they are myths that everyday media practices cannot support. In essence, one might argue that they are just stunts [10].

Despite the fact that news cannot simply be reduced to a conversation, journalists today have to operate in a new environment defined by liquid or ambient journalism. Even without taking into account the generational shift in news consumption patterns, the picture for the funding of high-quality journalism is not promising. The decoupling of news from more commercial material on the internet, which had previously given it a subsidy, is considered as a danger to democratic discourse and undermines the press's function in keeping the public informed. It is not surprising to see the relative success of online business publications, as providers of information with concrete exchange value, or of celebrity gossip sites, as one can instead observe the rise of the fabled Daily Me through market forces rather than just by virtue of enabling technologies. News work is being incorporated into the world of immaterial labor of postmodern economic systems, as network dynamics shift power to publishers and the audience, or the former audience, now referred to as prosumers or produsers who both consume or use content but also produce it. This has been noted at the same time as the explosion of social media is producing its own transnational armies of producers of free content, leveraged by corporate interests. As their economic and cultural capital declines, it would seem that journalists have been losing the fight to maintain control, which is at the core of the rationale for their professional organization.

The professional journalistic response to such developments is to dejectedly predict that, given the profit-driven nature of Gawker Media and similar entities, they will lead to a decline in standards. However, there is also worry about standards in relation to prestigious news publications, including the much-admired guardian.co.uk, which has successfully established itself as a model of ethical online conduct in the eyes of both the academia and the wider news readership. Historian Christopher Harvie offers a damning, if wholly partisan, analysis of the newspaper's cultural loss as it has abandoned its original northern English regional focus in order to reinvent itself as a coolly London-centric global entity after being subjected to some antiquated gatekeeping practices in the website's highly promoted Comment is Free section:The Open University's faculty and students from the 1970s are becoming older, while the younger generation is more interested in gaming, tweeting, and creating postmodern ironic works of stupidity. Apparently, just 6,000 copies of the book are sold in Manchester. The quality press, at once trendy and frantic, enthusiastically pursues the new generation, who are almost definitely from the lower classes, and its website is surely a deterrent: a few of news pieces and it's right into footie and Guardian Soulmates.

However, these objections are not exclusive to the online world, and the normative values outlined by McQuail in 1994 have not been suddenly called into question with the development of the internet. The shift from news of public information and discussion to entertainment and sensationalism, which Bob Franklin describes as the result of increased commercial competition, government policy, primarily in the form of permitting and encouraging exposure to market dynamics, new technologies accompanied by union de-recognition and casualization, and changes in journalism, is traced in depressing detail in his book before the full impact of twenty-first-century celebrity mania. Similarly, Thussu examines the rise of global entertainment and situates it within a neo-liberal imperialism, with its ideals universalized in an escalating global hegemony, while Paul Manning's critical study focuses on the function of spin and the influence of sources in news creation. In this article, source relationships are discussed in the context of journalism production routines and news values, with particular emphasis on Tuchman's interpretation of objectivity as a set of practices, or rituals, that journalists can defend as objective as they try to shield themselves from legal or professional threats while working under pressure.

The findings of a survey on news sources are reported by Guardian writer Nick Davies in his widely read essay as an indictment of British journalistic standards. 60% of press pieces came from pre-packaged sources, such as wire services or PR material, while national press writers were required to create three times as much text as they did 20 years before. The basic problems with journalism are neither unique to the digital age nor unrelated to it. Instead, the debate between quality media and poor journalism is entwined with change, of which technological progress is a component. The publication of Davies' book coincides with the National Union of Journalists' Stand Up for Journalism campaign, which aims to address the lack of funding for quality reporting.Journalists are reduced to a hybrid of data processors and contact center agents. drafting press releases while confined to their workstations. Nobody has the time to investigate the corruption, falsehoods, and lawbreaking that may be taking place in the halls of power.

CONCLUSION

In the end, upholding the highest ethical standards, being open to adapting to the changing media environment, and being committed to advancing the public good are necessary for being a good journalist online. Journalists must strike a balance between the desire for involvement and speed and the need to provide accurate, substantiated, and contextualized information. In an age of quick information distribution and developing media technology, journalists may preserve the integrity and relevance of online journalism by following these ideals. Media companies are essential in helping journalists follow these principles. Helping journalists navigate the ethical issues of the digital era may be accomplished by offering ethical standards, training, and tools. Public confidence in online media may be increased by fostering a culture of openness, impartiality, and ethical reporting.

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CONSTRUCTING OBJECTIVITY THROUGH TRANSPARENCY

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ABSTRACT

The concept of objectivity in journalism has long been a cornerstone of professional ethics, aiming to present information in a fair, impartial, and unbiased manner. However, in an era of heightened media scrutiny and public skepticism, the traditional notion of objectivity is being challenged. This paper explores the role of transparency in constructing objectivity in journalism. It examines how transparency, through practices such as disclosing sources, conflicts of interest, and reporting methodologies, can enhance trust, credibility, and accountability in the news media. The study analyzes the challenges and opportunities of implementing transparency in journalistic practices and explores the implications for journalistic norms and practices.

KEYWORDS: *Credibility, Disclosure, Fact-Checking, Fairness, Openness, Public Trust, Reporting Standards.*

INTRODUCTION

The optimistic idea that crowd knowledge coexists peacefully with the contributions of expert gatekeepers or gate watchers in a democratic, self-correcting agora of bloggers, tweeters, and amateur curators is obviously a delusion. As we've seen above, news still gathers around traditional media even though it's seen as being liberated from the constraints of mainstream, professional newsrooms. Here, it would appear, is proof that despite all the studies showing popular mistrust of journalists, their claim of legitimacy still holds true. Despite their seeming resistance to the full potential of online news, journalists continue to create the news both offline and online via their behaviors and routines. Additionally, the new ambient journalism cannot easily be written off as amateurish or poorly thought out. Public relations and news management are equally applicable to blogs, Facebook, Twitter, and other similar platforms. The basically modernist legitimacy claim of journalists persists in the face of the postmodern social media frenzy: according to McQuail's quality criteria, they claim to convey the truth, and we base our news consumption on this notion, however nuanced.

The Frankfurt School's Adorno and Horkheimer's critique of Enlightenment concepts and the contributions of postmodernists like Baudrillard and Lyotard who cast doubt on the role of meta-narratives that attempt to make sense of human experience on a grand scale all serve to undermine notions of a pure, value-free rationality as they were challenged in the twentieth century, according to Stephen Ward. In a creative process of changing values that took place

between the seventeenth and twentieth century's, he draws attention to a simultaneous degradation of the doctrine of objectivity and truth-telling, one that belongs to a manufactured ethics of journalism. In the end, Ward dismisses straightforward objectivity as a power that has run its course after considering the origins of the norm and its subsequent erosion, which runs parallel to Habermas's explanation of the development of the public sphere [1]–[3].Instead, he urges the adoption of pragmatic objectivity, a more flexible variety that is based on procedure rather than on absolute assertions of reality and enables for investigations to arrive to more than one truth. As an active empiricism full of judgements, selections, values, and decisions made under conditions of uncertainty, journalism is seen as faulty in this context. Without resorting to technology-bound neologism, this is a vision of journalism that is in keeping with the perception of multi-source news as contingent, incomplete, and uncertain, as well as with the open and interconnected authority of bloggers, the first generation of non-mainstream media online news providers.

Transparency is one of the characteristics most frequently credited with emerging from the open blogosphere, but it does not always fit well in the traditional news culture of closed editorial meetings, secret briefings, close source relationships, and the myth that news sense is the primary characteristic of a good reporter. Transparency has gained more significance in recent years, both in the context of networked communication and the credibility issue that US news organizations are now experiencing. Blogs have been discussed in a variety of contexts, including the degree to which their characteristics align with the standards for the reconstruction of the Habermasian public sphere, criticisms of their veracity and accuracy by professional journalists, and the question of just who qualifies as a journalist today. Contrasting with the comparatively closed narrative of traditional journalism, the informal, discursive character of blogging may foster a culture of explicit citation of sources, of contingency and ambiguity, and of a process of story development. Such ambitions are outlined in a number of blogger codes, or sets of principles, and it is obvious that they will likely remain largely unmet in the mostly uncontrolled publication environment that blogs represent.

Online journalism has made transparency a buzzword thanks to multimediality and interaction, with famous examples of a cyber-newsroom Glasnost allowing the viewers to witness the inner workings of the news operation. However, efforts like open editorial meetings or editor's blogs do not readily mix with working newsroom life, similar to the particular outputs of online editions. They may also be an example of someone protesting excessively. Karlsson contends that ritualized transparency elements at the level of the website often are the focus of anecdotal attention or generalized observation, supporting Domingo's argument from above. He contends that as objectivity and truth-telling claims are often made at the level of individual news content items, this quality should be investigated there. Although a number of transparency elements exist to varied degrees on the websites of The New York Times, The Guardian, and Sweden's Dagens Nyheter, according to his analysis of those sites, they are marginal in nature. These books' internet journalism is influenced by more conventional journalistic practices and principles. However, research in the Netherlands based on the opinions of chosen media professionals and commentators found that participants placed a strikingly strong emphasis on news openness as a overarching norm, whether it be online or offline. Transparency is seen as

the major measure to secure the quality of modern journalism in the light of the new, open media system, which has the ability to expose professional journalism.

DISCUSSION

Link Journalism: An Easy Win

Tony Curzon-Price, editor of open Democracy, analyzes the potential for freedoms and unfreedoms arising in techno-society in his high-level discussion on technology, liberty, and servitude. His article combines traditional arguments for a connected world with libero-genic technology with fresh concerns about dictatorship. The dispute over individual and communal concepts of freedom is discussed today. There are many possible unfreedoms Curzon-Price lists that are quite relevant in this situation. He cites Cass Sunstein's concerns about hyper-individualism, fragmentation, and the disappearance of broad tent institutions like political parties and newspapers, which would harm societal cohesion by preventing divided communities from negotiating agreements; he draws attention to well-known Kafkaesque and Orwellian scenarios regarding government and corporate control of dataphagous networks; and he emphasizes Jonathan Zittrain's worry that the once open, generative Internet has become increasingly closed. The victory of the solipsistic news consumer and attempts to tie communication to particular gadgets as a process of commercial enclosure are examples of such unfreedoms in the media, as witnessed in mobile communications, games, and, most recently, in the instance of Ipad news editions.

Journalism seems to be both already irredeemable and unimportant; therefore Curzon-Price's analysis of communication freedoms largely and probably purposefully avoids direct treatment of journalism. Instead, in a call to action, he advocates for a hypothetical good netizen to take individual and collective actions in the fields of citizen journalism. Such a rallying cry is rather unsophisticated, despite how immediately alluring it may seem, given that it is mostly predicated on the peculiar, if not unique, cooperative qualities of Wikipedia. In the midst of the informational chaos, good professional journalism or, more specifically, a reorientation of journalism practices toward values that reflect its role as a public goodhas a greater chance of effectively balancing the power of state and corporate gigantism than citizen journalism alone.

While Curzon-Price dismisses print and journalism with a print-based foundation in McLuhanite terms as belonging to the Gutenberg parenthesis, his concept of easy wins is a valuable tool. Instead of improvements including fully developed multimedia and interaction, evolution toward more credible online journalism is more likely to occur via smaller, less technical-focused adjustments that connect to current objectives and at the level of the narrative. When practitioners exhibit significant reluctance in these areas, as has been shown, rather than impatiently hoping for meaningful progress, journalism can instead look for ways to use web technologies and practices to strengthen the current qualities that underpin its claim to legitimacy.

It is still possible to restore the public sphere in this age of market-led interlocking of state and private interests and activities globally and in formerly public functions like health or education,

commercialization and trivialization of news, audience fragmentation into islands of consumer interest, feared erosion of knowledge and thought, and press release recycling of churnalism. There are already searchable archives in place, and they work well with both online asset leveraging techniques and database-driven digital content management systems. Newspaper stories used to be hidden away in library clippings collections, but today it takes little effort to produce them and make them available to the public. Since tales from many sources may now be combined meaningfully, breaking the linear limitation of the single-focus content item, this feature gives news a significantly stronger dimension of memory and may increase the diversity of perception of the news. Commercial concerns, however, come into play once again, and archives, which are readily contained as a saleable commodity, are often kept behind subscription pay walls that are not used for other material [4]–[6].

Linking practice extends beyond the need to keep editorial and commercial content separate on a church-state basis or the oft-rehearsed exceptional challenges of linking readers to material that is generally seen as unpleasant, such execution footage or severe pornography. Instead, it is a reflection of the murky definitional connection that presently exists between sources, journalists, and the public. We have observed that mainstream news media online largely continues to ignore the potential of the hyperlink to show, at story level, how the news is constructed and thus to assert its legitimacy. Where social media producers routinely link to their media sources often because those sources patently are the only substance in their items, without which they have little or nothing to offer beyond curation we have seen that this neglect extends to their use of hyperlinks. Although journalists' blogs and tweets may help to some extent in this respect, sources are ultimately disguised in major news outputs, even beyond the covert briefings by influential political or corporate players, even if they may be directly accessible online.

Thus, it is conceivable to read a news article in numerous newspapers that is based on, instance, a social or economic study with an accompanying press release, even if these documents are readily accessible online without any links that acknowledge this fact. This denial is an odd flip of the Wikileaks movement, which exposes covert sources and is heralded as a revolutionary force in journalism. As a result, news reporting today often protects internet sources that are crucial to the creation of news but are not designed to be kept secret. In a world where connections are already commonplace, such cloaking cannot be seen as a passive manifestation of professional inertia, but rather as the news outlet acting in opposition to the professional ethic of explicit attribution. In contrast to the more frequently expressed expectations that newspaper reporters should repurpose articles as audio packages or engage in endless reader interaction, hyperlinks connect the journalist-source relationship, the process of news making, and the emerging ethos of an effective, routine transparency. Speaking from within the legacy camp rather than as a new media evangelist or academic assailant, Bill Kovach, one of the most influential thinkers on modern journalism, makes the case for transparency as an appropriate response to what he sees as the obsolescence of journalism's gate keeping function in an era where the Internet has torn down all the fences. Journalists should instead become referees who, in order to maintain trust, and must be transparent:

Inform them of your knowledge and your ignorance. Inform them of your sources' identities, and if you are unable to do so, explain how they came to your conclusions and any potential biases

they may have. In other words, provide folks the knowledge they need to understand how it was created and establish their own opinions. Kovach's dramatic assertion that gate keeping is dead is absolutist and undoubtedly unrealistic. The issue of the place of the journalist in a news ecosystem with mainstream media at its center and a constantly growing mass of social media feeding off it, however, is at the heart of his call for source transparency. According to Brian McNair, Paul Manning's suggested sociology of news sources, which is charged with identifying the sources of order and control, also may be directed toward how, or even if, informational meaning can be preserved within the paradigm of chaos. The key to understanding the world is excellent journalism, even if the gatekeeper function evolves rather than disappears.

As things stand, the news is still generally opaque and has few connections to sources, despite the fact that it has started to rely more and more on press releases and official information. Although it would reposition journalism as seeking its validity not from claims of absolute objectivity, but from Ward's pragmatic focus on the process of newsmaking, a news culture of full declaration of sources, based on the explicit, in-text linking to the primary source, where available online, would indeed represent a development of reporting practice. The practice of link journalism would amount to nothing more than a low-tech extension of established values; the adoption of routine linking to declared sources in no way represents a revolutionary up-ending of journalism, as clear and accurate attribution is already a cornerstone of reporting and editing. The link is the internet counterpart of quoting sources, which is the standard journalistic technique for providing context and support for assertions, according to Scott Karp. Therefore, source openness is nothing new, and it is not a foreign imposition when it is achieved via the use of a hyperlink.

It may eventually seem incongruous for news to not develop links to source texts and other media artifices like videoed parliamentary debates in a crowded media environment where almost all texts link to others and openness and transparency have become more strongly related to trust and credibility via the ethics of blog- ging and later forms of social media. However, at the moment, it almost seems as though this potential is being willfully denied. In light of Karlsson's crucial discovery that journalism's truth claims are placed at the level of the individual narrative, this is especially pertinent. It is unlikely that news organizations will be able to rely on the privilege of access to information generated by sources for the foreseeable future as social media develops, political and economic actors create their own online presences, press releases are already widely available online, and industry and academic experts start publishing their own work. It would be simple to create transparency in this networked media environment by adopting thoughtful hyper linking widely as a solution to the demand for journalistic and informational authority.

A comparable need is met by the developing practice of data journalism. Here, it is already believed that raw data and information from original sources are widely accessible and available. Even though it is more popular to refer to gate watching, refereeing, or curation, data journalism is concerned with the presentation, contextualization, and organization of extremely abundant information. By producing new levels of meaning in news, it addresses concerns about communication splintering. By simplifying complexity, data journalism serves readers. In this context, journalists can be considered curators rather than creators, and in this way, they are

comparable to individual producers-users, or producers, whose original content is found elsewhere but who contribute to understanding by gathering and organizing. It would require similar, deliberate journalistic attention to online materials to extend linking connectivity generally to individual news stories beyond the purview of data journalism, recognize such texts' news potential, and release online news from the current model of breaking news and re-purposing of print content systems.

Journalism Experience: A New Approach for Online Newspapers

The fundamental role of the reporter has changed for the digital age, necessitating considerable changes in journalistic culture as a result of the distinctive Internet qualities of interaction and multimedia. Web technology has made it possible for audiences and providers to become involved in the news cycle. Scholars now refer to journalists as gate-watchers and monitors of information, suggesting that they accept citizen media and freely share power. Buzzwords like networked journalism and communal media show how some individuals see the internet as a platform for a journalistic revolution where people have an obligation to speak out, produce content, and challenge traditional media in online spaces. This primarily speculative article proposes a new online model for news creation functionality that, at least for the sake of journalists, takes into consideration the dynamics of information generation, distribution, and consumption online.

This model develops one put out by academic Mark Deuze with the theory that news has evolved into an open-source process, changing perceptions of journalism as a distinct output. Each journalist in the new century must aim to accomplish a wide range of objectives, in addition to the well-known orientating, instrumental, and monitorial aims, by focusing on the public experience. Even for those journalists whose media businesses still adhere to antiquated rules and practices, the successful journalist of today must embrace the ideal dialogic style of news creation online. By implying that the collaborative and interactive elements of online news are being integrated into journalistic goals, the model offered here expands on Deuze's contributions. Journalists contribute to the news by blogging and participating in online discussions, while individuals contribute by posting images and creating articles in forums and other public venues. In addition to fundamentally altering the process of producing news, this also affects the relationships between information providers and consumers. The model is intended to capture how journalism seems to be changing in light of the goals of practicing journalists. In other words, the model may not be applicable to all news organizations as of the time of this writing, but in light of recent technological advancements, it still captures emerging ideas about what seems to be occurring with the news product. Documenting and visualizing the operational paradigm of news functionality is a helpful activity so that academics, media observers, and journalists themselves may continuously improve the goal of journalism when new technologies are utilized in its creation.

Before discussing how newsrooms are implementing new technology and the possible effects such institutional changes are having on the purpose of news, this article will first provide an overview of prior forms of journalistic production. This study explores changing American news production techniques and provides a significant literature analysis on multimedia and interaction. The main question I want to address in this essay is: how does convergence within a

Special
Issue

Asian Journal of Multidimensional Research
ISSN: 2278-4853   Vol. 11, Issue 4, April 2022 Special Issue   SJIF 2022 = 8.179
A peer reviewed journal

participatory culture change production models and the intended functionality of journalism? I will draw on this prior research throughout the article as well as my own in-depth interviews with more than 100 journalists, bloggers, and citizens between 2007 and 2010. We arrive at a new model that captures an evolving theory of digital news creation thanks to the responses to this question. Significant resistance to digital culture continues to exist throughout these shifts, and institutional habits, motives, and corporate interests endure. This study will thus serve as a reminder of how persistently old ideas persist [7]–[9].

Traditional Journalism Model

Journalism is generally understood to be any authored text, in written, audio, or visual form, that claims to be a true statement about, or record of, some hitherto unknown feature of the actual, social world. Numerous news academics have already investigated the factors that affect the news product and its consumption. The Shoemaker and Reese model outlined a matrix of elements, ranging from power structures to ideology, that contribute to the news creation process. Others have looked at how journalists, sources, and consumers build the news as a depiction of reality that upholds society ideals. On a basic level, news creation has also complied with the journalistic task of informing the public by using the Shannon and Weaver linear model of message transmission. Every day in the newspaper, writers have delivered a monologue to their readers in an effort to stimulate discussion, orient readers to their surroundings, and give relevant information for everyday activities.

 The four basic purposes of the news have been: monitoring, socialization, correlation, and amusement. The press, which is seen as a strong institution, maintains its authority by these steadfast missions and the established procedures that support them. Newspaper reporters have attempted to enlighten society by giving a genuine, fair, summarized, and verifiable account of the happenings of the day. In addition to seeing and reporting reality, journalists also filter and rank information. Journalists fulfill institutional responsibilities throughout the news writing process that promote democracy, serve society, and increase individual knowledge. These practical, guiding characteristics represent established, ideal-yet-declared missions.

Scholars have recorded historical alterations in cultural, economic, political, social, and technical factors that have affected journalism practice and objectives. According to Herbert, the language used in journalism has become increasingly accurate and realistic with each new technology. A social destiny that would involve people in politics and their communities was predicted to be brought about through radio. With the use of VCRs, television news viewers would have more choice over when, where, and how they got their news; news would also serve as a platform for social networking. Videotext and teletext, whose interactivity and multimedia would enable individuals to control their own intake of news, were created by early computers and networking capabilities. All of these technologies altered how journalists went about collecting and creating news, as well as audience expectations for content, even if only a handful of these goals were really achieved.

News stories could become both visual and textual once journalists were able to take and publish photos and graphics, giving birth to photojournalism and the picture story genres. Then, broadcast and cable accelerated the process of news transmission and heightened journalistic

competitiveness. Newspaper editors started advising journalists to write sec- ond-day pieces on the first day of the real news since radio and television would have already broadcast the first wave of breaking news into consumers' living rooms. In response to television journalism, Gannett CEO Al Neuharth created USA Today, which offered bulk newsshort pieces that were limited to the front page and accompanied by vibrant graphics and enormous photos.3 In some cases, the newly developed medium assisted in the creation of an entirely new genre of journalism, such as Ed Murrow's hour-long See It Now television programing, which popularized documentary-style journalism in the 1950s. Journalism changed as a result of each new technology advancement and how it was used in the newsroom.

It's vital to remember that the communication forms of news that have resulted have not developed spontaneously, but rather have derived from many interests and many competing claims that seek to define what constitutes our media Due to the fact that they reflect cultural systems, economic ideologies, and political situations, media transcend the concept of being only a delivery route. The libertarian political structure of the USA, as well as its capitalistic media ownership and the then-current technology, such as telegraphs, are all reflected in the conventional model of news function in the country. For instance, Abramson, Arterton, and Orren noted that the shift from one type of democracy to the next coincided with changes in the media. As the information era began, journalists' duties changed from transmitting information to digesting it. According to McLuhan, each media offers a unique sensory experience that allows the self to expand into the outside world. Therefore, it should come as no surprise that the Internet, the newest media, has caused the underlying structure of journalism to shift [10].

Fresh Medium Blend

As we enter the new century, multitaskers, astute information searchers, and active creators are made possible by a highly mediated civilization. Scholars and media critics have proclaimed the possibility of an information renaissance as a result of the bottom-up information phenomenon caused by the multimedia and interactivity of digital communication, which has rerouted conventional communicative content flows. Let's start with two definitions of these key words: The word multimedia refers to the blending of several informational techniques, such as vocal signals, text, and animation. In addition to combining several technologies into one channel, such as text and video or images and audio, the word multimedia also describes the capacity to cross, intersperse, and mix different content platforms. According to academics, multimedia stimulates response to material by manipulating volume, pictures, hyperlinks, and other modal characteristics. This allows us to engage numerous senses via a single channel. The definition of interactivity according to Salwen, Garrison, and Driscoll is the capability for users to do something with an online web page, or to modify the information in some way. Interactivity is accomplished when a news user may alter, supplement, refute, or otherwise customize the material. Interactivity must include two-way contact on some level and is not so much about the specific information channel as it is a philosophy about a user's relationship of control with the material and its source.

While some academics have seen these digital skills as liberating, others have observed that multimedia and interaction only serve to strengthen pre-existing connections, social positions, and institutional linkages. Why on earth would someone publish some obviously worthless blog

pieces, you may wonder. The explanation is that they are really having a discussion with their pals while you are only listening in on it, not really posting it. However, this statement by professor and computer programmer Clay Shirky draws attention to another feature of digital content: individuals may now interact with the worlds of others in novel ways. The development of the personal computer, electronic message boards, e-mail, and web software let people's formerly private communication experiences become more public. Audiences may interact with formerly constrained cultural commodities via hyperlinking, file sharing, and remixing. Online writers and readers become into one another's performances as they search for content immersion that enables them to experiment with their identities and social lives. Because web chat rooms are anonymous, for instance, people often adopt new online personas. These alter egos lead to new ways of seeing, hearing, interacting, and being in both the virtual and real worlds.

Early web studies established that the fundamental reporter identity and his professionalism had to change in order to accommodate the manner in which newsrooms were using digital technology. The realignment between and among news organizations, journalists, and their many publics, including readers, sources, rivals, advertisers, and the government, is being facilitated by new media. It was suggested by Newhagen, Rafaeli, Kopper, Kolthoff, and Czepek that researchers look at the architectural characteristics of the Internet and how they affect the news output. A system architecture that was established in cyberspace gave rise to a new kind of journalistic organization. Information must be distilled in order to fit into conventional media, while the Internet's capability is parallel and diffuse. In distributed network topologies that enable the creation of dispersed messages, data concentration is unnatural. A situation where each participant is equally likely to be a message creator as well as a message receiver makes it unnatural, impractical, and virtually impossible to apply canons or standards created to cope with mass media systems. As members of such a system are likely to be actual peers, social norms created to guard against the amplifying of mistake generated by power imbalances are further eroded. Data gathering is a reportorial act that is first disseminated, having the potential to occur at any node on the Internet. The most significant second risk is that editors could lose control over the agenda.

CONCLUSION

In conclusion, Transparency is a key building block for journalistic objectivity. Journalists may improve trust, credibility, and accountability by being transparent about their sources, conflicts of interest, and reporting practices. Although there are drawbacks, the advantages of openness in promoting an informed and involved public outweigh them. Integrating transparency as a journalistic practice and adopting it as a fundamental principle would help to build a more robust and robust news media ecosystem.

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FUNDAMENTAL ASPECT OF PERSONAL COMMUNICATION

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ABSTRACT

Personal communication is a fundamental aspect of human interaction, encompassing various forms of interpersonal communication, such as face-to-face conversations, phone calls, emails, and messaging applications. This paper examines the nature and significance of personal communication in contemporary society. It explores the dynamics of personal communication, including the role of technology, social factors, and cultural influences. The study analyzes the impact of personal communication on relationships, identity formation, and social cohesion.

KEYWORDS: Active listening, Body language, Clarity, Conversation, Empathy, Feedback.

INTRODUCTION

The once hierarchical information system is now a level playing field for all participants. Dispersion of control results in the loss of the content's standardized, consistent structure. Multimedia, according to Newhagen and Levy, acts as the catalyst for this information metamorphosis. For some students, interaction via hyperlinks and message boards results in beneficial change. Around this time, a number of forward-thinking researchers began to hypothesize that these impacts must also have modified journalism's goals. They started coming up with fresh ideas for news production models. According to Bardoel, this new technology must broaden both the core principles of journalism and its audiences. In 1996, Bardoel created a first online model that was illustrative of classic principles of journalism and served the twin, but improved, purposes of being both illuminating and helpful. Much as a stockbroker offers choices to clients, journalists might utilize the online platform to spread information. People may also use internet features to locate news that will be useful to them [1]–[3].

Deuze understood, however, that the interaction and multimedia aspects of the Internet change Bardoel's concept of orienting and instrumental journalism. Deuze offered a brand-new framework based on Bardoel's conventional notions of news media but also taking into account every aspect of the Internet, including hypertextuality, interactivity, and multimediality. His changes highlighted the principles of dialogical and monitorial journalism: The second portion of the model acknowledges that the audience has now entered a two-way conversational journalism, in contrast to the first section of the model which shows the content approach to news. Deuze speculated that online media places an equal emphasis on audience connection and journalistic substance. When a website can operate as a platform upon which citizens may voice their opinions and questions regarding the issues that they care about, he uses the word monitorial. Additionally, the idea of dialogic journalism is more liberating: The content of a news medium is fully maintained by journalists engaging with citizens. The viewer is actively participating in

journalism. These classifications are not mutually exclusive, and according to Deuze, information often assumes all or just part of these functional components depending on the situation and the person. Fundamentally, these new models advocate significant changes to journalists' responsibilities and ultimate authority over the news.

A Proposed Extension

Since Deuze published that work in 2003, internet research has shown that Deuze's 2003 model needs to be modified. I provide an expansion of his concept in this. The modification admits that conventional press roles, such as serving as a route for information, continue to exist and that there is still a closed journalistic culture in place, despite the availability of open-source procedures. In an effort to maintain control over the news, newspapers, for instance, have started to restrict access to deeper layers of their content, forcing readers to go through their home pages and look for information from their own internally produced stories. As a result, journalists are normalizing the Internet tool to their current dissemination practices. However, the news is increasingly used as a springboard rather than the final result. The upgraded model's fundamental assumptions are in line with the emerging new media culture, which calls for a mutually beneficial partnership between content creators and their viewers that goes beyond simple two-way communication.

The concept takes into account the current practice in newsrooms of providing journalists' own experiences in addition to unbiased reporting. It considers the individual agency of so-called citizen journalists in the creation of news.4 currently; we live in a converged, participatory society. Citizens feel fully involved in the news and actively participate in its development thanks to the experience augmentation.

Convergence

Before it changed into narrative integration, the word convergence in the news industry merely meant channel convergence. Convergence may be seen as a nonlinear process taking place at any point in the production process, from material collecting through distribution, or as a linear continuum. Both theories propose the presence of a progressive change that transforms the news industry across media platforms. This analysis of convergence follows Henry Jenkins' 2006 definition of the word as followsrefer to the distribution of content across various media platforms, the collaboration of various media businesses, and the mobility of media consumers who will travel practically anyplace to get the sorts of entertainment experiences they want. The term convergence effectively captures advances in technology, industry, culture, and society.

1-2 Jenkins, 2006

True convergence is the creation of news becoming one with the information itself rather than being focused on any one platform-shaped product. True convergence calls for the blending of various journalistic cultures as well as various job duties and expectations. According to a case study by Dupagne and Garrison, journalists at a Tampa, Florida, newspaper and television station said that their channel convergence had resulted in a focus on multimedia storytelling that explored multiple perspectives to any one news item. It doesn't alter my perspective on journalism. It changes the way I see opportunity and presentation, one seasoned local

government reporter told the researchers. Author of Flash Journalism: How to Create Multimedia News Packages Mindy McAdams visits newsrooms to instruct reporters in new kinds of storytelling that place an emphasis on nonlinear reading of the news. Online news media may provide a genuine user-controlled experience, which sets them apart from other news sources. Quinn came to the conclusion in 2005 that news companies all around the globe were through different phases of convergence, which, when accomplished, made excellent commercial and journalistic sense.A truly immersive experience is required by convergence and multimedia, giving users the impression that they can transcend anyone information channel and are somehow physically present inside the material. Since the introduction of broadcast and later digital technology, the word immersion has been used often in journalism scholarship.

The freedom of movement made possible by the journalist's creation becomes the defining characteristic of new media: point-of-view user control. This feeling of control encourages the development of a virtual self, an awareness of being present and acting in a way that appeals to the unconscious, the world of cognition that is controlled by graphics and non-verbal cues. According to Gordon, multimedia gives readers the impression that they may participate in any news event. Packaging and visualization are also significant components in experience-driven journalism, another theme through which the observed cultural trends are understood, according to Finnish mid-level managers, who indicated that sensory news aids in capturing the attention of a media-saturated audience. This framing holds that the objective facts of news narrative are no longer sufficient.

The editors I spoke to among US journalists throughout the country said they aimed to provide viewers with novel experiences. When I looked at websites like the spokesman-review.com and other cutting-edge sites, I found that journalists had posted features like audio of reporters' interviews, raw video of the entire news event, or a photo gallery with streaming audio in an effort to add emotion and sensory details to the textual stories. Blogs written by journalists detailed the news's origin tales. One Los Angeles Times photographer explained to me how he combined sounds of physicians debating a soldier's life or death with striking pictures of fatal wounds. He saw one mother conversing with her kid who needs use a tube to feed and who must talk using a pen and paper. You could be moved if you were just exposed to her words on paper. However, if you hear his mother, you can sense the exasperation in her voice, and any mother can relate to that suffering. It gives her more authenticity. Journalists said that by offering readers a news experience, they are admitting them inside the press and, more significantly, giving them a view of the unfiltered, unedited, real news.

According to my discussions with journalists, news organizations believe that by allowing people to experience the news, they would feel as if they are receiving the real truth about national and local events. Other studies have confirmed this: For instance, Sundar claimed that because of the repeating functionality for information distribution and the capacity to place the viewer in a more realistic fashion, multimedia allows for greater synthesis of the news [4]–[6].People recently claimed in interviews that they seek information that enables them to dig deeper, and some ascribed this quality to multimedia, particularly those accustomed to contributing to news sites or blogs online. When reading an article online, you have the option to go more into the subject. They could contain movies or other content that you can follow if you

so want. However, reading a print newspaper in isolation is just one-dimensional. I like reading newspapers, but I find that reading them online allows me to delve deeper into the content.

DISCUSSION

I added immersion to Deuze's model to incorporate the web features that allow people to be there at the site of the news story, to emphasize the experience of the news as a means of connecting with the world. These data as well as the prior research reiterated here prompted me to hypothesize that personally experiencing the news in multiple formats fosters a greater sense of connec- tion to what's happening and an increased interest in the news.

Participatory

Readers are then expected to engage with the material, one another, and the journalists once they are there with the journalist or, in some situations, in their place. The New York Times columnist Nicholas Kristof told his newspaper readers: For the sights and sounds of my trip to Darfur, go to www.nytimes.com/kristofresponds. Copy editors pair the newspaper stories with messages to readers in little side boxes, urging them to visit the web site where they can listen, watch, talk, and view. According to a Washington Post article from June 16, 2009, viewers should launch the project to see 360 degree panoramic photographs that take you to the scene. This request indicates that cyberspace is a location where news is being reported as it happens. The news experience may now be had there, allowing you to participate in something. The ability to hyperlink and engage with the multimedia has become second nature to audiences. Online news shifts from being primarily journalist-centered to being more and more audience-centered.

For instance, Ornebring discovered that the two newspapers he examined supported personal user-generated material. They are exhorted to take part. This describes the participatory addition's nature in the updated model. The phrase participatory journalism was used by Nip to refer to user-generated news material that is presented in a journalistic context, such as reader forums. For the sake of this proposal, however, participatory journalism also refers to the user participation needed to edit interactive graphics, contribute images, or make other news snippets, an increasing trend on newspaper websites. In his case studies of non-newspaper news sites, Bruns examined how Slashdot, Media Channel, Kuro5hin, blogs, and other open-source or peer-to-peer collaborative content sites have created a participatory journalism.

An example of this would be a feature on The Times-Picayune's Nola.com site in New Orleans, which asks its readers to become a citizen journalist. One online director of a Midwest news agency that was going entirely digital during the year-long ethnography I performed referred to site visitors who contributed as a member of their team of news gatherers. It may allow us to serve as a conversation hub for local news events. We can develop a closer, longer-lasting connection so that, as a reader, I can visit and feel like a member of the team, with them endorsing my work. Never has it occurred before. You may comment in a letter after we sent out newspapers, but it was pointless. There is now a back and forth where reporters may agree that the suggestion is a good one. We'll go further into this component of the narrative. What other thoughts do you have about this?

2009; Personal Communication

The appeal of interactivity is found in the one-on-one, small-group, or widespread interpersonal interaction it fosters as well as the content empowerment it enables. Massey and Levy also remark that there are many types and degrees of interaction depending on the complexity of options accessible online, the user's responsiveness, the simplicity of providing information, and the ease of interpersonal connection. As this participant in one of my 2009 audience studies informed me, journalists who don't use interactive elements make viewers unhappy. This is why I read blogs and online comments when I read the news, it's usually a pretty basic report that doesn't go into great detail about the issues in our community. There isn't enough involvement, in my opinion. Everything seems so incomplete. As a result, I can at least compare what I already know to what I've read online before looking about and beginning to draw conclusions.

2009; Personal Communication

Citizens want to use the news to learn more about specific areas of their communities, to better carve out their own niche in it. Another audience member from my study suggested that interactivity a opportunity to engage energy in community building efforts beyond just the commu- nity informing effort. As a result, the concept of participatory media got a philosophical connotation: engaging with the news was equivalent to engaging in community.Online editors have been adapting the dynamic, participatory aspect of the medium in response, while also clarifying and asserting their own position within it. In 2009, I was speaking with a social media editor who said, We have all this branded material that we are making, but obviously it is not enough... and people are already eager to share photographs and news. Editors boasted to Singer and to me that their reporters' blogs sparked spirited discussion on political topics. We need to react to it. By 2007, editors were putting the participative, interactive elements of their websites first before mentioning the updating capabilities they had formerly praised in their early excursions online. Reporters were given digital audio recorders and video cameras in the Midwest newsroom I witnessed, and they were instructed to come up with an engaging blog post to document their own ideas and experiences for the public.

Model Analysis

An knowledge of a lasting commercial, institutionally authoritative press with a closed culture and established functions must be included into any analysis of this emerging phenomena. In order to develop a new communication model, Domingo et al. looked at newspapers in six different countries. They discovered that the organizations maintained rigorous control over any potential for audience interaction throughout every step of the production process. He previously wrote on the myth of interactivity the idea that, while advocating for interactive features, reporters were really doing relatively little interactive labor. Similar to this, Deuze et al. said that participatory journalism was the way of the future for news organizations, but he also discovered that the growing production practices for citizen workers conflicted with the principles of impartiality and accuracy held by journalists. Think about this statement made by a social media editor at one of the news outlets I researched in 2009 [7]–[9]:

Since that would be editorializing, I am unable to communicate with the public in the manner that excellent social media can. When I realize I'm typing something and think, I don't want to

cross THAT line, I stop and delete it. The issue is not a person in the sense that I can be a person on my own Twitter, which is something that is industry-specific. When I'm working, I'm a machine. It dwarfs me by a wide margin. Therefore, any paradigm for online journalism at this time has to acknowledge that there is a continuum of openness, even within these participatory movements. According to the Deuze/Bardoel approach, journalists constantly watch the content creation process and utilize digital information to assist consumers go about. In a similar vein, editors in the addition to the model provide immersive elements like multimedia and interactive graphics, but the material is mostly created by the newsroom, edited, and released at the whim of reporters and producers. In some respects, maintaining the press's institutional power in society depends on maintaining such a closed culture. In other words, even as journalists extol the virtues of giving readers an immersive news experience that puts them in close contact with sources and facilitates digital information access, they do so by reviving and reaffirming the boundaries of their world as the providers of social knowledge.

But at its core, this updated model also takes into account the increasingly macro-converged participatory culture as a major transforming factor. According to news studies, the press's legitimacy as an institution and the public's acceptance of its goals and standards as legitimate sources of information give it power. According to Schudson, the power of the media lies not only in its power to declare things to be true, but in its power to provide the forms in which the declarations appear this form is changing as a result of the manner in which journalists are using digital technology. Bloggers and other online news producers were seen by Lowery and Mackay as occupational rivals of journalists. They demonstrated how journalists were adapting their own missions, procedures, and evaluating measures to address the external problems of the virtual world in the sociological professional model for the digital transitions they created. Information collection, professional networking, technology usage, and community service are the four ways that citizen journalism modifies reporter routines, according to Bruns et al., who claim that journalism is a new type of social networking.

The inside of journalism is now accessible to the viewers. According to my interviewees, these individuals bring their own conventions, routines, and for- mats and journalists have pushed them to be citizen journalists. They share how they make sense of this pre-journalism cyberspace on their own terms. They rearrange the facts in light of their own viewpoints and experiences. They create novel settings and have the ability to manipulate the geographical and temporal dynamics of the news. Audiences have always had the ability to do this outside of journalism, of course. However, spectators are now expected to watch the journalists at work from a distance. When journalists and viewers work together, the mythological, institutionalized news story gets eclipsed in favor of the personal experiences of people. On the digital version of the newspaper's website, the official journalism may be altered immediately. Therefore, journalism now provides an openness of its culture, enabling people to seek out what they need, to debate it, to experience it, and to engage in it, at least as intended by the working professionals [10].

A Bourdieusian Analysis of the Field of Online Journalism

Even though the new media have only been on the scene for a short period of time, the overall impact of technological, economic, and political developments on journalism has been nothing short of earth shattering. The majority of the nineteenth century and the whole of the twentieth

Special Issue

Asian Journal of Multidimensional Research
ISSN: 2278-4853   Vol. 11, Issue 4, April 2022 Special Issue   SJIF 2022 = 8.179
A peer reviewed journal

century saw a steady rise in the influence of journalism, which helped it become one of the key institutions of modern democracies. However, at the start of the twenty-first century, journalism has lost much of its influence, and journalists are now just disposable parts in the machinery of the entertainment-media sector. It has been said that the Internet, in particular, and technical advancements in general are somewhat to blame for the fall of journalistic influence. The argument says that if everyone can become a journalist, then journalism loses its influence and significance in society. The fundamental issue with online journalism is thus to comprehend the types of theoretical and empirical changes it brings about: what has changed and how, and what is the overall impact of the growth of online journalism on journalism?

One of the more intriguing theories considers internet journalism as either a brand-new profession or a career in transition, as informed by the sociology of professions. For instance, Singer endeavored to describe journalistic claims to professionalism and to determine the degree to which internet journalism may make such a claim in her famous piece. She explored the ways in which online journalists vary in these areas and, as a result, the amount to which they may be considered professional journalists. She suggested that professionalism has three basic dimensions: cognitive, normative, and evaluative. According to Singer, the emergence of a new form of journalism connected to the Internet may either result in the development of a conflict with traditional journalism or, on the other hand, traditional journalism may incorporate the new profession and compel it to accept the standards and principles of the profession, strengthening journalism's position in society.

However, internet journalism has been thriving in the years after this research. The amount of news produced only for the web is rising, there are more emerging kinds of journalism, such as citizen journalism, and conventional companies, particularly news publishers, emphasize their online versions. Meanwhile, there have been significant reductions in the number of conventional journalistic positions in print and broadcast media, a trend that may be partially attributable to new media. As predicted by Singer, newsroom convergence has accelerated, leading to a number of developments that have an impact on how journalism is practiced across all media. It is challenging to understand how the professional framework can explain or account for the changes occurring in journalism or for the ways that the emergence of online journalism has influenced journalism and communication more generally in this setting. The fact that journalism does not entirely fit the definition of a profession is another issue with the sociology of the professions.

In order to understand both the internal dynamics of online journalism and the changes in journalism brought about by the emergence of online journalism, this paper suggests the use of Pierre Bourdieu's field theory. The conceptual framework that will be used and presented here is made up of the idea of the field, together with the associated ideas of social, cultural, and symbolic capital, the continuum of autonomy-heteronomy, and the social morphology of the new-old. As a result, the will start out by critically examining the sociology of professions and how it relates to online media. The fundamental ideas of field theory and the methods in which it attempts to explain journalism will next be covered. The describes empirically how the three primary types of capital separate and place journalists in the subfield of online journalism. The empirical portion is based on secondary sources and a unique poll of Greek journalists.

Is journalism a Career?

It is debatable whether or not journalism counts as a profession. Given that sociology is a field that studies the professions, this is not unexpected. This will address the connection between professionalism and journalism, starting with a look at professionalism in sociology before delving further into the discussion of journalism as a career. This will be followed by a series of queries and concerns prompted by the development of online journalism and technological progress.

Professions-Specific Sociology

While there is considerable consensus that a profession refers to an occupational group with a certain expertise, the specifics are still up for debate. Particularly, there is still a lot of disagreement on the key issues in this branch of sociology. These inquiries center on three topics: the circumstances that led to the emergence of the professions, the required and sufficient conditions for professionalization, and the whys and hows of specific professions.

Andrew Abbott makes a distinction between four key approaches to these issues in his well-known research on the professions. These methods, which each provide a different explanation for professionalization, are the functional, structural, monopolistic, and cultural approaches. Despite the value these perspectives have added to our knowledge of professionalism, Abbott contends that they have not given enough consideration to the work that contemporary professions really do. According to Abbott, the difference between a profession and an occupation is that a profession is considered to have chapter knowledge. Any activity may find a way to regulate who is authorized to do it and can even create an ethical code, but only activities that have a body of chapter knowledge grow into professions.

The product of formal education and the licensing system, this chapter knowledge enables professions to compete over the tasks they should be doing and the territories they should have authority over. As a result, professions make up a system that has developed as a result of conflicts over turf or jurisdiction, which refers to the connection between a profession and its activity. According to this theory, several groups battle it out for dominance of their own fields of competence, and the professions develop as a result of these conflicts. The mechanisms of education and training, the existence of organizations that grant licenses to practice, as well as the ethical standards that establish the norms of professions, are all components of the institutional apparatus of professions by which they exercise control and guard against internal and external adversaries.

One of the issues with the sociology of the professions is that it has neglected the numerous subtleties, the subtle and not so subtle variations between various professions in its search for the chapter principles that support and define them. Since all other professions are seen through this lens, the developing theories seem to depict some ideal typical career that is loosely based on medicine. Nevertheless, and despite Abbott's insistence on the dynamism of the professions, the result of much of this theory is to overlook both the internal power struggles that characterize the majority, if not all professions, as well as the different paths to professionalization, understood as the progressive acquisition of exclusive skills, specialization, and autonomization of certain occupations. Second, professionalization is seen as a good thing by the sociology of professions

because it enables different knowledge communities to grow independently and maintain a set of generally recognized values. This, according to Bourdieu, tends to ignore the fact that these professions came into being via the control and repression of new information, and as a result, they are at the core of larger social conflicts over power and the acquisition of wealth. The next stage is to consider the actual historical context of journalism's birth as well as the internal and external power conflicts that shaped it.

CONCLUSION

In conclusion, Personal communication, which includes a variety of forms and channels, is a crucial component of human contact. It impacts the creation of identities, shapes relationships, and strengthens social ties. Personal communication has been revolutionized by technology, creating new possibilities and difficulties. Fostering real and lasting relationships in the digital age requires finding a balance between technologically mediated communication and in-person contact. Individuals may foster better connections, a greater sense of self, and a more connected and cohesive society by appreciating the value of interpersonal communication and actively participating in interpersonal interactions.

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JOURNALISM'S PATH TO PROFESSIONALIZATION GROWTH

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ABSTRACT

The professionalization of journalism has been a long and evolving process, marked by efforts to establish standards, ethical guidelines, and educational frameworks for the practice of journalism. This paper explores the path to professionalization in journalism, examining the historical context, key milestones, and challenges encountered along the way. It analyzes the factors that have influenced the professionalization of journalism, including technological advancements, societal expectations, and the changing media landscape. The study also examines the role of journalism schools, professional associations, and self-regulatory bodies in shaping the professional identity of journalists.

KEYWORDS: *Credentialing, Education, Ethical Guidelines, Gate keeping, Journalism Organizations, Media Law.*

INTRODUCTION

Journalism historically evolved as an integral component of modernity, but it wasn't until the middle of the nineteenth century that it took on its present characteristics and attitude. According to Jean Chalaby, journalism developed as a discursive area with its own rules, customs, and ideals under specific historical conditions. These largely featured the growth of this area in the Anglo-American region, particularly in Britain after the removal of a number of knowledge-related levies between 1855 and 1861. As a consequence, newspapers were more affordable, resulting in a market and increased competition for news. The emergence of journalistic ideals along with it provided a way to organize the industry and regulate the money flowing through it. The sector has evolved an institutional framework in the shape of organizations, including the National Union of Journalists and the Chartered Institute of Journalism, to go along with these ideals, such as objectivity and accurate reporting. The presence of two such professional organizations is indicative of a persistent power struggle inside the industry. According to Aldridge and Evetts, the primary point of debate is whether a journalistic union should include media owners and top managers.

As a result, whereas the Chartered Institute is a larger group that includes represents top media administrators and owners, the NUJ speaks for journalists and their rights. But despite their offers of further training and recognized courses, none of these organizations has any influence over who will work as a journalist or over an chapter body of information that is required and adequate for the job. Similar to this, Singer notes that there are over 100 approved journalism and media courses in the USA, however there is no official requirement that working journalists

have completed these programs [1]–[3].Therefore, if the requirements for a profession include the possession of formal knowledge acquired through years of education and training as well as the acquisition of membership into a group that permits and governs the practice of a profession, journalism is unlikely to meet these requirements. The strong normative framework, unambiguous code of ethics, and significant evaluative component of journalism, on the other hand, enable for journalists to enjoy a relatively high reputation and prestige. Journalism seems to be doomed to exist in the gray area between professions and jobs as a result. The most crucial thing, however, is to comprehend journalism as a dynamic form that undergoes changes and transformations, expressed in both its internal organization and its relationships with other professions.

In fact, one of the key contributions of Abbott's viewpoint was to see the professions system as a dynamic structure with the purpose of segmenting the labor market. In this fight for authority, certain professions, like medicine and law, have succeeded while others, like the clergy, have not. For Abbott, among other things, new organizational, technological, and organizational, as well as political and social developments bring alterations into the system of professions. These might result in the emergence of new professions or power conflicts between and within already existent professions. But given that journalism now has a contentious position, these developments can neither be accounted for within the system of professions nor described just as conflicts over juris- diction across professions. It's possible that in order to theorize these developments, we'll need a new, broader kind of theory that enables us to view and analyze journalism not only in terms of its internal organizational structure as a profession but also in terms of the ways that it influences and is influenced by other fields of endeavor. In a nutshell, we need a theory similar to that created by Pierre Bourdieu.

DISCUSSION

Field Theory and Journalism: Conceptual Tools

Bourdieu's field theory, which has a lot of potential for media and journalism studies, cannot be elaborated upon here. There have been a number of highly intriguing studies, most notably those by Benson and Benson and Neveu, Couldry, and Hesmondalgh (see also chapter 15 in this collection), which demonstrate the potential of this paradigm for the study of media and journalism as well as some of its drawbacks. For the sake of understanding the dynamics within journalism as a profession and/or a discipline, the debate will be restricted to those ideas and concepts.

According to Bourdieu, who builds on Weber's theory that society evolves into areas of increasing specialization, society can be conceptualized as consisting of a number of fields that are distinguished from one another. For this reason, field theory is relational theory. Each discipline has its own resources, rationale, and set of norms that it adheres to. The definition of a field according to this definition is a structured space of positions in which the positions and their interrelations are determined by the distribution of different kinds of resources or 'capital' The meta-field of power, which, in the current specific historical conditions, is ruled by capitalism and the class and economic connections it engenders, dominates society as a whole. Other fields' relative strength is defined by how they relate to this sphere of power.

Special
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Each sector has a certain quantity of capital that has been granted to it as a result of both its historical development and its relationship to the field of power. Capital is more than just money. There are two more types of capital according to Bourdieu: social capital and cultural capital. The knowledge that people acquire over the course of their lives is referred to as cultural capital. Cultural capital can either be embodied, or carried by people and displayed in the ways in which they apply or use their knowledge, or objectified, or taken on the form of cultural goods like books, instruction manuals, artwork, and so forth. Cultural capital, which relates to the sort of prestige held by formal credentials and is, as Bourdieu has put it, what distinguishes an autodidact from an academic graduate, may also exist in an institutionalized state. The total number of individuals one knows or organizations to which they belong is referred to as social capital. The accumulation of symbolic forms of power, such as status and prestige, is referred to as symbolic capital, which is another kind of capital. The ability to transform into other forms of capital is an essential aspect of all types of capital; for example, social capital may change into economic capital, cultural capital can change into social capital, and so on. Capital may be the property of both certain players and the field as a whole.As a result, fields are structurally situated at a level in between macro- and micro-social systems. Actors are positioned within each field according to the kind of capital they have, and a field's aggregate capital determines how it relates to other fields. The dimensions of heteronomy and autonomy, as well as new and old, are used to shape relationships both within and across domains. The new-old dimension pertains to the social morphology of a field and adds a dynamic that pushes it in diverse directions. The autonomy dimension expresses the degree to which a field is able to establish its own rules and to act autonomously.

What role does journalism play in all of this? On Television and Journalism, The Field of Cultural Production, The Rules of Art, and in an article Benson and Neveu (also see Benson and Hesmondalgh) are only a few of the publications where Bourdieu has discussed journalism. In general, the realm of cultural output is seen to include journalism. In contrast to the field of power, which has a high level of economic capital and a low level of cultural capital, Bourdieu views the field of cultural production as having a high level of cultural and symbolic capital but a low level of economic capital. Fine art and classical music, which function under the tenet of art for art's sake, are subfields of cultural production that have high levels of cultural and symbolic capital but low levels of economic capital. Generally speaking, the more cultural and symbolic capital a cultural creation has, the smaller its scope. For instance, avant-garde art, which is largely valued by the artists' peers and art enthusiasts rather than the general audience, has the greatest cultural capital and highest autonomy within this area. As opposed to other types of cultural production, journalism is often created for mass audiences and, although having a relatively high level of economic capital, has a low level of both symbolic and cultural capital.

Journalism is more closely aligned with the realm of power as compared to other disciplines and subfields due to its comparatively large economic capital. But given that the logic of the field of cultural production promotes information and aesthetics above economics, this suggests that journalism is less independent than other types of cultural production. However, journalism replicates or disseminates information created elsewhere. Because it aims to engage readers, audiences, or groups other than its peers, it is seen as heteronomous. By doing thus, it creates economic capital and as a result imposes its heteronomous values on other areas of cultural

output as well as other areas more generally. However, there is a wide range of journalistic practices. For example, The New Yorker's literary journalism has more cultural and symbolic capital than a tabloid like The New York Post. Some types also have more cultural and symbolic capital than others. The axiom still applies: the lower the economic capital, the greater the cultural capital [4]–[6].

Because newbies compete for employment with seasoned players in the industry, journalism continues to be a dynamic sector. These conflicts, which mimic the conflicts between professionals Abbott mentioned about jurisdiction, provide new components to the field, increase its capital, and compel it to reposition itself in relation to other subfields, fields, and the field of power. As one of the factors influencing fields, Benson and Neveu explore the new vs old dimension, often known as the social morphology of fields.

It is obvious that these theoretical ideas field, capital, autonomy, and struggles might help us get a better understanding of internet journalism and the changes it has brought about in the media industry. The capacity of field theory to conceptualize society and its component pieces in relational terms is one of its major accomplishments. Therefore, field theory enables us to conceive online journalism in terms of its link to other fields while also comprehending its internal morphology and dynamics, as opposed to trying to understand it in isolation. It may be more interesting to examine how the creation of a new, technologically driven kind of journalism amplifies, creates, or depletes the quantity and types of capital flowing within the area of journalism rather of trying to determine the degree to which it constitutes a profession. A study that is based on empirical research may estimate or even quantify the quantity of capital and the manner in which it is divided among the different actors in the industry thanks to this kind of analysis.

This is an effort to investigate the area of internet journalism. It differs from a orthodox Bourdieusian field analysis, nevertheless, since according to Bourdieu, fields are particular and distinctive structures that take place in real-world historical and geographic contexts. Even while we may generalize about a field of journalism, there are differences between, instance, the fields of journalism in France and the USA, despite the possibility of certain similarities. However, in this context, we make use of empirical data from a variety of different nations in an effort to comprehend the broad boundaries of the area of internet journalism. Second, the vast majority of research on certain areas include very detailed and meticulous data, accurate assessments of capital indicators, and other pertinent elements. However, this study just makes a first sketch and tests how well field theory may be applied to internet journalism. Additionally, it aims to provide operationalizations of the fundamental ideas that might direct further research.

An Empirical Sketch of the Online Journalism Field

This empirically supported thesis begins with the premise that fields are essentially characterized by the quantity and types of capital they have. As a result, this will be broken into sections that analyze the many types of capital that are in circulation in online journalism as well as their quantity, distribution, and circulation within the industry. The information was mostly gathered from two types of sources: relevant internet journalism literature and an original poll of Greek journalists.

Financial Resources

Estimating the quantity of financial capital that is being circulated in internet journalism is the first problem here. Duvall utilized a number of measures to quantify this kind of capital in his examination of economic journalism in France, including ownership structure, financial ties to other media, audience size, and the proportion of earnings from advertising. Benson contends that a glance at audiences and their demographics gives a solid indicator of the economic capital of certain media channels. He bases this claim on Bourdieu's theory that production and reception are homologous, that is, they correspond to one another. We may thus study people who use online journalism first, recent acquisition data second, and advertising expenditures and revenues third in order to estimate the economic capital of the field of online journalism.

The US-based Pew Center for People and the Press indicates a rise in people accessing online sources when it comes to the consumption of internet news. Accordingly, 34% of Americans claimed to have utilized the Internet to get news yesterday. However, these individuals utilized the Internet with traditional media news sources, including television and newspapers, rather than using it entirely for journalism. In contrast to the 32 minutes spent viewing the news, 10 minutes were spent reading newspapers, 15 minutes were spent listening to the radio, and 13 minutes were spent online in the 70 minutes that were used to consume the news. From this vantage point, print journalism looks to be the main beneficiary of the increasing online news consumption. Online news consumers are often younger, more educated, and wealthier than other adults and Internet users - see 5.1. If we accept the homology between consumption - reception and production, it seems that internet journalism has a little quantity of economic capital, but it is growing.

The majority of internet journalism's real revenue comes from advertising. Here, a complex picture emerges. Although internet advertising costs are rising, it is unclear how much money online journalism is making as a result. A total of $25.8 billion was spent on advertisements in the United States in 2010, surpassing the $22.8 billion spent on newspaper advertisements for the first time. But with $12 billion in ad spending going to search engines, search commands the majority of the market. However, the $7.3 billion in banner and video advertisements, which are more often employed by online news organizations, cannot be regarded as a little amount. Similar to this, recent data from the European market indicates that online advertising is expanding significantly. Display advertising, which includes banner and video commercials, is seeing a big uptick thanks to social networking and online video, which are increasingly being included into online news content. Data from the IAB indicate that the in 2010, the online advertising industry expanded at a pace of 15.3%, outpacing the 5.0% growth seen by the whole European advertising business during the same time. Online advertising expenditures as a whole increased to €17.7 billion in 2010 from €15.3 billion in 2009. As a result, the circumstance suggests that more financial capital is being circulated in the internet journalism niche.

The potential for financial rewards associated with internet journalism is further shown by recent purchase statistics from the USA. Particularly, the potential for online news businesses to turn a profit, as shown by AOL's recent purchase of The Huffington Post for the astounding amount of $315 million. The Huffington Post, which Arianna Huffington founded in 2005 with a $1 million investment, quickly rose to the #1 news blog spot, at least according to Technorati. In some

respects, the rapid growth of this online news source may be utilized to understand the potential and emergence of online journalism. In an effort to increase profits or at the very least make up for declining newspaper revenues, conventional news organizations are investing more and more in their online platforms. As we'll see, this tactic works for certain people. However, generally speaking, it seems that The Huffington Post's success is the exception rather than the norm for a net-native business [7]–[9].

The majority of consumers' attention clearly goes to established media if we look at how resources are allocated within internet journalism. Specifically, that the same amount of US readers prefers specialty websites and newspaper websites to news aggregators like Google News, TV news websites, and other online news sources. This distribution shows that established media players still hold the upper hand, at least for the time being. It also includes certain non-journalistic news sources, such friends on social media. This may very well be the result of their holding of more symbolic capital, it will be claimed. Following are some generalizations that may be made about the financial value of internet journalism. The key takeaway from this is that internet journalism is rapidly garnering greater financial resources. This cash may sometimes be taken away from conventional channels. However, this growth is more predicated on the potential for this kind of journalism to provide a return on investment than on its actual ability to do so. In addition, while internet journalism seems to have a viewership that is comparatively young, wealthy, and highly educated the type of readership that marketers really preferit is less certain if this demographic can draw a comparable amount of advertising money compared to print. The 10% issue example from The New York Times serves as a good illustration. The economic position is almost exactly the opposite of what it should be, with print circulation making up approximately 10% of total audience reach and internet advertising accounting for 10% of total ad income. However, the more recent data stated previously indicates that ad income should be increasing steadily. Overall, the statistics show a rising financial investment in internet journalism while also showing a dubious real financial return. The investment in online media, however, may likely keep rising given the propensity for print journalism to be on the decrease internationally. Last but not least, there is a trend toward increased online advertising spending across the board, and it is possible that some of this will trickle down to online journalism, increasing its economic capital.

Cultural Wealth

The three facets of cultural capital may be used to operationalize it. As was previously said, there are three forms of cultural capital. First, there is embodied cultural capital, which is the knowledge, abilities, and other attributes that certain journalists have. A barrier for internet journalism arises from the objectified cultural capital, which is defined as the artifacts and objects generated. These goods are virtual and lack a physical existence. On the other hand, online journalism sites' layout, equipment, and other features might be seen as objectified cultural capital. The institutional cultural capital, which may be seen as the internet journalists' academic qualifications, comes last.

Accent and language usage are two instances of the embodied kind of cultural capital that Bourdieu views as the result of one's socio-cultural heritage. It is challenging to assess this degree of specificity when discussing internet journalism and its practitioners. However, given

the connections between this kind of journalism and technology, we may see technological know-how as a component of this embodied cultural capital. Being in possession of this sort of cultural capital is a crucial differentiator not just between online journalists but also between online and print/broadcast journalists since it does not follow that just because journalists operate in an online environment, they also possess the same or equivalent technological abilities. Although it is difficult to quantify this kind of cultural capital, we may draw some conclusions from the sorts of abilities that journalists see as essential for online journalism.

The results show that professionals can adapt to the needs of journalism in a satisfactory way, however online journalism is known to have major skill gaps, as seen in 5.3. The gap between abilities thought essential and skills possessed in this kind of embodied cultural capital is substantial. Undoubtedly, the area of online journalism calls for specialized abilities, as well as expertise in and familiarity with technology, a range of apps, and Internet logic. In addition to the more common journalistic abilities, those journalists who have them also have significant cultural capital [10].

Online journalists who have official educational degrees are said to have institutionalized cultural capital. Again, the issue is complicated. The institutional cultural capital of internet journalism is challenging to measure since there is no official necessity to hold a degree or a minimum educational level. However, there is a difference between individual journalists who hold a university degree, such as a degree in journalism or media and communication studies, and those who do not. According to our study, the majority of journalists in Greece have a degree from a university or some kind of credential.

Although there are journalism degrees recognized by the National Council for the Training of Journalists, some journalists have been able to enter the industry via apprenticeships. This is not uncommon in the area of journalism, for example, in the UK. Additionally, The Accrediting Council on Education in Journalism and Mass Communications-accredited journalism degrees are available in the USA. However, until very recently, at least among journalists and editors, such degrees were not seen to be either required or sufficient for becoming a journalist. But there is clearly evidence of a profound change. One the one hand, the majority of new hires in the industry throughout the globe have some kind of training or education in journalism, making journalism education a more potent socializing force in today's media. On the other hand, ICTs and online journalism need extended competences that go beyond the conventional talents of effective writing and news judgment, making higher education a crucial component. Because of this, institutionalized capital is becoming increasingly valuable for this subfield, which is further supported by the findings on the low embodied cultural capital of online journalism, even though entry qualifications do not always require formal accreditation and other similar schemes.

Finally, artifacts and items created in and by the field are referred to as objectified cultural capital. This objectified cultural capital in online journalism can only be understood in terms of websites and the labor that went into creating them. Online journalism may see its online output as such a kind of capital, much as print journalism can count the real newspapers and associated publishing editions as objectified cultural capital and broadcast journalism can include video as part of its cultural capital. Given the archival and linking features of internet journalism, it should be highlighted that the objectified cultural capital of online journalism is both larger and

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more enduring than that of traditional types of media. While its digital form permits copying and other types of usage and manipulation by others, this type of capital cannot exist physically, leaving it entirely reliant on web technology. Because of this, objectified cultural capital cannot be as valuable as other types of journalism's more concrete and strictly regulated products.

In conclusion, it has been discovered that embodied cultural capital, operationalized as the set of abilities possessed by online journalists, is rather low when compared to the set of talents regarded essential by employers. The value of institutionalized cultural capital, operationalized as degrees from authorized colleges and universities and other higher education programs, as well as instruction in ICT-related skills, was shown to be rising. Taking into mind the qualities of infinite space, hyper textuality, and multiplatform transmission, objectified cultural capital is significant. However, since this kind of capital is mediated by technology, it does not properly belong to online journalism.

CONCLUSION

In conclusion, the development of journalism as a profession has been influenced by cultural expectations, technical improvements, and the importance of journalism education. The growth of journalism schools, the creation of professional groups, and the setting of ethical standards have all aided in the development of responsible journalism and the professional identity of journalists. It is essential for journalists and the industry as a whole to negotiate the difficulties, sustain moral standards, and adjusts to the shifting dynamics of journalism's professionalization as the media environment continues to change. By giving the public accurate, trustworthy, and ethical information, media may continue to be a pillar of democratic society.

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ONLINE JOURNALISM AND CIVIC LIFE IMPACT

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ABSTRACT

Online journalism has become a significant force in shaping civic life, with digital platforms and technologies providing new avenues for information dissemination, public discourse, and civic engagement. This paper explores the relationship between online journalism and civic life, examining the impact of digital media on democratic participation, community formation, and public accountability. It analyzes the opportunities and challenges presented by online journalism in fostering an informed citizenry and facilitating civic dialogue. The study also explores the role of journalists, news organizations, and technology platforms in navigating the complex landscape of online journalism and its implications for civic life.

KEYWORDS: *Citizen Engagement, Civic Participation, Digital Democracy, Fact-Checking, Information Access, Online Activism.*

INTRODUCTION

Social capital, on the other hand, refers to who individuals know and the kind of social networks they are a part of. Cultural capital is what people know. Social capital is specifically described by Bourdieu as the aggregate of the real or prospective resources which are related to possession of a lasting network of more or less formalized ties of mutual acquaintance and recognition or, in other words, to membership in a group. In the social sciences, there is still a lot of discussion on how to operationalize social capital. It was recommended by Bourdieu and Wacquant that social capital be defined as the whole of the resources that have resulted through participation in certain networks. For journalists, these resources may come from participation in both formal and informal networks. The former might include participation in press corps and professional and/or trade groups. Informal networks may represent and capture both the production and reception sides of journalism by include networks of sources and networks of readers [1]–[3].

Online journalism has always been underrepresented in formal networks, at least until lately. Online journalists cannot join certain journalist unions, such as the Greek Union of Journalists, and the more recent online journalist unions do not have access to the same resources as their more established and older counterparts. Bloggers and/or citizen journalists are often excluded from unions since they do not consistently write and get payment for their journalistic outputs. Unions generally demand its members to have earned an income via their professional involvement with journalism. Therefore, it seems that certain journalists in the area of online journalism benefit more from social capital in the form of participation in professional/trade groups than others. However, such participation could be crucial in ensuring that journalists who

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desire to cover certain topics or join particular press corps, like the White House or the EU Press Corps, are granted credentials. A letter from the editor-in-chief on official corporate letterhead, for example, is typical evidence needed for such organisations to provide accreditation; this is the standard established by the UN in New York. The UN further mandates for online media in particular that:

A recognized media entity must own the website, which also has to have a phone number and a unique, verified physical location. The website must provide at least 60% original opinion, analysis, or news material, including coverage of global or UN-related problems. Media representatives must provide two bylined stories from the website that were published within the last month. Such criteria result in at least two levels of online journalists: one who is privileged and has access to primary sources and another who is less fortunate and who may be engaged in journalism but does not have access to certain privileges. On the other hand, it is said that this kind of differentiation, which in this instance is attributed to the presence of social capital via participation in formal groups, is becoming less and less significant in modern society. Editor-in-chief of Reuters David Schlesinger specifically emphasized that accreditation is losing significance since most organizations can no longer regulate access to material in his 2009 speech to the International Olympic Committee Press Commission. The essential point is that, even if journalists do not get the information out there, others, such as witnesses or participants, will.

This is because of the growth of social media and the extensive, practically universal access to new media. It's possible that formal accreditation, which has been used to regulate journalists' access to material, is waning. However, the idea of social capital as a component of internet journalism is doubly intriguing. This is due to the fact that a major topic of discussion in the social media literature is whether or not using social media genuinely increases or decreases social capital. The argument, in brief, is that as individuals spend more time on social media, they have less time to engage in real, face-to-face activities, such as belonging to different social groups and volunteer organizations, hence losing social capital overall. It should be mentioned that the concept of social capital used in this body of work mostly derives inspiration from Robert Putnam's theories, according to which social capital is measured by involvement in civic organizations and volunteer groups. However, Ellison, Steinfield, and Lampe found no evidence that using social media had an adverse effect on social capital, and they speculated that it may possibly improve it.

Online journalists may very well claim that social media allows them to grow and manage their social networks more effectively. First off, there is evidence that internet journalism requires more desk work and less field work, which may be interpreted as meaning that these journalists are unable to establish and maintain networks of sources or relationships. However, since they allow for constant interaction without the need for face-to-face encounters, social and other new media enable journalists who use them in their job to create and maintain networks of information sources. Online journalists may take use of new technology in this way to contact possible information sources using new media while also keeping up with these interactions using new technologies. This is an important advance because it enables journalists to directly

communicate with readers without the intermediary of a new medium. At the same time, journalists may utilize social media to build and maintain a network of readers.

Thus, journalists may build their own audience via the creation of a network of Facebook friends or Twitter followers, which can be seen as crucial social capital. The networked journalist is therefore seen as the journalist who creates their own network of sources and readers, and may be considered as creating and managing their own social capital. It is obvious that the greater the networks, the more social capital individual journalists will have. We might guess that social media networks may ultimately prove to be more significant than official organization membership and accreditation, despite the fact that there is no study to evaluate the types and quantities of social capital found there. This may make for an intriguing study endeavor in the future. In order to wrap up the discussion of social capital, it can be said that even though online journalism may initially seem to be at a disadvantage, particularly when it comes to participation in formal organizations, its ability to leverage new and social media may make up for this disadvantage. Additionally, social media platforms provide users the chance to build their social capital, which benefits journalists who utilize them.

Symbolic Currency

Conceptually speaking, symbolic capital is not a distinct kind of capital but rather a misunderstood or underappreciated form of social, cultural, or economic capital. It is a kind of capital that is controlled by the logics of recognition and knowledge. Due to the position of its bearer within other classification systems and socially built systems of value, this kind of capital accumulates. According to Calhoun's concept, symbolic capital is simply the resources that are made accessible as a consequence of status or acknowledgment. Operationalizations of symbolic capital are challenging because they need the mobilization of often tacit knowledge. However, there are at least two ways to conceptualize symbolic capital in internet journalism. The first is as the accumulation of accolades that unmistakably convey respect and distinction. Second, journalism adheres to a set of principles and ethics that are outlined in the codes of ethics that journalists are supposed to uphold. These values include objectivity, impartiality, fairness, balance, and the ability to distinguish between views and facts. These codes, and professional ethics more generally, have little to do with deontological principles and morality, according to Bourdieu, and ultimately serve as gate keeping and exclusionary field strategies used by individual players to establish and maintain their position, and occasionally to challenge other players.

Markham sees media and journalistic ethics as symbolic capital from this perspective because they represent where certain journalists stand in the socially created value hierarchy of journalism. Therefore, those journalists who are seen as ethical by their colleagues and viewers are those who have more status and distinction. It is not unexpected that internet journalism has a little amount of symbolic value when it comes to honors and accolades. This is thus because print and broadcast journalism were considered separate journalistic subfields when these prizes and award organizations were established. As a result, an internet journalist could not get the renowned Pulitzer Award until recently, as mentioned by Singer. Only online contributions that were included in a print magazine were allowed. By 2011, however, the Pulitzer Prize Broad altered its guidelines to allow news websites that solely publish online, as long as they do so at

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Asian Journal of Multidimensional Research
ISSN: 2278-4853   Vol. 11, Issue 4, April 2022 Special Issue   SJIF 2022 = 8.179
A peer reviewed journal

least weekly during the calendar year and follow the highest journalistic principles. The guidelines' most recent version also takes into account the changes the Internet has brought about by allowing multimedia submissions in addition to only text-based ones. Print journalism continues to be the most popular format despite these changes, and the great majority of award winners are print journalists [4]–[6].

The Webbies are an example of a new type of awards that are exclusive to internet media. The International Academy of Digital Arts and Sciences, which is made up of an executive board of leading Web experts, business s, luminaries, visionaries and creative celebrities, and Associate Members who are former Webby Award Winners and Nominees and other Internet professionals, is responsible for presenting the Webby Awards, which are given out globally. The Webbies are given out based on achievement in a number of areas. Politics and news are the two areas that are most relevant here. It's interesting to notice that there existed a distinct online newspaper category up until 2009. The National Public Radio website, The Huffington Post, The Wall Street Journal, The New York Times, and the Daily Beast were all nominated in the category of news in 2011, with the NPR website taking home the Webby award. The website Truth Dig won the category for politics. The New York Times website and the BBC news website were past winners in the news category, while the Guardian won online newspaper of the year in 2009. Although they have a worldwide focus, it is obvious that the Webbies are focused on the US and the UK. It is also evident from the nominations and rare winners that established media are present.

However, the old and new comprise the second key structural factor if cultural and economic resources serve as powerful field drivers. According to Bourdieu, the arrival of new actors on the scene might act as forces for either change or conservation. Since internet journalism was so conservative in its early stages, there was more shovelware than genuine reporting. Virtually all forms of autonomy were absent from online journalism. Internet news organizations and journalists are now going through a second, more rigorous and aggressive growth stage where they are creating their own economic, cultural, and social capital. Since then, however, internet journalism has become mainstream. As a result, an online logic is gradually emerging that incorporates the fundamental principles and ethical standards of journalism while also developing new ones, such as immediacy, interaction, and dissemination across several platforms. In this situation, conventional players who made the move to the internet have maintained their symbolic capital; some may even have increased it; and new players are continuously accruing symbolic capital as they join the game.

Therefore, it would seem that in the sphere of online journalism, the established news media brands that have made the transition online are those possessing higher symbolic capital. This is reinforced by the fact that the aged are given preference in symbolic capital, as well as by the evidence of accolades and prizes. Symbolic capital is defined as amassed reputation; as this accumulation takes time, the new is seldom preferred. On the other hand, if the firm makes an investment in the normative and ethical standards that govern the industry, it may swiftly gain renown. A new website like the Huffington Post might thus be considered prestigious inasmuch as it is able to mobilize and utilise the symbolic capital of well-known journalists or important individuals from other disciplines, including professors and politicians. Additionally, it may gain

symbolic capital if it imitates and upholds the fundamental principles of the industry, such as truthful, factual, and impartial in-depth reporting; as a result, new websites like TruthDig can amass symbolic capital. Overall, it can be said that more seasoned, well-known journalists and brands have greater symbolic capital, whereas new competitors can do so if they can advance the logic of the profession and its connections to technology in addition to the journalistic codes of ethics.

DISCUSSION

Is internet journalism a brand-new player in communication with civic potentials? How might new media, in particular journalism, support more active forms of civic engagement and encourage deliberation? Has modern technology helped to revive the public realm or has it just turned the news industry into an increasingly undemocratic, disinterested instrument of commerce? These conditionspublic use of reason without compulsion, equality and reciprocity between the participants in the collective discussion, and public use of reason without coercionclearly define the conceptual needs within online journalism for the development of a public sphere that fulfills the standards of a robust democracy. It examines instances of online journalism that make use of ICT to hone and mobilize deliberative abilities and, as a result, citizen- ship. Additionally, it aims to comprehend how new media portrays a society that is becoming more complicated and is dealing with the instability of its long-standing institutions as well as the emergence of meaning-rich enclaves that are connected to the emergence of fresh forms of citizenship. What role will new media play in representing emerging rights and social movements? Is it conceivable that developments in technology within the media sector may bring about the establishment of new public spaces with democratic will?

Communication and Democratic Models

One of the primary roles of journalism in democratic nations is commonly cited as public discourse and the consequent development of public opinion. Scholars of democratic theory have recently drawn attention to the media's growing significance as a forum for public discourse in the era of mass communication and mass politics. Different ideas about the role of the media in politics may lie behind various ideas about democracy. The Dewey-Lippmann argument is a well-known and nearly classic example of the extensive discussion on the links between journalism and the political system. Dewey and Lippmann both agreed that the press plays a crucial role in democracies. While Dewey considered journalism's purpose as enabling individuals to engage in the democratic debate, Lippmann saw the press as a conduit between the general public and influential insiders who assist in shaping the policies of elected decision-makers. They disagreed on the function of the public in democracies as well. Dewey believed that the general populace was capable of logical reasoning and decision-making, but Lippmann believed that they were incapable of making wise choices and taking part in an informed and reasonable public debate. Theoretical disputes on the political function of the media continue to have recognizable remnants of this controversy. The function of the press in public life has been extensively studied in the literature. Important examples of various works on the subject include Public Opinion, The Public and its Problems, Four Theories of the Press, and Structural Transformations of the Public Sphere.

In Normative Theories of the Media: Journalism in Democratic Societies, Clifford G. Christians and colleagues developed a normative approach that connects various roles attributed to the news media with four different conceptions of democracy: pluralist liberalism, administrative liberalism, civic republicanism, and direct republicanism. More recently, Hallin and Mancini developed a strong empirical analysis of relationships between the media system and the political system. The deliberative democracy model, which aims to identify the role that rational collective conversation among people plays in the democratic process, is one of the ideas that deals with public communication and the function that the media performs. Deliberative democracy stands in stark contrast to some of the elitist political ideas that are now in vogue, which place an emphasis on the individual act of voting as the main institution of democracy [7]–[9].

According to elitist beliefs, selecting any social situation is always only a result of personal preferences. An elitist paradigm compares political dynamics with the market to some degree by seeing democracy as a process for electing political leaders in the rivalry between parties via voting. Citizens are seen to be mere consumers of governance under the elitist paradigm, at least in certain of its formulations. According to this paradigm, democracy is reduced to a process for picking political representatives who will determine the course of operations and public initiatives. In the deliberative democracy model, on the other hand, the dominant discourse model in the political discussion should be one that is consistent with the political praxis of the forum. From the perspective of deliberative democracy, public problems require the establishment of public forums because private preferences can be modified in light of the discovery of general interests through argument and justification, in contrast to elitist theories that only recognize private interests and attempt to legitimize the actions of experts and specialists through the aggregation of individual choice in elections. Thus, the debate theory that underpins the deliberative model suggests a network of communication procedures that preserve the presence of dialogic forums where democratic opinion is formed both within and outside of the legislative complex and its deliberative body.

What Public Sphere Means

The deliberative model suggests the existence of an informal public sphere where all citizens endowed with reason could participate, provided they were inspired by the power of a stronger argument and all subjects could be the subject of a public and reasonable argumentative discussion. This idea is influenced by authors like Jürgen Habermas, Hanna Arendt, or Dewey. According to a democratic perspective, the public sphere is the establishment of processes that allow individuals who are impacted by societal norms and governmental choices to participate in their development.

As a result, formal requirements for the existence of this social instance have emerged from a variety of theories. These requirements include: meetings should be open to the public; citizens should reflect and decide collectively rather than individually; all citizens should have an equal opportunity to participate; decisions should be based on arguments rather than coercion; citizens should be fully informed; all alternatives should be taken into account; deliberation should be a continuous process supported by institutions; and arguments should be based on fact. Therefore, the presence of a network of communication spaces that allow for the exchange of information,

ideas, and debates as well as the shaping of public opinion is necessary for the operation of the public sphere. Media organizations and their political, economic, and legal environments are included in its structural component.Habermas asserts that under his previous view of the public sphere, the bourgeois public sphere could not have arisen without a regularly published and accessible press, which grew and expanded as a result of the first push supplied by the needs for commercial and financial information.

The public sphere is considered as a space for problem identification and detection in later works like Between Facts and Norms, whose effect should continue to be reflected in the following management of the problems that arise inside the political system. Thus, an informal viewpoint that develops in public settings feeds deliberative democracy. On the one hand, there is the informal and independent process of public opinion development. Movements led by citizens, such as social movements, may carry out this activity. The institutional and legislative process, on the other hand, leads to choices about the creation of tangible policies and legislative outcomes. The public domain seems to be a sensitive alarm system that amplifies the pressure put on people to problematize and dramatize issues in a persuasive and effective way, in addition to just identifying and thematizing them. In this regard, numerous metaphors have been used to study the public sphere:

One of the first metaphorical ideas we come across is that the public sphere might be compared to a vast network of radars that are perceptive to social concerns. These radars are positioned inside society and are so sensitive that they may respond when under pressure from societal issues.

The public sphere has also been likened to a resonance box that magnifies the pressure of issues by dramatizing them so that the legislative institutions take them into consideration and consider them. The notion of the public realm as a network suitable for communicating concerns and viewpoints was put out in another thought. Consequently, the process of identifying issues in the public sphere typically follows a similar pattern: some issues are brought up by intellectuals and social activists on the margins of the political system; they are then picked up by journals, associations, clubs, forums for citizens, universities, professional organizations, etc.; the issues crystallize at the core of social movements and subcultures, and are dramatized in ways that attract media attention, reaching a wide audience.

Deliberative democracy theorists' demands for institutional design require the provision of tools and possibilities for the development and intensification of discursive processes. In actuality, there is no venue for discourse, discussion, and debate that can be compared to the media system in terms of volume and significance while also providing display and exposure.Naturally, one may argue, as did Habermas and Dewey, that the public should be defined as something other than a media audience, as a social reality existing as discursive interactional processes. However, it is becoming more and more difficult to envision the actual public sphere and its fundamental aspect of interaction without citizens' interactions with the media, as this is where many of the communicative processes of making sense of and interpreting social and political reality take place. The dissemination of media messages in a variety of settings, from the most formal and large-scale public forums to the more open-ended micro-contexts of daily life, must be accepted as a vital component of the modern public sphere [10].

A New Way to Promote Citizenship through Online Journalism?

Even while the significance of media in the political process is acknowledged, the sociology of communication has raised significant concerns about the civic potential of media.

1. The traditional media were developed in settings where systemic media is primarily controlled by power and wealth. By its very nature, the media sector is guided by economic rationalism, eschewing the civic obligations backed by proponents of deliberative democracy.

2. Politicians and journalists from the main media have essentially taken up the responsibility of shaping the agenda. Public opinion is primarily generated within the parameters of previously chosen topics that have received widespread attention.

3. There is still a significant reliance on authoritative primary definers and powerful sources that ultimately determine the news agenda by limiting access to the flow of crucial information and establishing a hierarchy of credibility based on authority, legitimacy, and power.

Frames and typifications are fundamental cognitive frameworks that influence how reality is seen and represented in news discourse and practice. According to writers like Tuchman who expressly use the term, the creation of typifications in the field of journalism theory is a kind of crystallization of the experience that gives solidity to the view of social life. News workers use typifications to transform the peculiar events of daily life into raw materials that can be subjected to the routine processing and distribution of news, says one researcher. The actor or journalist will search for analogous prior experiences when faced with a new circumstance, acting accordingly in accordance with the tenet that nothing will change. The crucial issue is that since typifications are constructed artificially, they may prompt journalists to use stereotypical language, simplistic explanations, and inaccurate labels.

Reese says that media studies should take ideology into account while discussing news frames, taking into account the extent of their relationships with society. Thus, a conceptual and evaluative framework would exist that shapes the meaning of an event, making it understandable to the ideological system and setting it implicitly in a variety of ways: as legitimate or illegitimate, as moral or immoral, as right or wrong, as patriotic or unpatriotic, as adjusted or not to the community interests, and so on. The norms for the application of ideology are supplied by the requirements of professional journalism, not lack of autonomy as certain theories, such the propaganda model, imply. However, the ideological meaning is predetermined and may coexist with ethical standards in the workplace. This occurred during the Gulf War, when the administration of President Bush Sr. was able to limit the political discussion in the media to the possibility of punishing Iraq for its aggression against Kuwait.

Many of these complaints are directed at traditional media, and proponents of internet journalism promote it as a counter to those unfavorable aspects of traditional media. Online journalism may foster robust public engagement and the emergence of a new kind of public discourse. It could end the reliance of political and economic systems on mass media, put issues on the agenda that would never be covered by traditional media, pay closer attention to alternative sources and, as a

result, new points of view, promote citizen dialogue, and, finally, refrain from overusing typifications and routines from traditional newsrooms.

New media, especially the Internet, have sparked new hopes within this story. A collection of suggestions to alleviate some of the pathologies associated with the routine practice of conventional journalism also arose with internet journalism, attempting to reconcile it with more inclusive social activities and democratic discourse. We choose to take the risk of trying to categorize certain trends and ideas in spite of the shaky boundaries between various techniques used by models of internet media. As a result, we'll use the terms participatory journalism and citizen journalism. The selection of these two movements in particular was made because of their significant impact on academic, professional, and industrial settings. The public journal- ism movement, in Schudson's opinion, was the best-organized one in the history of the American press. Additionally, citizen journalism has recommended significant modifications to the conventional method of communicating with the public since it first emerged with the second generation of online communities.

The interactive potentialities of new technologies caught the attention of many writers who were devoted to public journalism, and they saw their aspirations being stoked. As a result, they actively contributed to the emergence of citizen journalism as a current that helps online networks develop and encourage public conversation. We the Media: Grassroots Journalism by the People for the People, by Dan Gillmor, is still arguably the most important book to honor citizen journalism. It was extremely well received by the general public, the academic community, and many professionals, becoming one of the most important books on journalism in the first ten years of the twenty-first century. Finally, interactive journalism, which is at the center of all talks about the industry's future, is changing our intellectual, political, and economic environment. Many authors use those concepts interchangeably; however, we adhere to the suggestions that link citizen journalism with the tradition of civic engagement in the public sphere and participatory journalism with the collaboration of non-professionals in the context of mainstream media, following the intuitions of so-called public journalism.

CONCLUSION

In conclusion, by providing chances for democratic involvement, community development, and public accountability, internet media has transformed civic life. It has given people access to information, participation opportunities, and forums for public discourse. To effectively use the potential of online journalism for the improvement of civic life, the issues of disinformation, filter bubbles, and ethical concerns must be addressed. Online journalism may help create more educated, involved, and participatory citizens in the digital age by respecting journalistic standards, encouraging collaboration, and cultivating digital literacy.

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PUBLIC JOURNALISM TO CITIZEN JOURNALISM: NEW ERA

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ABSTRACT

The transition from public journalism to citizen journalism has marked a significant shift in the landscape of news production and consumption. This paper examines the evolution from public journalism, which aimed to engage citizens in the news process, to citizen journalism, which enables individuals to actively participate in news creation and dissemination. It explores the motivations, practices, and implications of citizen journalism in contemporary media environments. The study analyzes the role of technology, social media platforms, and participatory culture in facilitating citizen journalism. It also examines the challenges and opportunities associated with the rise of citizen journalism, including issues of credibility, ethics, and the changing dynamics of professional journalism.

KEYWORDS: *Collaboration, Community-Driven, Digital Platforms, Grassroots Reporting, Independent Media, Media Democratization.*

INTRODUCTION

The public journalism movement, generally regarded as the forerunner of citizen journalism, first appeared in print and audiovisual media in the 1990s as a result of academics and journalists' critical awareness being raised by the public's lack of interest in journalistically mediated political information as well as by the low levels of participation of citizens in democratic processes, as shown by their declining election participation. Because public journalism has always been primarily defined by its practice and not by theoretical formulations, the term of the public has not been consistently understood in the literature on public journalism. The collaboration of groups that sponsored civic experiences, established operational rules, and prepared seminars, among many other actions that led to the movement's consolidation, was largely responsible for the movement's success.

In order to strengthen the participation of regular people with matters of public concern, public journalism aims to promote a more citizen-engaged press. Newspapers should encourage increased audience engagement in news selection and foster discourse on public problems, according to early proponents of public journalism including scholar Jay Rosen and James Batten from the Knight Ridder Group [1]–[3].According to Nip, the objectives of public journalism in fostering democracy are the following: 1) to establish a connection with the community; 2) to include people in civic life; and 3) to support public discourse in the quest for answers.

In light of recent developments in internet media, citizen journalism is now emerging as the second phase of public journalism. Significantly, the Civic Journalism Interest Group of the Association for Education in Journalism and Mass Communication, which was founded in 1994 during the formative years of public journalism, has turned to new platforms for expressing civic engagement, particularly through online journalism. As a result, the group's name was changed to the Civic and Citizen Journalism Interest Group in 2005. Therefore, with the advent of the Internet, the majority of public journalistic experiences were transferred to online journalism. Due to the possibilities offered by the Internet, citizen journalism which is practiced by netizens and citizen reporters appears as a second stage of public journalism. The Internet has given regular people unfettered access to a wealth of knowledge, the tools to exchange information, and the ability to encourage conversations on matters of public importance. The following benefits of citizen journalism, in the opinion of its supporters. Enables the news coverage of topics that traditional media do not deem appropriate, which is a clear comparative advantage for citizen groups that want to organize as publics but suffer from the drawbacks of a peripheral location. Authorizes a more thorough debate of current events than would ever be possible in conventional media because to its interactive aspects.

DISCUSSION

Participatory Journalism

Nip claims that there are few aspects that set participatory journalism apart from citizen journalism. It was created within the realm of mainstream media, which today embraces the notion of allowing readers to voice their opinions on current events. News consumers might engage in the news making process in a variety of ways while practicing participatory journalism, however user input is only sought within a framework created by professionals working within a mainstream setting. Therefore, in general, participatory journalism can be divided into the following broad categories: audience participation at mainstream news media, including staff weblogs that incorporate reader comments via e-mails or direct postings; discussion forums; articles written by readers; photos, video, and reports sent in by readers; and news and information web sites that accept works from independent writers and broadcasters, providing The latter was exemplified by the well-known OhmyNews, which recently shut down.

Some writers also support the distinctive features of open source journalism. The fundamental idea is that a cooperative of content creators and readers can rectify faults more successfully than a small team. Generally speaking, the term refers to a collaborative effort between a professional journalist and his or her readers on a story, in which readers with some knowledge of the subject are invited to contribute with suggestions, ask questions to help the reporter, or even conduct actual reporting that will be included in the final journalistic product. Even with certain distinctions, its procedures and techniques aren't sufficiently standardized to be used to identify a specific kind of internet journalism. The distinctions between participatory and citizen journalism.

Nip boils down the distinction between participatory and citizen journalism to the presence or absence of professional journalists. In other words, pictures of the tsunami in South Asia in December 2004 taken by tourists and locals would be citizen journalism if they were released by

the individuals who took them, but participatory journalism if they were given to a major news outlet for publishing. We believe that the key similarities and distinctions between online journalism must be found in each medium's unique contribution to the public realm, deliberative democracy, and subsequent citizen discussion. Here, two very different viewpoints on issues affecting public life emerge. In participatory journalism, audience and public engagement are encouraged as a solution to address the shortcomings of conventional professional journalism. In this regard, the underlying philosophy backed by the proponents and practitioners of participatory journalism stresses the contrast between engaged, active consumers and journalists ensconced in the ivory tower of their standard operating procedures and ethical standards.

In the case of citizen journalism, we assert that it is more devoted to the identification and discussion of communal issues, fostering citizen discourse. Therefore, the distinction is not only about the quality of citizen participation but also about interaction with newsrooms. The goal of citizen journalism is now to go beyond the boundaries of journalistic professionalism as well as the boundaries placed on citizenship by a certain brand of journalism that is influenced by influential main definers. Many of the websites that have reclaimed the term citizen journalism are explicitly focused on topics and perspectives that they believe mainstream journalists have not yet sufficiently covered. They also try to uphold the ideals of public journalism by paying ongoing, systematic attention to how effectively and credibly they engage the public.

Deliberation and Online Journalism: Its Limits and Possibilities

As attempts to address some of the aforementioned pathologies of commercial mass media, increasing citizen involvement in agenda-setting, avoiding dependence on influential sources, and strengthening public discourse, there are various practices and proposals to establish the legitimacy of online journalism. However, several of these initiatives have also come under harsh criticism. One significant critique of participatory journalism is that those who favor it tend to draw a line between journalists and the public and ignore other forms of power that are active in the news-gathering process. The involvement of audiences within the framework of the mainstream does not imply any endeavor to improve the quality of citizenship. The social and political aspects of control over the media system seem to be overlooked by this movement. Supporters of participatory journalism see journalists as the sole ones in charge of gatekeeping and agenda shaping, and they argue that democracy would advance if some of these journalists were partially replaced by non-specialists. Confrontation between us and them makes up a significant portion of the ideology developed around the promotion of this kind of journalism.

The sociological, economic, and political restrictions that are part of the newsmaking process are concealed, however. Many contend that as a result, their supporters do not push for significant changes to news companies' business models [4]–[6].The obsession with speed and immediacy fostered by modern technology, as well as the accuracy concerns it poses, are two additional significant criticisms of participatory journalism. The best way to describe a number of initiatives relying on the volunteer creation and sharing of information from regular persons is the term publish then filter. Therefore, when the concept of speed being more essential than information quality is enforced, the immediate nature of the Internet becomes the root of serious problems. Immediacy encourages news organizations to publish and update articles prior to the checks required by journalistic integrity. These modes of expression might ultimately constitute

a step toward the rejection of specialized processes and a total subordination to expediency, which ignores processes for verification, confirmation, and credibility.

In general, many writers from the sociology of news creation conclude that despite the promises sparked by the general rhetoric of online participatory journalism, it hasn't greatly altered the predominance of the mass media paradigm, in terms of routines and news values. Many online ventures employ the same news items and news judgment, functioning under comparable budgetary, organizational, and professional constraints, according to content analysis and ethnographic study done inside online newsrooms. One of the first studies of the practices involved in the creation of internet news was undertaken by Jane Singer, who primarily examined how journalists felt about new media. The questioned journalists held the opinion that their moral and professional standards endured in the new environment and had a significant role in creating disparities in the proposals indicated by a lack of professionalism.

Similar research on the Internet's effect on conventional media conducted in Spain by Masip and Soriano shown that, despite its presence in newsgathering, the old practices have not entirely altered. In contrast, study done in Brazil by Thais de Mendonça Jorge found that conventional news values and practices have not altered despite the widespread use of internet sources for source verification and source selection. Zenith compared Portuguese online journals in Portugal by developing and using a method of measuring the potentialities offered by online journalism, particularly those deemed most significant and frequently cited by the extensive literature on the subject: hypertextuality, interactivity, and multimediality. According to Zenith's findings, the only possible advantage with a discernible presence in the author's creation is immediacy. Zenith discovered a very low amount of hypertextuality, which is even thought to be disastrously low and suggests a very early stage of development for certain languages and methods. Low interactivity and personalisation indices were also found, confirming the considerable gap that news websites continue to maintain between themselves and their readers and visitors.

Even with internet journalism with a civic focus, which seeks to enhance public discourse by looking for alternative approaches to interacting with people and the political system, one may still identify issues that have not yet been resolved or objectives that have not yet been attained. This was made clear by the important research David Domingo conducted in Spain. The web site of a print publication from a major group, a public television portal owned by the Generalitat of Catalonia, a local daily news organization's website, and a digital news portal are among the situations in which the author evaluates the model of online journalism created. The investigation was based on in-depth interviews with reporters and editors as well as ethnographic observation of online newsrooms.

The study explores the emergence of a critical discourse on conventional journalism, which bemoans the self-referential character of news creation and its growing disconnection from the issues facing the general public. It describes how the Internet and its non-hierarchical network were perceived as presenting a chance for a fundamental change in journalism, namely a return to rationality-oriented public service. The research came to the conclusion that while the phrase interactivity appeared often in the interviews with online journalists, users were still seen as passive consumers and journalists as content providers. Immediacy was often cited as a news value in online newsrooms that were connected to conventional media, and publishing articles as

fast as possible was still the major objective. However, even more importantly, the investigated procedures in online newsrooms still prioritize conventional professional criteria over user preferences as the primary reference to develop an evaluation of newsworthiness, even in the portal that was initially and particularly built for the web.

Finally, research motivated by the media impacts approach hasn't conclusively shown that pluralism and political involvement have increased in online journalism. The uses and gratifications theory's liberal and individualistic perspective seems well matched to the features of the new environment. Consequently, when the new medium was presented to our culture, this prior theoretical framework was the first to be used. On the other hand, it was predicted that the agenda-setting hypothesis would be among those that would be most severely harmed by the emergence of internet media. It was discovered, however, that the agenda-setting procedure was far from becoming obsolete. In reality, studies on the agenda-setting theory have shown that when individuals use the Internet, they often seek for conventional media websites.

For instance, a research by Messner and Distaso confirmed the value of conventional media in the blogosphere but also found the converse, namely that blogs and news websites are having an increasing impact on traditional journalistic reports. Traditional media is a major source of information for blogs. According to the study, 73% of the 120 bloggers who were observed used other mainstream media as sources. The Washington Post and The New York Times have also cited blogs far more often recently, according to the writers, demonstrating their growing authority and reliability as news sources. This research also shown that the conventional agenda-setting concept could be more nuanced, necessitating a deeper examination of the connections among various media, the target audience, and the sources [7]–[9].

Surprisingly, the literature pertaining to internet journalism seems to have been influenced in some way by the spiral of silence idea. The spiral of silence is a process that a person goes through when they may find that the views he holds are losing ground; the more this appears to be the case, the more uncertain he will become of himself, and the less he will be inclined to express his opinion, according to Noelle-Neumann's thesis. People may be more likely to voice their thoughts if they believe that they are in the majority or that they are becoming more popular. They stop speaking up however if they believe that their beliefs are in the minority because they are afraid of being rejected by their peers. According to the literature, this theory's two main dependent variables are feelings of isolation anxiety and opinions on the political atmosphere. Therefore, it is worthwhile to examine these factors in online journalism forums. Online journalism proponents essentially hold that online forums reduce the anxiety about social isolation that underlies the spiral of silence concept. Online chatrooms, forums, and comment sections connected to websites and blogs may provide anonymity and a lack of social signals, which should lessen the impact of the sense of isolation brought on by the spiral of silence. However, this influence is not as obvious as it would be if we had a more positive outlook.

Contrarily, several writers discovered a trend toward uniformity in people's preference for joining organizations with like-minded individuals, a phenomena known as homophily in primary groups. Cass Sunstein discusses his worry about the divisive impact of the Internet in Republic.com. Like other modern technologies, the Internet vastly expands people's ability to isolate themselves from others and hear their own voices. According to Sunstein, it's important

for individuals to be exposed to ideas, viewpoints, and expressions that they may not otherwise consider. He claims that after talking among themselves, groups of like-minded individuals tend to adopt a more extreme version of their initial viewpoint. The disinhibiting impact of digital communication, which encourages people to feel free to genuinely express themselves since there are no socially identifiable references present, is what Dahlberg credits to the practice of flaming. In instances of flaming, anonymity fosters the antithesis of pluralist participation: a disinhibition created by verbal abuse manifestations that scare and deter others from participating and, in fact, serve as a type of social restraint.

Thematization and a broad range of theories heavily influenced by Habermasian insights that are grouped according to the concept of deliberation, supporting online journalism as a sort of universal expression of citizenship, can both be easily included in such discussions of theories related to media effects. The hypothesis of thematization, which holds that the media encourage the emergence of topics to draw attention to, is the antithesis of the notion of broad public engagement.

Luhmann, a notable systems theory thinker, proposes that journalism is a component of the media system. According to Luhmann, unexpected news, topicality, conflicts, quantitative data, local relevance, scandals, and norm breaches are the media's top selection criteria. Each new occurrence increases entropy and contingence from a systemic perspective. In other words, any new piece of knowledge either refutes what was previously believed or alters the situation. The news media subsystem absorbs unexpected news into the status quo and reinforces the standard once it has been broken. As a result, the stability of the system is ensured by outlining the common themes on which to concentrate attention. The notion of thematization is thus in line with research that highlight the potential for online journalism to collect and specialize themes, readers, and so encourage the creation of niche yet fragmented forums utilized by participants and commenters. Such a fragmented news environment with interfaces located in social networking sites is suspected of having a negative impact on the reasoned and democratic process. On the other hand, those who see in the Internet and online journalism the possibility of forming a more inclusive public sphere, where everything can be discussed and to which all have access, nurture the opposite hypothesis [10].

What Exactly Is Civic Journalism Online?

There are many reasons to create alternative forms of communication that place an emphasis on a dynamic relationship with the public and social movements, a relationship that maintains itself open to critical attitude and to the exchange of knowledge, opinions, feelings, and arguments by defying the dominant paradigm of mass communication. The exchange of ideas and criticism, the openness to some aesthetic aspects of reporting that are frequently dismissed as infotainment, and the use of new opportunities for contextualization made possible by multimediality, hypermediality, and interactivity are some traits of citizen and participatory journalism that may sustain them. Online journalism's technical nature encourages experimentation and innovation in discourse, including the use of hypertextual and multimedia methods that might serve as a defining characteristic of alternative forms of culture and the portrayal of political identities.

The limitations of the static, mono-sensory, black-and-white world are exceeded by the nonlinear, associative hypertext format, resulting in multimodal modalities of representation. With hypertext, there is an implicit invitation to navigate through the links, which may be straightforward references or various types of information that offer up a vast array of opportunities. Similar to this, online journalism combines multimedia components with reader engagement in real time, allowing for the reevaluation of previously held conceptions of relevance and contextualization. As a consequence of the multiplicity of these options, it is possible to embrace the agonistic dimension of communication as a field of competing claims, with various interpretations, perspectives, and frames of the same occurrences being immediately faced.

Additionally, it is important to recognize that audiences have the ability to appropriate multiple media items in a discursive and argumentative manner. Cultural studies and Hall's theory on oppositional decoding; the uses and gratifications model, which emphasized the idea of an active audience; critical mass communication research with the concept of a resistant audience; the transition to post- structuralism with Umberto Eco underpinning the role of the reader; and the feminist critique with an emphasis on the marginalized. These are the six paths that Sonia Livingstone identified toward reception studies that focus the rule of active reception. The audience's role recently changed, becoming both a producer and a public commenter on the conventional news flow. According to Alex Bruns, there is a certain way to report and comment on the news that filters the news flow and highlights and debunks important community issues. Bloggers, citizen journalists, and commenters provide alternate readings of the day's events and keep a critical eye on business news and other sources for additional pertinent information that helps readers judge the veracity of mainstream news reports.

It is no accident that movements against the media and for media consumption are gaining strength on a global scale. The mainstream media is often questioned by blogs and other types of citizen journalism intervention about how they depict topics of shared interest. Online journalism might thus serve as a means of imparting reflexivity to the field. Deuze has previously drawn attention to several websites throughout the globe that engage in media criticism aimed at mainstream media, citing examples like Mediekritik.nu in Sweden, Extra! debating material obtained elsewhere, whether on the Internet or in conventional media, are the same initial aims of onlinejournalismus.nl in the Netherlands and onlinejournalismus.de in Germany. This journalism about journalism works to re-energize journalism's role in sustaining and magnifying public discourse on the standards and procedures of the media system.

Because of this, media coverage is a major topic on many blogs and websites. One of the topics that attracts discussion, debate, and interest in the public domain is media power. Not unexpectedly, online forums, Facebook pages, social media, blogs, as well as collaborative news media, are criticizing, discussing, and challenging the agenda, frameworks, and editorial rules of the mainstream media more and more. Cultural studies have shown that there is a legitimacy deficit that seems to punctuate instances of viewers' oppositional decoding, in the sense that Stuart Hall used the term in 1973. In this kind of circumstance, conventional media must contend with viewers' rising mistrust as they start to read between the lines and promote alternative

interpretations of events, leading them to reject the official and hegemonic version and achieve what Hall termed oppositional decoding.

For instance, this has occurred in Egypt and Tunisia. Social media was obviously utilized to organize protests rather than to address concerns. But outside of social networks, certain blogs and websites disseminated information that mirrored the viewpoint of revolutionaries and questioned the official reporting from state media. The Nawaat website, which reported on news and posted images from all around Tunisian cities, was an example of this. Al-Jazeera extensively depended on blogs, referring Facebook pages and YouTube in covering the events, and half of the Tunisian television population watches satellite TV, as Timothy Garton Ash writes in the Guardian.co.uk on January 19, 2011: Professional satellite TV fed off online citizen journalism.

The aforementioned instances introduce us to Brian McNair's theoretical viewpoint, which discusses the shift from a paradigm of control to a paradigm of chaos. The second paradigm is characterized by the segmentation of audiences and channels as well as the segmentation of messages and platforms, while the first paradigm encompasses a wide variety of critical approaches to media culture as a monster machinery that exerts significant manipulation. The control paradigm places a strong emphasis on the role that hierarchy and structure play in preserving an unfair social order. It is founded on the theory of economic determinism, according to which the powerful elites also control the media as a cultural institution. Therefore, it has strong convictions about the unilateral creation of a dominating ideology. The paradigm of chaos, in contrast, acknowledges elites' desire to exert control, but contends that this desire is frequently frustrated by unforeseen eruptions and bifurcations brought on by the impact of political, cultural, economic, and technological advancements on communication. The new public sphere is consequently confronted by novel phenomena like the expansion of alternative forms of expression, the effect of media competition, the increased scrutiny, the emergence of frequent critical messages even in the mainstream media system, and the proliferation of validity claims resulting from opposing minorities and social movements.

This is not the place to discuss the intense philosophical debate that developed around the ideas backed by Jürgen Habermas, although it is obvious to ask if this paradigm fits in with the traditional portrait of a deliberative public sphere, with its trust in communicative rationality and the force of better argument. At least one point is yet unanswered: In light of the contemporary circumstances of rising media plurality and societal complexity, are the ideas of argumentative dialogue and rational consensus still adequate to assess the public debate? Numerous scholars contend that different public realms, rationalities, methods, and objectives are all compatible with internet journalism.

CONCLUSION

In conclusion, the media environment has changed as a result of the shift from public journalism to citizen journalism, which has given people more power to actively engage in the creation and transmission of news. Participatory culture and technology have been crucial to this transition. While citizen journalism provides fresh platforms for many viewpoints and views, it also requires critical analysis, ethical deliberation, and cooperation with established journalists.

Journalism can continue to change and adapt to the shifting dynamics of news creation and consumption in the digital era by managing the difficulties and embracing the advantages of both ways.

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NEW MEDIA AND THE STRUCTURAL PRACTICES OF JOURNALISM

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ABSTRACT

The advent of new media technologies has brought about significant changes in the structural practices of journalism. This paper examines the impact of new media on the traditional practices and organizational structures of journalism. It explores the role of digital platforms, social media, and user-generated content in shaping the production, distribution, and consumption of news. The study analyzes the challenges and opportunities presented by new media in journalism, including issues of credibility, accountability, and business models. It also explores the role of journalists, news organizations, and regulatory frameworks in adapting to the evolving media landscape.

KEYWORDS: *Accountability, Beat Reporting, Editorial Independence, Fact-Checking, Gate Keeping, Investigative Journalism.*

INTRODUCTION

The news media have seen major changes in the previous ten years. The number of news sources has dramatically increased, thanks to the birth of free newspapers and their fast expansion, the rise of 24-hour television news, and the rising popularity of internet and mobile platforms. The amount of readers and circulation of newspapers has never been lower. News is created and disseminated more quickly than ever before, and it sometimes occurs simultaneously across numerous platforms. These elements have influenced the news that we now consume, but they do not provide the whole picture. These changes are a result of a more complicated history of marketization, globalization, deregulation, and technological advancement that has occurred repeatedly throughout the world. This history has produced both a sordid tale of retraction as the business model for commercial news practice, particularly for newspapers, crumbles and a thrilling tale of abundance as the space for news in the digital age is expanded. Both of these tales have some basis in fact. But a careful assessment of each necessitates rethinking our goals for news and how it will be presented moving forward. The goal of this project is to reevaluate not just what news is now or has been in the past, but also what news should be and how to maximize its potential social benefits [1]–[3].

Naturally, as soon as the importance of news to society is mentioned, its role in the public discourse and, subsequently, how it relates to a functioning democracy, follow. In fact, news is often seen as the lifeblood of a democracy, and media freedom is frequently used as a critical indication of democratic existence. The importance of news journalism is seen in this idea of

news as being ingrained in its contribution to crucial sources for processes of information collection, discussion, and action. Thus, it is common to see the connection between journalism and democracy as causative. Our societies become more democratic as there is more news available; conversely, as there is less news available, our societies become less democratic, leading to the assumption of an inevi sequential link. Democracy, however, is much more than just how much news there is, and although many so-called industrialized democracies have an abundance of news outlets, their public spheres are often quite underdeveloped.

The myth of naive pluralism that links more news to better democracy resonates with a very similar one about the Internet just because there is a ton of space online and digital media moves so quickly, it expands the news we read or hear, opens our minds, allows us to keep an eye on and hold the powerful accountable, and supports and maintains deliberation all elements that are essential to a functioning democracy. Democracy, on the other hand, did not originate journalism or the Internet, and neither did journalism or the Internet invent democracy. Therefore, before we ask: What more could and should the news media, old and new, do for democracy, and what is beyond their power to do, we should add a critique of the various types of democracy situ- ated within specific social and political configurations as well as the nature of news media situated within each so-called democratic formation. And every time we do that, we discover a news medium that is unreliable and a democracy that is lacking.

Studies that explain how news media fails to serve democracy are many. When he writes of: the insertion of the functional imperatives of the market economy into the internal logic of the production and presentation of messages that results in the covert displacement of one category of communication by another: Habermas summarizes several of them in relation, in particular, to developed neo-liberal democracies: Politics-related topics are incorporated and absorbed through the forms and elements of entertainment. Along with personalisation, civic pragmatism and an anti-politics attitude are fostered by the dramatization of events, the reduction of complicated issues, and the intense polarization of disputes.These days, political messaging often use this phrase. The essence of democracy itself is a common place for the argument to start. Power is attained in free democracies by electoral victory. Persuasion is necessary to win elections, which calls for elite political players to engage in image making, myth making, and hype on their behalf, or what Louw refers to as impression management. The media are accused of serving ruling hegemonic interests, legitimizing social inequality, and undermining participatory democracy. They often access and prefer elite views of reality because they are ravenous for story fodder.

There are several more elements that have a role in this political slump. According to Cottle, commercial television news is largely a commodities business, managed by management with a market orientation that prioritizes outsmarting the competitors above upholding journalistic accountability and integrity. It is accused of engaging in trivial business practices and questionable emotionalism while attempting to draw audiences for commercial rather than journalistic reasons. It disregards the standards of professional journalism in favor of presenting gratuitous spectacles and images that promote superficiality. In other words, the essential arrangement that is supposed to exist between a functioning democracy and its inhabitants has

been consistently undercut by mainstream media. It is said that this has significantly influenced our political disengagement.

Former journalist and current member of the UK's progressive commentariat George Monbiot shares some of these worries about local newspapers while also adding some of his own:

According to the general consensus of the national media, local papershalf of which, based on present trends, risk disappearing in the next five yearsare the only thing keeping us from slipping into a dictatorship. While I lament their passing, unlike my coworkers, I think it occurred years ago. The local press has long been one of Britain's most significant challenges to democracy, promoting the underdog, distorting democratic decisions, and protecting local elites, business, and the police against those who would attempt to overthrow them. According to him, local media do little to challenge local elites' dominance and instead serve to reinforce it. It is true that consolidation, profit-seeking, the reduction in advertising income, and a drop in readership have all contributed to the local publications' vacuity and timidity. However, they would still do more damage than benefit even if they weren't bound to these constraints. The fact that the powerful control and support the local publications prevents them from opposing the strong. Yes, we do need a press that challenges the status quo, stands out for the voiceless, and defends regional democracy. However, this is not it.

It seems that journalism and democracy have some form of connection in the UK, but one that is mostly dysfunctional and whose breaking points revolve around concerns with ownership concentration, deregulation, commercialism, and marketization. It is important to keep in mind that journalism may both democratize and de-democratize society. Then the Internet appeared. We are informed that the Internet offers newsrooms new methods for gathering and reporting information. It introduces a brand-new kind of journalism that is accessible to newcomers, lacks established mechanisms for editorial oversight, may originate from anywhere, uses novel writing styles, works in a network with dispersed viewers, iterative, and distributed quickly. It revitalizes democracy by expanding participation, accessibility, and pluralism. However, the Internet is just a tool, and any new kinds of journalism it may inspire would need to operate within the same social, political, and economic frameworks of democracy as the traditional news media and old journalism. As a result, the Internet may potentially de-democratize society. Recent study on new media and the news in the UK, conducted at Goldsmiths Leverhulme Media study Centre and continuing since 2007, serves as an example of the outlines of this argument.

DISCUSSION

New Media and the News

One of the first extensive investigations of new media and journalism in the UK served as the foundation for this study, which is currently divided into many empirical strands. The research combined macro-social critique with micro-organizational analysis to gain a complex, critical understanding of the nature of news and news journalism in the digital age. It used interviews, ethnography, and qualitative content analysis to investigate news production processes in a representative sample of news media. The manner in which new media, news, and journalism contribute to democratic political practice and fuel public interest were our main concerns in this project [4]–[6].We discovered that, sometimes in useful and good ways, the Internet has altered

news and journalism. Blogs have become a platform for new perspectives, and alternative news sites run by members of civil society have gained visibility online. These developments have also led to the emergence of new strategies for facilitating thoughtful international conversation. The Internet has made it possible for long-established groups of interest to communicate and share information more effectively. The Internet is also unmatched as a source of information and expertise. However, our research also shows that modern journalism defies ideas of the Internet as a bright new world where everyone is linked to one another and a non-hierarchical network of voices with open, universal access. Instead, this most recent new world of new media has not significantly impacted the news that we read or hear, altered conventional news forms, or linked a plethora of bloggers to a wide audience. Instead, this analysis reveals a sector and a method that are in jeopardy.

The study's findings corroborate the often used argument that the news media are in trouble. a crisis that results from some of the above-mentioned changes, which have had a negative effect on journalism by lowering advertising revenue, increasing investment in new media technologies to draw audiences online, cutting staff as profit margins have shrunk, etc. Simply said, with fewer professional journalists engaged to perform the job, the space for news has dramatically increased and the speed at which it must be provided is almost immediate. The pursuit of news journalism in the public interest is being devalued by the breakdown of the current business model and growing commercial pressures. This is especially true for original news gathering, investigative reporting, foreign, and local news, none of which can offer the necessary economies of scale to buck the financial downturn. The financial case for providing news for the public interest and good is put to the test in an environment where the news industry is collapsing and news as a product is quickly losing market value to advertisers as much advertising migrates online. In other words, market ambition and the drive to provide substantial profits to shareholders take precedence over the identification and growth of the product's contributing worth to a democratic society, which would lead to reinvestment in news journalism.

Currently, the news that still exists is generally paying the price. Our research shows that journalists are forced to produce news that is more akin to creative cannibalization than the craft of journalism because they need to fill more space, work more quickly, and have better access to stories and sources online. As a result, they talk less to their sources and become trapped in desk-bound, cut-and-paste administrative journalism that essentially recycles news from other online sources. Journalists devote a significant amount of time to keeping track of competing online publications, news wires, and user-generated information in an effort to preserve a competitive advantage. The primary responsibility of many journalists is to rewrite stories they have learned via this ongoing monitoring. Further investigation of the content of popular online news sources finds that much of the news that is available online is repetitive: various news sources frequently use the same reporting techniques and convey the same material in their articles. It is more important to have ready-made material from reliable sources than it is to manage the overwhelming amount of user-generated content or the glut of internet information. We discovered a news environment governed by the principles of commercialism, where news organizations prioritize rationalization and marketization at the expense of ideal democratic objectives, leading to the homogenization of content rather than the increased plurality promised

by the digital age. This is in contrast to the transformative new world of participatory journalism, which is powered by countless sources once denied a voice in the public sphere.

Of course, the digital era has also improved the opportunities for civil society to agitate and promote their activities. Resources, however, are now more crucial than ever in the scramble to be heard. In response to a media-saturated environment, several major and well-funded civil society groups have been able to expand their press and public relations departments, which are increasingly staffed by educated professional journalists. However, those with little resources find it considerably harder to keep up with technological advancements, the expansion of news sources, and to stand out among the myriad online voices vying for journalists' attention. Additionally, civil society associations are under pressure to maximize news coverage and to provide content that adheres to pre-established journalistic norms and values. This limits their ability to advocate for specific causes and issues in their communications and increases the pressure on journalists to fill the expanded space for news in record time.

In this setting, it is more important than ever to safeguard and improve a variety of media assets. Despite the proliferation of media outlets and the ease with which citizens and civil society can publish media content, there is still a serious threat to pluralism due to the dominance of a small number of organizations that determine the direction of public discourse and the flow of news. Even while citizen media is expanding, the main global news agencies continue to dominate. Large conventional news organizations have reacted to the present environment by making significant investments in online platforms. These companies have a strong market position and an enormous and well-established news production infrastructure. UK residents mostly use internet news outlets operated by established news organizations, thus highlighting the main players' already clear hegemony. Additionally, the way that online searches are organized tends to favor the most well-liked websites in a winners take all pattern of user traffic. In addition, Ofcom2 discovered that four of the top 10 news websites by unique users were owned by web-based businesses. These were MSN News, AOL News, Yahoo! News, and Google News. In a way that restricts opportunities for expanded plurality, it appears more probable that the voices on the web will be controlled by the bigger, more established news sources rather than any kind of citizen media.

Various variations of this scenario may be found all over the world. In the USA, newspapers' economic foundation, long supported by advertising, is collapsing, and newspapers themselves, which have been the nation's main source of independent reporting, are literally shrinking, according to Downie and Schudson, to name just a few of these studies. Less news is being covered by fewer journalists on fewer pages [7]–[9].Newspapers in the USA continue to experience income decreases, and newsrooms are now 30% smaller than they were in 2000, according to the Pew Project for Excellence in Journalism's 2011 annual report. As a result, their goals have become more limited, and their journalists are under more pressure. They also express worry about the profession's overall devaluation as a result of reduced remuneration, more speed-related expectations, less training, and more volunteer labor.

In 18 countries in Central and Eastern Europe and the Commonwealth of Independent States (Albania, Armenia, Bosnia and Herzegovina, Bulgaria, Czech Republic, Estonia, Hungary, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Serbia,

Slovakia, and Ukraine), the Open Society Institute Media Program has looked into how the financial crisis has affected the media and how news is delivered to the public. In particular, the study looked at the cost-saving measures taken by news carriers, and the effects of these measures on output, breadth and depth of coverage, scope of investigative reporting, and opportunities for open public debate. It demonstrates that media outlets in the area had lost between 30 and 60 percent of their revenue and were forced to make cost-cutting decisions, such as reducing volume, laying off personnel, doing fewer investigations, and cutting down on foreign and provincial coverage. They attribute the shifts to the global financial crisis, which resulted in severe production constraints and ownership changes that led to a general decline in the quality of news delivered to the public and, as a result, a news media that has grown shallower, more entertainment-focused, increasingly isolationist, more susceptible to political and commercial influences, and lacking in investigative bite.

While likewise looking to modern technology as its salvation, the present collapse of the news industry has been partially attributed to it. It is true that funding for online platforms has come at the expense of human resources, particularly funding for journalists. It is also true that as classified advertising has moved to websites like Craigslist and Gumtree, it has become less connected to news. And as was already said, new media technologies have ushered in new journalistic methods that have altered the fundamental character of news creation, where speeding it up and spreading it thin has become the standard. Although it may be paperless, collaborative journalism that is better suited to the post-Enlightenment era will be populist, participative, and as a consequence, more democratic. This is one of the possible benefits of modern technology.

However, there are significant doubts as to whether the Internet can close this gap on its own. Although the number of online newspapers is increasing and the number of print newspapers is decreasing, empirical data indicates that people use the Internet primarily for entertainment and are more likely to search online for specific news and current affairs information fragments than for general news and information. Apart from a very tiny minority, there is very little evidence to support the idea that the Internet has become a key source of news, despite the fact that online news consumption is steadily rising. There is also the argument that since there are so many options online, there is less exposure to news and current events because although they may be simpler to locate, they are also simpler to ignore. Similar to this, Patterson contends that if the nature of the news material supports the interests of the news business above the requirements of the general people, a quantity of news does not necessarily improve democracy, even if consumption is high.

Additionally, it is important to keep in mind that viewers in the UK are still primarily focused on offline media, with 59% saying they prefer conventional media to new media, compared to 13%. Of course, the digital divide is still a problem, with 11% of UK homes still unable to get broadband at 2 MB, and over 25% of English families still without a direct Internet connection at home. While acknowledging that the Internet is not the democratic panacea that many believe it to be, we should also note that the average UK viewer spent 18 hours per year watching early evening regional news bulletins in 2008, an hour less than in 2003.3 According to additional research, viewing for the main national commercial evening news bulletin decreased by a

staggering 38% between 1997 and 2007, while viewing for the main BBC news bulletin decreased by 11%. Considering all of these aspects, it seems that UK news consumption is declining overall, and the Internet is not yet filling the void.So, just as the decline of news is not only a result of the development of new technologies, it is also improbable that its resurgence will be. In contrast, the decline of news is closely related to modern capitalism's institutional framework. A deeper examination of another component of our study at the Goldsmiths Leverhulme Media study Centre, which focuses on local news in the UK, may further explain this.

The Democratic Deficit and Local News

Prior to the Internet's impact, research into the impact of local government PR on local newspapers found that 96% of press releases issued by local authorities led to stories in the local press, with significant news being recycled among publications in the same regional newspaper group. Franklin also draws attention to the fact that news releases are often copied verbatim with no indication of unique journalism. Additionally, the size of the newspaper and the number of journalists it hired directly correlated with the newspaper's readiness to participate in churnalism, as described by Davies. It is obvious that the worry that the news media are unable to provide a high-quality news service is not a recent one and is not only a result of the internet environment. Instead, it is fundamentally connected to the news industry and neo-liberal practices, specifically the marketization of news and the ruthless economic logic that demands ever-increasing profit margins and share returns, which leads to fewer journalists working longer hours and undermining the dissemination of news in the public interest. According to Roy Greens lade, the main regional press's top executives played a significant role in this system that relied on increasing profits: To do this, they closely monitored costs and made sure that the staffing of mechanical tasks necessary for newspaper manufacturing was kept to a minimum. By the time... that income started to decline, the rivers of gold were flowing towards Internet properties the newspaper did not own. There was little fat left to chop. But maintaining profits was necessary due to the market's incessant demands. So who may be fired next? Sadly, journalists were the solution; as a consequence of the cutbacks, journalism as a whole has declined.

Evening Standard, April 2009, Roy Greenslade

In the worst circumstances, local publications are just shut down completely. The Newspaper Society in the UK reports that between January 2008 and August 2009, 101 local newspaper shut down, and this tendency has persisted. Additionally, the Advertising Association has predicted that the market for newspaper advertisements is anticipated to decline by between By 2019, the regional press will have had an influence of between £700 million and £1.6 billion. Local commercial radio news and local television news are also having trouble as commercial radio revenues fell by 5% in 2008, a trend that is likely to continue. One commercial station included in this study was operating with just two journalists attempting to serve the whole area, feed the website, and edit the programs. Many commercial local radio stations had very minimum personnel on news desks. The importance of scale in local and regional journalism seems to be growing. As a result, there will be more mergers and acquisitions involving larger businesses that will serve broader geographic areas, but with less local relevance [10].

The UK newspaper business has rapidly consolidated into a small number of geographically based monopolies during the 1990s as a result of repeated relaxations of ownership constraints in the Broadcasting Act of 1996 and the 2003 Communications Act. Currently, 97% of the total weekly audited circulation and 87% of all regional and local newspaper titles in the UK are published by the top 20 regional press companies. The main result of this merger and takeover process has been a drastic decrease in the number of organizations producing local newspapers, which went from 200 in 1992 to 137 by 1998 and 87 in 2010.The harm to the public sphere could be extremely severe in a cost-cutting and profit-maximizing environment that results in economies of scale and the consolidation of newspaper groups, which reduces the resources available for news gathering and subsequently reduces the diversity and breadth of voices and coverage. It is exceedingly improbable that bigger corporations that were established specifically to increase shareholder profits would invest in additional journalism, according to the available data.

Commercial local news services have recently seen persistent funding decreases notwithstanding consolidation and the economies of scale that were obtained. Regardless of the state of the market, cuts have often been implemented. Despite a buoyant market, the Trinity Mirror Group, one of the biggest UK owners of local news titles, cut 300 jobs in 2006, according to The Times.5 However, large organizational structures with significant corporate demands the very definition of neo-liberal practice have now turned into financial burdens and a contributing factor. More mergers and takeovers, larger organizations covering larger areas with fewer journalists, and further deterioration of the reasons why people turn to local news in the first placelocal accountability, the examination of power, and a sense of local identity and voiceare all likely to exacerbate this problem.

The market is now squarely at the center of all local media policy issues, according to the coalition government in the UK. After rejecting the Independently Funded News Consortia recommendations made by the previous Labour government, it is dedicated to a localization concept that is focused on the commercial expansion of local television and web services. This includes a suggestion to dramatically ease local cross-media ownership regulations, a move that would favor market value over social worth and promote deregulation over democracy. The government believes in localism and the enormous benefits of fostering local cultural, economic, and political identities, according to Culture Secretary Jeremy Hunt. He also said that e are driving forward greater transparency at all levels of public life -- and the challenge and scrutiny of local journalists is vital to that. I want a modern regulatory environment which will help nurture a new generation of hungry, ambitious, and profi local media companies.

However, the economies of scale necessary to provide professional local journalism lead to a reduction in the exact thing that people are clamoring for: local news that benefits their local community. What is left is a kind of isolated localism that prioritizes profit above what the public wants in terms of news coverage. Additionally, the people that reads the news is fully aware of this. In our study on the news needs of local communities 6, there was scathing criticism of what was perceived as a long-term decline in the quality of local news journalism, which consumers primarily attributed to content convergence and the rising importance of commercial values in the production of local news.

Participants, Cowling Group of Older People

Participants also indicated a strong desire for watchdog journalism, which is associated with journalists' real presence in the neighborhood and at events, to return. They demanded active, visible reporting that engages with the public, acknowledges and pays attention to the diverse perspectives in the community, especially those who lack authority or influence, upholds standards and consequently holds those in positions of power accountable. They also demanded journalism and news in and from the areas they call home. This study found that individuals really miss independent reporting that covers local issues by offering facts, inquiries, analyses, and community expertise. Independent reporting that exposed the motivations behind the measures taken by local government and business interests in addition to what they are doing. In conclusion, they want journalism that could probe deeply and provide readers insights that need effort and time to get. Reporting that holds local authorities, corporate leaders, and professional leaders accountable and maintains them in line with society's legal and moral framework is what people still expect from their local news service. This is the watchdog role of the news.

CONCLUSION

In conclusion, the structural practices of journalism have been altered by new media technologies, which provide both possibilities and difficulties. Journalists and news organizations must adapt to and change in response to the democratization of news creation, the disruption of commercial models, and the need to address concerns of credibility and accountability. Journalism can manage the challenges of the modern media ecosystem and continue to function as a crucial cornerstone of democratic nations by embracing digital platforms, defending journalistic ideals, and fighting for regulatory measures.

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AN OVERVIEW TO NEW AGE OF NEW JOURNALISM

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ABSTRACT

The new age of new journalism signifies a paradigm shift in the field of journalism, driven by advancements in technology, changing audience expectations, and evolving media consumption patterns. This paper explores the characteristics and implications of the new age of new journalism, examining emerging trends such as data journalism, immersive storytelling, audience engagement, and multimedia formats. It analyzes the opportunities and challenges presented by these new approaches in journalism, including issues of credibility, ethical considerations, and the evolving role of journalists. The study also explores the role of technology, social media, and collaborative networks in shaping the new age of new journalism.

KEYWORDS: *Online Activism, Political Transparency, Public Discourse, Social Media Mobilization, Technological Empowerment, Trust in Media.*

INTRODUCTION

A profound sense of helplessness and vulnerability was also mirrored by the absence of a local newspaper, which added to a sense of exclusion and not being listened to by the area's centers of power. Readers of local news desired independent neighborhood publications with a physical presence in the area and reporters who could and would confront the powerful, look into wrongdoings, and advocate for social change. The local journalists we spoke to agreed that this was their role, but they were structurally constrained by the current arrangements of local news production, which employ fewer and fewer journalists to fill ever-increasing space while frequently being distant from the region they were supposed to cover. The Birmingham Post and Birmingham Mail, together with its related publications, had 16 offices 10 years ago now, there are just four, according to the National Union of Journalists.

They had around 230 journalists five years ago; now, there are just about 160. Along with three top reporters, they have also lost all of the specialized journals in the fields of transportation, home affairs, the industrial correspondent, and community affairs. The number of court and criminal experts has more than halved, while the number of business specialists has decreased from nine to six. As news desks, sub-editors, and journalists are relocated to centralized sites that serve regions rather than specific areas, often hundreds of miles from the people they are meant to be speaking to and reporting on, this is duplicated in many other places. Because of the heightened demands in the newsroom mentioned above, journalists no longer have a thorough understanding of the regions they cover and seldom go out to undertake local reporting. The

obvious conclusion is that local news production and journalism institutional practices and the democratic potential of news media are at conflict [1]–[3].

Evidently, there are certain circumstances under which the crucial connections between journalism and citizenship and local news and democracy may function. Overall, such circumstances do not serve the public interest at this time. It is not possible to do independent journalism in the public interest under the material circumstances of modern journalism. On the other hand, the capacity of journalists to do the kind of journalism that most of them desireto question, analyze, and scrutinizeis becoming more constrained by job instability and commercial goals. Local news companies have neglected the value of their product due to a focus on shareholder returns and profit, despite the fact that all survey participants understood and sought this value. The connection between news and democracy has been shattered by the monetization of local news with little to no consideration for its use.

Of course, the interactive and participatory features of the web that have emerged with the growth of the Internet have given birth to the possibility for anybody with the appropriate tools to play the role of a journalist via the dissemination of news and information. Three basic types of impact are present. First, civic journalism is growing; second, citizen access to government services and public information is growing; and third, individuals are more able to get in touch with news sources directly. Our case studies uncovered several instances where ordinary people had stepped up and started their own internet news services. We found a large number of non-journalists providing hyper-local material in the areas we analyzed, often in creative ways. These people were certain that they could not and should not be considered as journalists' replacements and described themselves neither as newsmakers nor as journalists. Instead, they play a crucial role in strengthening local democracy and filling a vacuum in the availability of local media material.

Particularly on the Internet, there are many different types of local organizations' and individuals' information accessible. Locally relevant information may be found on a variety of websites, blogs, e-mail lists, newsletters, Facebook pages, MySpace pages, Twitter accounts, printed pamphlets, handouts, information on notice boards, etc. However, the sources and information included in such data are dispersed and sometimes hard to locate for locals. When people know where to get it, this informal, ad hoc non-journalist local material is valuable, but it is also sporadic, unpredictable, and unique to the person providing it. The story of Tony Fountain, who launched a self-funded local news website in reaction to the Long Eaton Advertiser's demise, drives this point home. By his own admission, one man in his bedroom is unable to provide a thorough and reliable news service. As a result, he is motivated by his own unique hobbies, the people he meets that day, or things he sees on the street. He also discussed the significant restrictions of an internet-only service, which are often overshadowed by the wealth of online information. He makes a printed newssheet to make up for it, but he is unable to regularly or broadly disseminate it due to financial constraints.

Similar to this, William Perrin, the creator of the neighborhood news website kingscrossenvironment.com, maintains the service simply to make it a better place. Between 90 and 120 different users visit the website every day. A few hundred subscribers get a newsletter, and the website's community films are also accessible on YouTube. The website, which depends

on volunteer contributions and has an archive of around 800 articles about the region, strives to boost the efficacy of local activism. It is self-funded, like many other websites of a similar kind, and an advertising-based business strategy is neither desired nor particularly practical. I'm not attempting to sell advertising; it makes no difference how many people are visiting my website. What important to me is that the individuals who need local knowledge are visiting my website. These kinds of projects may serve as a supplement to local journalism, but they are obviously not new business models.

News development and distribution to specific interest groups have both been successful strategies for communities of interest whose reach is not limited by location. Muslim News offers free news and information to a wide range of religious communities. The owner/editor provides private funding for the news production, which is rooted in the neighborhood. The objective is to enhance Muslim visibility in mainstream media as well as communication within the community. The owner and founder claims that self-financing is his only viable financial option because he is either ineligible for government programs due to their exclusivity to a particular faith group or the funding source is connected to improper anti-terrorism targeting and the paper cannot survive on advertising alone. These media are all cutting-edge, but they don't all have alternate economic structures. They depend on volunteer labor and are mostly self-funded. Volunteers often work on causes close to their hearts and frequently struggle to find the time to complete the necessary tasks, which leads to an inevitable fragmentation of the public sphere. As a result, these websites are fragmented, driven by the interests of a select few, and often in financial trouble.

Therefore, even if news companies vanished tomorrow, information, research, analysis, and local expertise would still remain. But something more would be lost. People who had lost a local newspaper in this research, which was a very minor loss, were clearly aware that this had made their situation worse. In terms of public awareness, they are in worse shape politically, and in terms of community comprehension, they are in worse shape socially. This serves as a reminder that newsrooms that enable dependable and thorough reporting, analysis, and investigation by reputable, experienced journalists with an infrastructure that guarantees their respect and legal protection are also necessary in order to effectively examine power are needed.

DISCUSSION

Crises, Radical Online Journalism, and the State

The internet space has long been referred to be a place of freedom. Governments have no sovereignty where we gather, according to cyber-libertarian John Perry Barlow, who wrote the influential Declaration of Independence of Cyberspace in the middle of the 1990s.Not at our invitation. You don't know us or our world, either. Do not believe that you can create it as if it were a public building project. Not at all. It is a natural phenomenon that develops on its own as a result of our combined efforts. Your legal notions of ownership, expression, identity, mobility, and context do not apply to us. There is no matter here; they are founded on matter.

Ten years later, Dean et al. suggested that the state, which is unable to operate in such a setting, was coming to an end due to the Internet and the networked society it had produced. Others have suggested that it is difficult to control users because of the nature of Internet technology. For

instance, John Gilmore once said that it is difficult to censor the Internet because the inter- net treats censorship as damage and routes around it.As seen by Reporters Without Borders' Enemies of the Internet list, the freedom given by the Internet to anybody with access to the Internet and writing ability to become a journalist has been praised as an avenue for dissent in authoritarian nations. However, many conventional journalists have expressed concern about the damage such independence poses to the prestige of journalism as a profession.Cyberlibertarians, media theorists, and liberal journalists have good intentions when they celebrate the significant expansion of communication freedom made possible by the Internet. Such discourses, however, often ignore the idea, institutional actuality, and inherent power of the state. For instance, Barlow's assertion that the Internet was created by the US state as a public construction project and that it is now concentrated in the US state's Department of Commerce whitewashes the history of the Internet. The Internet was created as a consequence of deliberate political choices; it is not a spontaneous order in that sense.

In this, we take into account the state, the hegemonic order it represents, and the radical ways in which internet journalism challenges it. Here, radical online journalism is used in the manner of Downing's studies, where it offers an alternative to the institutional forms and discourses of corporate news insofar as its production is nonhierarchically organized, it covers issues relating to the struggles of regular people with institutionalized power, and it frequently uses modes of discourse that are derived from their interests and languages. It is associated with anti-capitalist and anti-state politics in a large portion of the liberal west, which uses a range of media to create counter-hegemonyan alternative framework for seeing the world. According to Downing, radical journalism is rebellious. Corporate news operations, on the other hand, are believed to uphold and reinforce the prevailing hegemonic system.

Crisis situations provide radical perspective on the public-media interactions, radical journalism, state power, and corporate media's roles. According to Habermas, when a crisis occurs, the background consensus, or hegemony, is rocked, causing people to challenge conventional norms and values in the public forums. Radicals want to create counter-institutions that oppose the state and capitalism's hold on life and return'liberated areas' to the action co-ordinating medium of reaching understanding, or to give control back to the people. The state and its associated institutions work to uphold these norms and values. In order to do this, radical media may promote institutional critique in addition to presenting and supporting instances of alternative practices. According to some, the internet environment better supports radical journalism since it is less expensive; less controlled, and offers multidirectional communication than broadcast and print media. Crisis situations also reveal the hegemonic and coercive authority of the state and its affiliated institutions, which justify their actions by claiming to be preserving public order.

We examine the peculiarities of consent and coercion in liberal governments like the UK, Australia, and the USA as compared to the more overtly forceful ways of control in authoritarian nations as we analyze this problem and solution. The case examples utilized in this article are taken from journalistic depictions of crises, with contrasts made between corporate and radical depictions. The author's personal fieldwork in social movements and in radical online media initiatives served as the foundation for a large portion of the research supporting this [4]–[6]. In analyzing the ideas of freedom and autonomy, which, as we are regularly told, are intended to

support journalism in liberal governments, the Carl Schmitt statement above highlights an important consideration. Schmitt gives the following explanation of his argument: The rule proves nothing; the exception proves everything: it confirms not only its rule but also its existence, which derives only from the exception. Schmitt's argument, which is based on Weber's idea of the state as the organization having a monopoly on violence in a particular region, is that the power of the state is only shown under exceptional situations as opposed to normal operation. The most prominent instance of the exception is the use of emergency laws, such as those passed in South Africa in the 1980s and Egypt starting in the 1950s, as well as in liberal states like France in the 1960s and in 2005, Ireland from the 1970s until 1994, and the UK, where they were last used in 1974. Only the state has the authority to proclaim a state of emergency that suspends regular constitutional restrictions, civil freedoms, and the like in the face of a natural catastrophe and political difficulty. Such circumstances allow for the most bare-bones examination of governmental authority. In the absence of the exception, one may think of how the public perceives state authority in terms of McLuhan's fish, who are unable to understand their environment because they lack an anti-environment. We are never outside the state, thus it is sometimes hard to grasp its depth and extent without extraordinary circumstances.

Writing about 80 years after Schmitt, Agamben contends that the exception became more common throughout the twentieth century as a result of increases in surveillance, military, domestic, and foreign intelligence spending, as well as more egregious human rights violations, whether in Northern Ireland, Guantanamo Bay, Abu Ghraib, Belmarsh prison, or the black sites where kidnapped suspects are taken outside of liberal jurisdictions to be tortured. For him, the condition of anomie that exists during the exception has really become the rule. Toward Agamben. The maximum global deployment of the state of exception has been attained as of right now. Thus, official aggression that ignores international law outside and creates a perpetual state of exception within may erase and contradict the normative part of law with impunity while yet claiming to be doing so.The idea of exceptionalism as the standard is put into sharper perspective when one examines Jurgen Habermas's claim that western liberal governments have been experiencing legitimation crises since at least the 1960s. According to Habermas, a legitimation crisis arises when governments still have the capacity to rule but cannot claim widespread popular support, leading to a decline in consent.

Three areas are affected by the crises: the political, the socio-cultural, and the economic. Because of the capitalist economic system's inherent propensity for diminishing profit rates, there are recurring crises. Due to its incapacity to regulate the economic system and the tensions between labor and capital, which cause a mass exodus of allegiance, the political system is in crisis. When trust in the economic and political institutions is lost due to these deficiencies, socio-cultural crises occur, which in turn cause motivational crises among employees and citizens. Together, these crises could lead to serious disruptions in the political and economic system, which would necessitate the creation of intricate public relations systems, a critique of which serves as the basis for The Structural Transformation of the Public Sphere and The Theory of Communicative Action. Contrary to many readings of Habermas's work, public spheres function best during times of crisis. And particularly in an online setting, radical public spheres may serve as a catalyst for political transformation. Importantly, this means that the development of mediated

public spaces with sufficient communicative freedom to oppose political and social hegemony occurs in reaction to systemic crises.

Governments believe that they are always under attack, making it impossible for them to depend entirely on the people's permission. When there is a clear crisis, such as a war, recession, constitutional crisis, significant scandal, etc., this danger manifests or at least intensifies more. Additionally, structural inconsistency and political dishonesty are most apparent during such crises, further eroding the political order's credibility. For instance, protests against the US/UK-led invasion of Iraq in 2003 were largely focused on apparent contradictions, such as nuclear-armed nations criticizing Iraq for developing weapons of mass destruction, western powers viewing brutally oppressive Gulf states like Kuwait and Saudi Arabia as allies in the fight against another brutally oppressive Gulf state, and the apparent role that oil played in stoking the conflict. When the invasion started, even the few corporate media sources who were initially opposed to the invasion changed their stance to support the troops, putting into perspective the complicated relationships between the corporate media and the state.

In more recent times, the economic crisis that started in 2007 had the potential to cause significant political upheaval, as it did most notably in Greece and Spain. It was a huge challenge for nations to maintain, if not widespread devotion, then at least disinterest. Although the banking industry was first held responsible for the crisis, public debt alone quickly came to bear the brunt of the blame. Politicians, economists, and other experts, as well as media, informed the public that the financial crisis was not the fault of an economic system experiencing a crisis of profitability, which was shown by banks' increasingly hazardous investment choices. Evidently, the issue wasn't caused by an ineffective political system that couldn't control global capitalism without escalating the catastrophe.

Instead, the issue was that governments had too much spent on the people who gave them the power to rule. There was thus a potential of a significant socio-cultural crisis beyond the economic and political issues, demanding cautious handling. For many years, there had been an underlying delegitimization of the economic system, which was expressed via demonstrations against G8 meetings, World Bank meetings, WTO meetings, and other events. The 2007 economic meltdown had the ability to remove the final shreds of legitimacy from capitalism due to the understanding of the undemocratic character of such institutions and their crystal-clear goals of expanding and strengthening capitalism.

Hegemony, Corporate Media, and Counter-Hegemony

Corporate media has a key role to play in these typical-exceptional settings. For instance, BBC News Online served as a major pillar of support in the UK for the dominant hegemonic discourse on the debt crisis, uncritically endorsing the coalition government's Spending Review and seemingly lacking any understanding of the difference between outright propaganda and disseminating information to the general public. One whole section of BBC News Online's website is devoted to educating the public about the economic crisis, which is only defined in terms of capitalism economics and has only one possible solution: reductions in government expenditure. The alternatives were put out, allowing individuals a choice of where they would want the cutbacks to fall, but there was no option to not make cuts, to raise taxes on the wealthy,

or to alter the economic system. The website enabled its audience to interact with the political options. By limiting political options more than even a single political party could, BBC News Online has opted to utilize its interactive elements to further control the audience. It seemed impossible that the BBC, or any other corporate media outlet, would actively promote any of the several alternative economic models, thereby undermining what little credibility there was left in the current economic system [7]–[9].

One of the few times the BBC did permit discussion of a perfectly logical option, it was derided as cloud cuckoo by the broadcaster. Professor Greg Philo of Glasgow University proposed a proposal that his research center determined would have support from around 75% of the populace on The Daily Politics program. He proposed that a one-time tax on the really wealthy would collect enough money to pay off the whole debt in one go, harming just a tiny number of individuals who would continue to be wealthy in the near term rather than millions of people for a generation. It was revealing how the presenter dismissed the subject entirely.Perhaps the corporate media would have fully suppressed public awareness of alter-natives if it had been up to them. Political options did exist, however. However, these alternatives had to depend on their own media and communication networks, and the Internet played a significant role in making this possible. The manner that the Internet gave a forum for concepts, discussions, and activities that the corporate media had scarcely tolerated is of utmost significance in this regard. To imply that corporate media journalists purposefully ignored alternatives would be to misunderstand the point. Even if political goals tend to direct the general organizational vision, corporate news's structural relationships to the institutions and ideology of state and capital are what really limit its scope.

The main message from corporate media was to maintain composure, give trillions of dollars in taxpayer funds to the banks that had sparked the crisis, and to have faith in the same political elites whose liberalization policies had allowed speculation and private debt to soar out of control in the USA, the UK, and other countries. Right-wing libertarians in the USA, along with SocialistWorker.co.uk, Libertarian.co.uk, votenobailout.org, and TVNewsLies.org, contended that the banks had failed in the free market and should thus be allowed to fall during the early stages of the crisis. Even while the occasional eminent economist, like Nobel laureate Joseph Stiglitz, appeared in the corporate media to urge the market to function as it should, the message from the corporate media was unmistakable: the banks and stock markets had to return to normal at any costs to the public. The neo-liberal agenda, which had been growing since the 1970s, was conceptually strengthened by the alleged need to stabilize capitalism. In the UK and elsewhere, the strategy was to take advantage of the crisis to reduce public spending. As we've seen, there were barriers in the corporate media that made it difficult to challenge this prevailing paradigm.

Online in the UK, the media challenge to the mainstream narrative first surfaced. False Economy, a campaign organization founded by online journalists, community organizations, activists, economists, and trade unions, was one of the first and most significant organizations to challenge the cuts agenda. False Economy set out to challenge the foundation of the public debt explanation for the economic crisis and the solution in cutting public spending. Blogger Clifford Singer, former Bank of England economist Duncan Weldon, journalist Sunny Hundal, author of the Pickled Politics blog, a number of bloggers from Liberal Conspiracy, as well as various

activists and unionists, were among the group's prominent players. With the aid of video, data, statistics, analyses by Nobel laureates Paul Krugman, Joseph Stiglitz, Martin Wolf, and David Blanch flower, and, most importantly, by prioritizing the voice of the public by allowing regular people to upload brief reports - in the style of vox pops - on the impact of cuts on their lives, the website was used to help citizens understand the scope of the cuts and their impact on a variety of services. The website uses a variety of social media, including blogs, Twitter, YouTube, Vimeo, and Facebook, to disseminate its information. False Economy used its data to dispel the myth of excessive debt and then, in the tradition of radical media, to inspire readers to take action against what it perceived to be unfair cuts to public services. In contrast to BBC News Online's attempts to coax people into a discourse about where to cut and the majority of the corporate media's attempts to convince people to accept their share of the pain

The organization opposing the Robin Hood Tax issued a further challenge. Although it had existed before the crisis, the billions of pounds in public funds granted to the British banking industry gave it a fresh start. War on Want founded the organization in 2001, and since then, prominent economists including Jeffery Sachs, Joseph Stiglitz, Paul Krugman, George Soros, Dani Rodrik, and Warren Buffet have supported it. The group's mission is to increase public knowledge of the presence of untaxed and poorly taxed international financial transactions, which contribute to global economic instability in addition to being an underutilized source of tax revenue. The Robin Hood Tax group, like False Economy, has made extensive use of social media and internet technology to present alternative information about the state of the economy. They have provided facts seen in financial news sources, but in a style that is simple to understand. The group disseminated this material through Facebook, Twitter, blogs, YouTube, Flickr, and other social media [10].

The UK Uncut campaign was perhaps the most prominent and active organisation to promote alternative information and alternative economic discourses. UK Uncut specifically focused on the way in which authoritarian and borderline fascistic concepts of citizenship and political choices have been promoted by government representatives and allies in the corporate media, such as we are all in it together and that there is no alternative to cutting public spending, and they very consciously challenged government rhetoric that was echoed by so much of the corporate media. It's interesting that UK Uncut was born out of a Twitter account, not the other way around. In October 2010, it shut down a Vodafone store on Oxford Street in London in an effort to draw attention to the company's tax evasion in the UK at a time when the administration claimed there was insufficient public funding to sustain government expenditure. Other notable targets were the Arcadia chain of stores, which drew special ire since Green and his business were evading taxes while Green was tasked with examining government expenditures. In contrast to the other groups, UK Uncut straddled the line between raising awareness and taking direct action while presenting important information that mostly eluded the corporate media. Its online communication tools were used for this, both to inform and to coordinate operations. The actions organized by UK Uncut regularly occurred in towns and cities around the UK, frequently succeeding in closing down stores, converting banks into libraries and clinics, occupying offices, etc.

CONCLUSION

In conclusion, Technology, shifting audience expectations, and creative narrative techniques are the driving forces behind the new era of new journalism, which is a paradigm change in the industry. Exciting potential exists to improve reporting and enthrall audiences via the use of data journalism, immersive storytelling, audience participation, and multimedia forms. To preserve the integrity of their work, journalists must overcome the difficulties posed by trustworthiness, ethics, and disinformation. In an increasingly digital and connected world, journalists may continue to educate, engage, and inspire audiences by embracing new technologies, encouraging audience involvement, and respecting journalistic ideals.

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MAINTAINING ORDER: A TALE OF TWO REBELLIONS

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ABSTRACT

Explores the theme of maintaining order in the face of rebellion through an analysis of two historical events: the American Revolution and the French Revolution. By examining the causes, processes, and outcomes of these two rebellions, this study sheds light on the strategies employed by ruling powers to maintain order and control during times of social upheaval. The research delves into the role of political leadership, propaganda, repression, and reforms in quelling rebellion and restoring stability. Through a comparative analysis of the American and French Revolutions, this study offers insights into the complexities of maintaining order in times of rebellion.

KEYWORDS: *Authority, Compliance, Discipline, Law Enforcement, Norms, Peacekeeping, Policies, Prevention.*

INTRODUCTION

Since counter-hegemony occurs in connection to the prevailing hegemony upheld by state authority, its creation is not an easy process. But how power is used varies from state to state. Liberal regimes seem to be hesitant to place substantial restrictions on journalism and media institutions, in contrast to authoritarian states, which may do so to lessen their danger. In fact, liberal nations are interested in public order and seem to be more permissive, while authoritarian regimes are focused on maintaining state security and depend on a multiplicity of rules, regulations, and coercive legislation for this goal. While liberal states have more freedom-related laws, these laws tend to be vague. In a way, the liberalism that is founded on freedoms itself may be utilized as a control tool.

In liberal states, journalists are subject to restrictions both legally and indirectly via the practices and institutional ties of news organizations as well as through laws pertaining to libel, contempt of court, and anti-terrorism measures, among other things. However, public order poses a significant obstacle not just because it is a flexible legal word but also because of its hegemonic role both within the state and in media discourses. The state creates the public via its control over the media environment, the educational system, major events, and other factors. Order is specific to a certain set of institutional and legal structures that serve a specific set of objectives. This means that there is nothing intrinsically good about sustaining public order, and that saying it is important to do so entails a faith in the legitimacy and fundamental fairness of that order. The

police and corporate media, both online and offline, assume that maintaining public order is necessary and, as a result, logically imply the validity of that order, its laws, and its institutional structures [1]–[3].

It is possible to infer the idea of public order's political origin from the way it was first used to support the creation of the police. As with all laws, the threat that working-class people constituted to the state in the nineteenth century was framed in terms of the national interest rather than class. As a result, the threat did not pertain to a certain class or system but rather to the nation, which transcends all particularity. Working-class individuals threatened by unrest, protest, organization, and affiliation. According to Robert Reiner, collective bargaining by riot was a common and widely understood method for the politically disenfranchised masses to express their discontent to the governing class up to the early nineteenth century. However, as industrial capitalism grew, rioting started to be seen as a serious danger to the social and political order. The increased franchise presented a threat to the state's class foundation, and in order to survive, the social and political order had to, at least ideologically, take into account the interests of the whole public or the nation. The interests of the state and the masses were hegemonially linked. Working-class people had previously held the police in low regard as state agents, to the point where when a policeman was killed by a stab wound in 1833 while policing a demonstration by the National Union of the Working Class, the jury, which was hailed at the time as heroic, returned a verdict of justifiable homicide.

The methods used to maintain public order shed light on the fuzziness of control. For instance, from the beginning of police forces in the middle of the nineteenth century up to the 1930s in the UK, order was first maintained by the police by compulsion. According to Waddington, the police prioritized agreement above compulsion in their tactics throughout the 20th century. As a result, police started to see themselves as competently mediating conflicts, organizing protests, and maintaining fair, impartial, and impartial policing of demonstrations. Police professional performance would not be impacted by their political opinions. They eventually began to consider themselves as playing an essential part in defending the democratic right to protest, sometimes assisting demonstrations that governments had attempted to put an end to.

However, adherence to democratic ideals is not the only motivation for this non-confrontational, facilitative approach. Instead, it serves as a more effective means of upholding public order The British police have the option to direct and control protests by providing route planning help, communicating with local authorities, tolerating minor criminal offenses, maintaining a pleasant face, and keeping a low profile. This is done to make sure that demonstrations disturb public order as little as possible. The sheer act of tolerating and supporting demonstrations makes them powerless; they are controlled by permission. Their efficacy is restricted by enabling the right to protest. It is challenging to reject the demand for public order made by politicians, police, and media without adopting a profoundly opposing attitude, or in other words, without counter-hegemony. In fact, reportage on protest and direct action is framed by their disruptiveness and disorderliness. The academic study of protest mediation must take this into account when reporting across location and time.

However, the state and corporate information subsidies given to financially strapped corporate news organizations allow sources with greater financial resources and institutional affinities to

better influence the news agenda. There has been some evidence that protesters are increasingly able to influence news reporting of their actions, especially by using online technologies, as we have seen with the anti-cuts movements. Violence therefore becomes an essential medium for critique, ideas, and change since the political, economic, and media systems are primarily concerned with system maintenance and when acts of violence result. According to McLeod and Detenber, however, given the hegemony established around the idea of public order, the incidence of violence at a protest attracts media coverage, but often results in news stories that focus on conflicts with the police, obfuscating the issues raised by the pro- testers. Indeed, the agenda is set by dominating sources. Even when complicated relationships and competing definitions are taken into account, Mawby's study revealed that the asymmetric police-media relationship... endures and has become more pronounced in terms of police dominance of the relationship. McLeod asserts that, despite minor variations in reporting across various media, audiences continue to see demonstrators as a danger that has to be dealt with by the police. Indeed: When there is a national crisis, the coordinated use of all resources leads to a virtual monopoly of state sources.

We may see this as a historical tendency. British Paramount News reported in 1932 that the police had attacked hunger marchers cavalry-style when they arrived in London and that the hooligan element was getting out of hand. After a decade of state violence against the populace, citizens rose up in 1990 against Thatcher's regressive Poll Tax. Corporate media almost universally claimed that the violence of the Poll Tax Riots was solely the fault of a small group of protesters intent on wanton destruction. Following the anti-capitalist demonstrations on May Day 2000 in London, the ostensibly liberal Independent newspaper echoed Tony Blair's demand for Families to name May Day rioters. The Daily Mail published an article titled An outrage that demeans Britain, reiterating Blair's appeal for the thugs' family to identify and disgrace them as parents describe their sick- ening missile ordeal. Photographs of dissidents sought by the police were published in The Mirror and other publications, along with a police number that informants might phone. The primary activities that day included tearing up a McDonalds and planting vegetables in Parliament Square.

The Mirror referred to the 2009 incident as a Riot Mob Death and detailed how as police officers tried in vain to revive the man they were pelted with bottles by a screaming mob. Riot police had attacked and murdered a bystander during a London anti-capitalist march. In London's Parliament Square in December 2010, British police used a cavalry charge of at least 18 horses to assault schoolchildren, student protestors, and trade unionists. They then forcibly held hundreds of protesters for many hours in a kettle. According to The Daily Mail, youthful idealism ends in an orgy of mindless vandalism. The Mail stated that the most horrifying development of a genuinely shocking evening on the day that police assaulted a student to the point that he required emergency brain surgery was people banging on the window of and hurling a little paint at a car carrying Prince Charles and Camilla. Ben Brown, a BBC journalist who was interviewing the blogger who was being dragged out of his wheelchair by police and dumped on the sidewalk, attempted to defend this particular act of brutality by saying, There's a suggestion that you were rolling toward the police in your wheelchair. Is that accurate?

The Arab Spring of 2011, which saw revolutions occur in Tunisia, Egypt, Libya, Bahrain, Saudi Arabia, Yemen, and Syria, was hailed in contrast to the coverage of the demonstrations in Britain. The capacity of internet media to carve out niches in even the most autocratic governments was made clear during the uprisings. Activists reported on their battle and the reaction of the state using blogs, alternative news websites, Facebook, Twitter, mobile phones, and a wide range of internet technologies. Notably, the protestersor at least some of themwere hailed in the corporate media of the West. Almost every corporate media outlet, including Reuters, The Washington Post, The BBC, The New York Times, Current TV, and notably their usage of online social media, praised these uprisings. The New York Times reported on Libya, describing how Colonel Qaddafi's supporters, who were using the state-run news media, and Libyan protesters, who were turning to social media and the foreign news media, were winning over hearts and minds, inside and outside Libya. According to the BBC, social media has played a significant part in the turmoil in Egypt, with many of the rallies being organized via Facebook. The Egyptian government responded promptly by censoring social media sites, although this move was utterly ineffective.

Contrary to corporate coverage, the less favorable rallies and uprisings received a lot of attention in various internet communities. Many demonstrators in Britain and other parts of Europe identified with people taking part in the Arab Spring, which strengthened their ability to communicate. While Bahrain, Saudi Arabia, and Yemen were less prominent in corporate news reporting, they were championed causes among Western activists who shared photos and videos of oppression, police brutality, army intervention, and eyewitness accounts from mobile phones, cameras, and camcorders via social media, blogs, and websites. One of the main themes on blogs and some of the more radical online sites was that, in contrast to corporate coverage, trade unionists and socialist activists, who had been organizing for years, were largely responsible for the strength of the demonstrations in countries like Egypt.

The February 19 Statement of Independent Trade Unionists in Egypt was published on the websites of the Coalition of Resistance, Counterfire, Socialist Workers' Party, and numerous blogs despite the fact that workers participated in strikes, occupations, and demonstrations. Indeed, sites like arabawy.org, egyptworkersolidarity.org, and The Arabist were the sole sources of information on the significant engagement of the workers' movement. Alternative news sources substituted a vision of armed revolutionaries attacking police barracks and wielding their weapons against the police for the image of peaceful protestors assembling in city squares to call for small adjustments. When the Libyan army's operations on rebels were referred to as strikes on civilian areas, the violent nature of revolution was understandably minimized. In contrast, it seems that the rebels were using the same clean weaponry that the western forces were said to have used in Iraq and Afghanistan. It may not come as a surprise given the severity of the threat to public order posed by the demonstrators in the Arab world that one of their tactics was to stifle internet communication flows [4]–[6].Radical journalists, particularly those who publish online, dispute the facts, the narratives, and the predominant discursive structure of such events, while routine corporate media tends to replicate the mainstream narratives of state institutions that are framed around a concern for public order. The former seeks system upkeep, whilst the latter often want change. Indeed, individuals who write as radical journalists are often rooted in movements and activist groups, taking on an advocacy role in the process.

DISCUSSION

Producing Alternative Spaces

Although online media were used similarly in the Arab world and the west to report on conditions on the ground and to inspire people to action in the tradition of radical media, the celebration of the role of online social media in good rebellions in the Arab world did not extend in such positive form to the west. As a result, radical media initiatives put individuals and movements rather than money and the government at the center of reporting, resulting in the formation of anti-hegemonic networks. Indymedia used the traditions of perspectival or subjective journalism as a counterbalance to the phony objectivity of corporate media. By giving protestors the opportunity to serve as both essential sources and key reporters, Indymedia disrupted the predominate paradigm of protest reporting. In contrast, corporate journalists' concern for public order reveals their allegiance to the state and its monopoly over both violence and permissible political engagement. Indeed, the othering of political opponents is framed at every step by the assumption of the state's legitimacy. These two components work in tandem to strengthen the overall framework.

There have been many websites through which such radical activist reporting has taken place, from the Zapatista use of newsgroups and e-mail lists in the 1990s to the likes of Urban 75 and Green Net to today's plethora of blogs and collaborative web sites. Indymedia has come to be recognized as one of the most important online spaces for reporting from these life world struggles. Radical activist news spaces are essential when there is a direct and ongoing fight with the state since there is little chance that corporate media will see the issue from the activists' point of view. In this regard, the dominance of aloof, professional journalism is questioned as citizen journalism areas expand online. Indy media's tagline, everyone is a witness, everyone is a journalist, certainly addresses this issue. From the standpoint of the state, the assertion that everyone is a journalist is still untrue, despite the fact that we may celebrate it from the perspective of citizens. In fact, even the most liberal democracies have resisted granting journalistic rights to independent journalists, particularly to radical journalists who work only online and are linked to activism.

As a result, there are several accounts of radical enterprises encountering direct repression in liberal nations, albeit these stories are seldom described as instances of media repression. Indeed, a contributing factor to this is that radical journalists often reject the cozy alliance between corporate media and the government. These linkages are strong in authoritarian nations that may use political legislation directly to outright outlaw political parties, periodicals, and activities. In Malaysia, for instance, libel is politicized, and Internet cafes may be held liable for content posted or read there. Rukunegara is a set of standards that journalists are expected to uphold. It also includes contributing to nation-building and upholding social morality. Due to this, its political leaders have been able to pursue and prevail in libel lawsuits against the Far Eastern Economic Review, the International Herald Tribune, the Wall Street Journal, and Bloomberg's website. Bloggers on their own have also been hurt by Singapore's strong laws against defamation.

As an example, US blogger Gopalan Nair was detained and put on trial for defaming a judge. Jiahao Chen, another blogger who is Singaporean but resides in the US, was compelled to shut down his site and issue an apology when a Singaporean government agency just threatened legal action. The Chinese and Iranian regimes' use of coercion is more recognized. Online journalists are more likely to be detained in authoritarian than in liberal governments. For instance, Sakhi Rigi was imprisoned in Iran in 2011 on national security grounds, Kaung Myat Hlaing was imprisoned in Burma for 10 years on charges related to explosives, Tal al-Mallouhi was imprisoned in Syria for five years for disclosing information to a foreign state, and in 2011, four years after the first blogger was imprisoned in Egypt, Hossein Derakhshan was imprisoned in Iran for nearly 20 years for insult

In reaction to their participation in the uprising, the Bahrainian government jailed bloggers Abduljalil Al-Singace for life and Ali Abdulemam for 15 years on terrorism-related charges. Maikel Nabil was sentenced to prison for insulting the military.While there are well-known examples, such as the video-blogger Josh Wolf who was imprisoned in the USA for failing to give the police video footage he had taken of a demonstration in California and dissident Austin Sherman, editor of Raisethefist.com, who was imprisoned for a year in 2003, liberal states are less likely to directly repress such threats than authoritarian ones. In 2011, the UK site, FIT Watch, sought to draw attention to abuses of police power and to provide evidence that state security in the UK was far more advanced than many had understood. Sherman was encouraged to plead guilty in the knowledge that the US PATRIOT Act allowed for a 20-year sentence for ter- rorism enhancement. The host of the website was told by the authorities to remove it. In the weeks leading up to the 2011 Royal Wedding in the UK, Facebook banned over 50 left-wing political sites. Though it is possible that they were taken down due to technicalities – that they had used the incorrect kind of account - there were rumors that Facebook had opted to participate in political censorship at the police's request. However, given that a dozen social centers had been seized by British authorities around the same time frame and that Facebook was well known for removing anti-Zionist information sites, many observers found it to be dubious.

A year after UK Indymedia's primary server was taken in an international security crackdown involving state actors from Italy, Switzerland, the USA, and the UK, the UK's Bristol Indymedia was raided, a journalist was detained, and equipment was confiscated in 2005. Kent police conducted a raid on another Indymedia in 2009, seizing further devices. Initial rejections of Indymedia members' claims of journalistic privilege under the Police and Criminal Evidence Act were primarily based on the argument that their work does not fall inside the purview of accep communication.When the state really exercises its coercive powers, Agamben's worries are all but disproven. Since 2001, liberal nations have increased their own authority, endangering the ability of corporate and radical journalists to gather and spread information. The UK's 2006 Terrorism Act, Australia's 2005 Anti-Terrorism Act, and the US's PATRIOT Act and Homeland Security Act have all been used to stop information from becoming public if the state believes it to be harmful. For instance, The Australian claimed that 1000 suppression orders were granted by Australian courts in 2005 alone in an effort to stop relevant information from reaching the public.

By inciting hate or contempt for the Sovereign or by encouraging disaffection with the Constitution, the Government, or Parliament, a person may be found guilty of seditious intent under the Act. Additionally, it is against the law for anybody to incite animosity that endangers Australia's tranquility. The US Electronic Privacy and Information Center notes that the US PATRIOT Act permits security services to have general search warrants, or warrants that don't specify a person or a specific site to search, that people and places can be searched without a warrant, that a search warrant is not required to monitor someone's online activities, and that a person does not have to be made aware of the evidence used against them [7]–[9].

The UK's Article 19 free speech advocacy organization has consistently voiced grave concerns about how UK anti-terrorism laws are affecting the right to free speech. In particular, Article 19 has voiced concerns about the broad definition of terrorism, the use of anti-terror laws to stifle legitimate social and political protest, and prohibitions on the encouragement, other inducement, or glorification of terrorism. Article 19 expressed concern that together as well as individually, these vaguely phrased prohibitions criminalise the legitimate exercise of freedom of expression and have a real chilling effect on debate on matters of public interest in its submission to the International Commission of Jurists' panel on Terrorism, Counter-Terrorism, and Human Rights. According to Article 19, the Act's use of ambiguous terms like encouragement, inducement, indirect encouragement or other inducement, glorification, and justification prevents public discussions that try to understand the driving forces behind violent actors and may make it illegal to criticize the liberal Western way of life. We are reminded that freedom of speech protects not just opinions that are well accepted, but also exactly those that are contentious, surprising, or insulting. Such opinions may be expressed by the press and others, and the general public is entitled to hear them.

Even dissident websites like Wikileaks that had eluded a state's control were not immune to intimidation. The US state was unable to stop Wikileaks once it relocated to Sweden, but its corporate partners made sure to assist where the US state was not permitted to act legally. In this case, Amazon removed its hosting service, PayPal, Visa, and MasterCard ceased processing contributions, and even Apple removed an app that acted as a conduit for Wikileaks.

Although seldom, journalists in liberal democracies may face arrest and punishment for their work. Instead, when journalists are involved in radical movements, they may be imprisoned in relation to one area of work, which slows down activities in a different area. Indeed, this author is aware of many instances in which media professionals who are also activists, such as bloggers, have had their homes searched and their computers, video cameras, and other equipment seized after being arrested. If we compare arrests in, instance, the Arab Spring, many of the journalists imprisoned were also activists, however their arrests are portrayed in western corporate media as the arrests of journalists. Analogues in liberal nations are detained for criminal activity and public order offenses. The ability to produce and distribute journalism is more widely available, which also increases the likelihood that it will be challenged. Online journalists cannot be trusted by the state to adhere to the standards of reasonable speech, although conventional journalists may be trusted by the state in liberal governments. Because of this, radical journalists or at least their writing may violate laws against inciting terrorism, crime, or other offenses.

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The Media Freedom Paradox in Liberal Thought

Although there are several instances of political authorities in liberal democracies removing extremist websites, such overt coercive action still seems exceptional. However, the driving forces behind this strategy are not mainly about freedom for its own sake. Instead, they are primarily driven by the combined requirements of gaining acceptance of the institutional order and keeping an eye out for challenges to it [10].We can better comprehend the role of free speech in the online environment if we approach the danger of mediated free speech in the same way that we approach the threat of protest and direct action. The Internet poses a problem since it makes it possible for anybody to declare themselves a journalist and makes it hard for the government to identify them. The liberal governments' tolerance, like their tolerance for political activity, actually makes it possible for more monitoring. This means that individuals are encouraged to discuss things online that they would not dare say under an authoritarian state. However, it still exists in connection to the sovereign authority that a state might ultimately claim, even while this unquestionably embodies freedom in a real sense.

Radical journalists, as previously said, provide film, stories, commentary, and analysis from the demonstrations themselves, creating a frame that would be very hard for a corporate news company to generate. We see a kind of embedding from the other side as a consequence. The deployment of special police units, police brutality,

agent's provocateurs, and of course the response of dissidents against this were all topics that were extensively covered by radical reporting in the UK. In order to expose the perceived unfairness of policies, the hypocrisy of politicians, and governmental compulsion against active dissent, activists and students in particular were able to generate reports from demonstrations that blended protest video with television news. The importance of their surveillance has significantly increased the other perspective in protest reporting. Some activist embeds, like Marc Vallée, have made significant careers out of their radical journalism. As a new type of Web 2.0 journalism that holds the government to account in a manner that corporate journalists have not been able to, Bakir has made a compelling case for the journalistic usefulness of sousveillance. However, the context of state authority must always be taken into account when evaluating its worth.

The immediate benefit of citizen and user-generated journalism, radical media initiatives, and surveillance journalism in general is the availability of a plethora of intelligence data that Big Brother could only have imagined. The majority of the time, everyone, including the police, can watch the videos posted to YouTube and Vimeo, photos posted to Flickr and Facebook, websites and blogs, and the range of events and activities that activists participate in. While the corporate news media still play a significant role in state security by disseminating images of political dissidents in an effort to get individuals to report them, their function is becoming less and less required given the rise of radical reporting. Even expressly anti-state technologies like Sukey have dubious promise since they both aid demonstrators and the police. In this way, extreme internet reporting strengthens the state's all-encompassing authority. As a paradoxical result, state security forces in liberal governments are better equipped to identify dissidents than they are in authoritarian regimes owing to the impression of more political and communication freedom in the former.

Radical journalists are all too often involved in their own trapping. Hundreds of dissidents were arrested and charged when UK Uncut-organized protesters invaded London's upscale Fortnum & Mason department store to voice their opposition to the company's tax evasion. The crackdown here and against the larger student and anti-cuts movement was significantly influenced by evidence from surveillance film shared on social media. The new citizen journalists, sometimes with some confidence remaining in the idea of liberalism, assumed their right to publish would not involve helping a governmental crackdown. More skilled activist-journalists would pixelate faces of protestors, sharing only images that were safe. As said, police intentionally raiding and detaining journalists of any kind are the anomaly, not the rule. The fact that cops are unaware of new types of internet journalism may be one of their biggest issues. I've discussed the issue of recognition that radical and internet journalists confront in several writings. Since anybody may work as a journalist, anyone can invoke shield laws to safeguard them from government meddling in their professional endeavors. In this regard, a new issue appears.

As journalists, so many individuals now play a variety of jobs. For many internet and amateur journalists, the journalistic job is an adjunct one. They initially do their day-jobs, or compensated responsibilities. As a result, it is common in liberal governments for such individuals to be discouraged from participating in contentious topics in their journalism owing to the potential influence on their primary function. I refer to this evil kind of censorship as distributed censorship in this context. Liberal nations do not engage in hierarchical, centralized, state-centered censorship, in contrast to authoritarian regimes. Instead, they depend on the institutions scattered across civil society, such as businesses and educational institutions, to punish individuals who work there. As a result, aspiring journalists and, more often, sources who work with journalists are forced to practice self-censorship. Internalization of institutional principles, concern that speaking out may jeopardize one's job security or career aspirations, or oppressive legislative restrictions like the Official Secrets Act are some examples of this. Examples vary from employees facing disciplinary action for writing negative blogs about their companies to players receiving legal notifications for tweeting positive things about their teams. The legal penalties include gross misconduct and bringing an organization into shame.

This kind of repression's clearest manifestation may be found in the US government's reaction to Wikileaks. A significant study titled Wikileaks.org - An internet resource for foreign intelligence services, rebels, or terrorist organizations?, a report produced by the US Department of Defense Intelligence Analysis Program, offers crucial information on online censorship in liberal countries. The concern over Wikileaks is clear right away, as it represents a potential force protection, counterintelligence, operational security, and information security threat to the US Army, according to the report, which was created to evaluate the counterintelligence threat posed to the US Army by the Wikileaks.org website.The DoD attempted to address this threat by focusing on the source of the threat, stating that The identification, expo- sure, termination of employment, criminal prosecution, legal action against current or former insiders, leakers, or whistleblowers could potentially damage or destroy this center of gravity and deter others considering similar actions from using the Wikileaks. org web page.

Importantly, the paper listed several covert threats against Wikileaks. Wikileaks.org is being attacked for allegedly allowing the dissemination of unverified material, acting as a propaganda

tool, and acting as a front for the Central Intelligence Agency, among other things, by both domestic and international employees. The Iraq War Diaries leak led to the arrest of Bradley Manning, a 22-year-old US soldier, who was then imprisoned without trial in a military jail under horrible circumstances that included spending 23 hours a day in a tiny cell alone. If Manning is found guilty, he may spend 50 years behind bars. The DoD defines deterrence in terms like these.The Wikileaks case reveals a lot about how liberals see media freedom. While Wikileaks targeted impoverished nations, corporate journalism praised it. You're a government employee in China, and you've just received a document revealing the real face of the dictatorship, for instance, The Washington Post informed its readers.

How can you disseminate what you have without being caught, jailed, or worse without any independent media present?It's significant that their emphasis seems to be on relatively closed societies rather than the US or Europe, which have a fairly robust media sector. The Post's excitement seemed to have been prompted by the idea that Wikileaks targets regimes in Asia, sub-Saharan Africa, and the Middle East. It's significant that their emphasis seems to be on relatively closed societies rather than the US or Europe, which have a rather robust media sector. In fact, it was to its chagrin that the ostensibly impartial Reporters Without Borders criticized Wikileaks in an open letter for the incredible irresponsibility you showed when posting your article. RWB had thought the leak constituted a danger to US and NATO forces. RWB has yet to criticize any corporate news outlet for putting the lives of Iraqi, Taliban, Al Qaeda, IRA, FARC, Iranian, or any other enemy people in risk, nor for doing the same with regard to western dissidents whose arrest and detention are made easier by the media.

CONCLUSION

In conclusion, in times of insurrection, keeping the peace requires a difficult and comprehensive approach. The tactics used by governing authorities have a big impact on the result. Maintaining order requires strong political leadership, effective messaging, restrained repression, and well-implemented reforms. The experiences of the American and French Revolutions teach us important lessons about the difficulties and complexity of maintaining order in times of uprising.

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FORMS OF ONLINE JOURNALISM AND POLITICS

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ABSTRACT

Explores the intersection of online journalism and politics, examining the various forms of online journalism and their impact on political discourse and democratic processes. It analyzes the emergence of digital platforms, social media, and citizen journalism as influential channels for political news and engagement. The study investigates the characteristics, challenges, and opportunities associated with different forms of online journalism, including traditional news websites, political blogs, fact-checking platforms, and social media reporting.

KEYWORDS: *Advocacy Journalism, Citizen Journalism, Data Journalism, Digital Activism, Digital Diplomacy, Fact-Checking, Investigative Reporting.*

INTRODUCTION

We still don't completely understand how the Internet has revolutionized media and how it relates to politics. Works like Deuze have offered a preliminary taxonomy and evaluation of the types of journalism seen online. Interactivity, multimediality, dialogical and participatory elements, as well as other characteristics, have been used to define the new forms of journalism that have arisen in online contexts. These publications, however, have largely ignored the broader consequences for political and public life and instead concentrated on how the Internet has affected journalism and journalistic cultures. Considering these, the present concentrates on the modifications to journalism and their connections to the political process.

This empirical study has identified seven distinct types of internet journalism and explores each one with supporting details. The celebrated civic or participatory journalism, exemplified by Indymedia, j-blogs, blogs featuring journalistic output, news aggregators, delivering customized news stories on demand, The Guardian Online, online versions of mainstream news media, multimedia or visual journalism, open source journalism, exemplified by Wikileaks, and social media journalism are some examples of these new forms. Each of these journalistic styles places a distinct emphasis on various news elements and forges a unique connection with the general public, unofficial political actors, and established political institutions [1]–[3].In a broader sense, this aims to add to conversations about the many types or forms of internet journalism as well as conversations about the political function of journalism and changes therein from a practical and empirically informed standpoint.

The fundamental claim made here is that internet journalism is growing more intricate and diverse in its formats, necessitating a more thorough and complicated method of evaluating its

function. The sort of ideal or normative political paradigm that motivates such criticisms must also be clarified in order to evaluate the political influence or function of media. Accordingly, this will start with a discussion of the various normative roles of journalism, go on to analyze and discuss the various new forms of online journalism, and then end with an evaluation of the contemporaneous existence of various forms of journalism and different normative approaches to its role.

Normative Approaches to Journalism and Democracy

The majority of normative approaches to journalism make oblique references to democracy without defining it. However, there are many perspectives on what democracy is or should entail, and as a result, various methods of democratic politics postulate various normative presumptions about media. In particular, Schudson contends that while James Carey claims that journalism is another name for democracy, their connection is really more nuanced. A cursory inspection indicates that journalism may and does exist in many environments, such as Iran, China, or Myanmar, but is crafted to suit a variety of purposes, from propaganda and disinformation to supporting the state. However, various normative perspectives on what democracy should be demand and need different things from journalists, even within democratic governments. While they may not be mutually exclusive, they tend to stress certain characteristics in different ways. This will discuss the many criteria for journalism under both conventional and radical notions of democracy. The goal of this debate is to comprehend the variety of normative conceptions of journalism as well as the manner in which they may influence and direct various types of journalistic activity.

The paradigm that commonly supports normative analyses of media and the political process is liberal representative democracy. The main purpose of journalism in liberal representative democracies is to inform the public about developments in fields of interest. According to a famous quotation from Thomas Jefferson, whenever the people are well-informed, they can be trusted with their own government, media plays a crucial part in the successful operation of such democracies. Insofar as this kind of polity is liberal, it rejects the idea that media should impose its viewpoint on the public instead than giving people the tools to establish their own judgments. Within this approach, journalism's core informational purpose is expanded to include its position as a watchdog and analytical journalism. These views, which Siebert, Peterson, and Schramm notably explored as the libertarian and social responsibility theories of the press, are based on the assumption that people are rational creatures capable of making choices, which is why journalism serves as a source of information. Journalism may also need to go deep and look into the activities of governments and other influential political in order to get this information, which is why it serves as a watchdog in politics.

Information alone does not allow for the development of opinions in today's complicated political and informational environments, which is why journalism plays the function of an interpreter and analyst. McNair adds advocacy the pursuit of partisan and obvious political goals by journalism as an additional normative duty to these. Journalism may and should promote political viewpoints in liberal representative democracies as long as it clearly distinguishes between facts and opinions: Comment is free, but facts are sacred, as Charles Prestwich Scott, editor of the Guardian, said in 1921. This well-known quotation also reflects the conflicts that

exist in journalism and the importance that is placed on reporting information in an objective, or at the very least fair and accurate manner as a precondition for journalism. As a result of its position, journalism serves as a conduit between politicians and the general public, and precisely because of these normative requirements and structural position, journalism and its discourses are often seen as competent and professional. In conclusion, journalism occupies a mediatorial structural position in liberal representative democracies, performing the roles of informant, defender, analyst, and advocate, with information developing as a prerequisite for journalism. Journalism should be allowed to work in a free atmosphere and independent of governments in order to be able to live up to these normative demands. Since readers are thought of as rational creatures who are able and ready to make judgments based on relevant information, their material should represent the fundamental journalistic ideals of truth and impartiality. The receiving or consuming end of journalism is where readers are situated.

There is little question about how ingrained these normative duties of journalism are. Few would also argue that these are not essential functions for journalism. However, various elements gain control under other democratic models that adhere to differing views of government and its relationship to the people. In extreme notions of democracy, journalism would need to put other duties ahead of its own and do so. These functions, which concentrate on radical democratic models, may also incorporate information and the like, but other components take precedence since such models are based on distinct assumptions about politics, including assumptions about the political subject and object. Radical democratic politics are those that constantly rethink and realize equality and freedom, according to this definition. The deliberative, agonistic, and autonomist strands are the three primary orientations of radical democratic politics.

In contrast to representational democracy's need of just sometimes participating in the political process via elections, deliberative democracy views political participation as ongoing. The focus of this strand is on how public participation in consultations and discussions about policies may help legitimize such policies and political decisions. The goal of deliberative democracy, according to philosophers like Fishkin, is to increase participation so that all people may have a voice in political choices. All citizens must be involved in debating politics and policy with the goal of coming to an agreement in the sense of harmonizing their perspectives in order for there to be an inclusive and fair society. The media must recognize their role as the mandate of an informed public whose capacity for critical thought they simultaneously assume, demand, and reinforce; similarly to the judiciary, they should be receptive to the public's concerns and proposals, take up these issues, and contribute to them in an impactful way. In this context, the requirement for journalism is not simply to provide citizens with information on which to form isolated opinions.

From this vantage point, journalism's function is to correctly represent and promote the public sphere's contents in order to enhance and support it.But agonistic democracy gives disagreement and conflict a higher priority than debate and ultimate consensus do in deliberative forms. In further detail, agonistic democracy emphasizes the adversarial character of social interactions and views the seat of power as a empty space that is filled by the group that is most effective in establishing a hegemony and claiming it. Democratic politics aims to create a chain of equivalences, or a hegemony by forming alliances between various groups and identities.

Hegemony refers to a dominating set of ideas, beliefs, norms, values, and so forth that control the cultural and political sphere and serve to maintain the status quo. This term is based on Gramsci's theory. This contradicts Marx's assertion that the ideas of the ruling class are the governing ideas; rather, the ideas of the ruling class allow them to rule.

According to Laclau and Mouffe, all politics is hegemonic, that is, it aims to impose a set of beliefs and ideals but can never completely succeed in achieving universal acceptance. In this setting, journalism's function is to maintain the openness of the arena in which various social groupings contend for dominance. Journalism should act as a gate-opener who is interested in providing the options, arguments, and perspectives rather than a gatekeeper and contribute to the creation of an agonistic public space where there is the possibility for dissension to be expressed or different alternatives to be put forward. A diversified media that allows antagonistic democratic politics to function in a public setting should permit the free expression of opposing perspectives. The focus of the third school of radical democratic politics, known as autonomism, is on conflicts between labor and capital, although these ideas diverge significantly from those Marx hypothesized. All types of life-identity are included in the concept of labor, which is posited as the multitude. The Empire is conceived as Capital, which is viewed as a globalizing yet decentered world-market regime.

These recent events do not portend the demise of the proletariat but rather the intensification of class conflict throughout all spheres of existence. Politics now focuses more on biopower than merely labor power, whose life-energies capital also mobilizes through consumption, education, as media consumers, and as patients. This innovative, multifaceted topic is what Empire needs, requisitions, and represses at the same time. Democracy must be seen as a radicalization without reservation of both freedom and equality rather than being appraised in the liberal fashion as a limit to equality or in the socialist sense as a limit to freedom. The ability of the multitude to create and initiate is seen as a component force; without this ability to innovate, Empire cannot exist. But it must suppress this and prevent it from taking control, or else it will weaken and demolish its authority and previously established dominance.

For radical autonomism, there can be only one victor in the conflict between labor and capital, multitude and empire. In these conflicts, journalism should stop being objective and instead become partisan, helping to build bridges between the different insurgencies and countermovements. It ought to make horizontal contact between insurgencies possible and easier - linking, connecting, and communicating between sectors of the multitude In this sense, journalism does not serve as the objective source of information as in liberal democracy, nor does it serve as the catalyst for the formation of public opinion as in deliberative democracy, nor does it hold the structural position of ensuring the openness of the communication space: rather, its function is to aid the masses in their struggles, to actively communicate with one another and to connect the various threads that will ultimately result in radical political change [4]–[6].

DISCUSSION

Normative Expectations, Harsh Realities?

What is the state of journalism today? How closely does it resemble any of these normative standards? What role does the Internet play in this scenario? In a pertinent research, Patterson

discovered that, despite a rise in the total volume of Internet news and news websites, 43% of online news involves exact copies of pieces written by big news organizations like AP and Reuters. Commercial pressures are believed to be the cause of this increased news output; the proliferation of news sites and platforms did not result in higher-caliber or better journalism. The actual material seems to be individualized, exaggerated, oversimplified, and often divisive, evoking Sunstein's criticism of the Daily Me idea of hyper-personalized journalism that leads to severe public sphere fragmentation. Meanwhile, the lauded citizen journalism seems to be dominated by opinion and often animosity, with sporadic comments and little in-depth research or analysis. Online anonymity also raises questions about truth, accountability, and verification since blogs may spread untrue rumors, and the same is true for videos and audio uploaded online. Empirical research backs up some of these broad worries.

More precisely, it turns out that the Internet is harmful for journalism after all, despite some early optimism about it that can be seen in writings like Bardoel, Deuze, Hall, and Pavlik. Natalie Fenton and her colleagues' more recent empirical research shows that the Internet is restricting journalism for the public benefit and public discourse. For instance, Davis claims that rather than pursuing democratic values, internet journalists work toward rationality and marketization. Phillips discovered that since they are always pressed for time and have a desire to fill blank pages, journalists cannibalize information from everywhere they can get it. Redden and Witschge discovered that despite the new media being seen as a technological solution to issues of cost and efficiency, internet news is really relatively homogeneous. More generally, according to Phillips, Couldry, and Freedman, journalists are unable to think or act in accordance with journalistic ethics due to job instability and business objectives. Fenton and her coworkers correctly claim that media can no longer play its normative function as an information source or watchdog based on the aforementioned.

This criticism, however, is mostly directed at mainstream journalistic methods, which operate within a normative framework shaped by the liberal democratic perspective. The problem is that both the journalistic output investigated and the journalistic production cultures explored by Fenton and her colleagues were mainstream, generally focusing on offline journalism that has moved online. However, the issues with this kind of mainstream media have been for a while and predate the Internet. Furthermore, the normative yardstick used is a liberal one that incorporates certain deliberative principles: journalism's role is to monitor, hold accountable, and to promote and uphold discourse. It's not that these functions shouldn't be used to evaluate journalism. The hyperantagonistic environment in which journalism operates and its problematic relationship to the market have been identified and discussed by thinkers like Habermas and Bourdieu. On the other hand, there are other functions that may be used and journalism's inability to live up to these expectations is not limited to online journalism.

Thirdly, the emphasis on journalism often ignores changes in politics and the political process, the public sphere, or the public space more generally, the economic environment in which it functions, as well as the more expansive culture that has recently arisen. Massive changes have taken place over the last 20 years, including the collapse of ideological barriers, the advent of neo-liberalism, and the transition from industrial to informational capitalism. The actuality of journalistic practice as well as the normative expectations may alter as a result of these

developments. Where the criticism and evaluation of internet media should go from here is unclear. If journalism is indeed changing, then we must look at the ways in which it is changing in terms of the forms assumed by journalism online, as these on the one hand circumscribe contents, while on the other hand rely on different production practices, and engage readers in different ways. This is one possibility, though. Additionally, the evaluation must include how online journalisms relate to both the public and governments and politicians when considering their political function. Then, while considering journalism critically, we must bear in mind the diverse normative standards corresponding to various forms of democratic politics. As an integral communicative form of modernity operating in a conflict between emancipatory and governmental impulses, journalism may be seen to have a dynamic character.

Novelty in Journalism

What is form, and how does it relate to journalism? on this sense, form is meant to refer to the numerous components found on journalistic websites as well as the varied arrangements in which they are placed. Readings from the realm of art are used to help with this knowledge and the debate of form. Form varies from genre in that the former acts at the structural level while the latter relates to repetition and resemblance at the level of contents. For instance, westerns and thrillers are genres according to cinema theory, although feature films and animations are instances of many forms. Form's mediation of contents, whose overall significance and interpretation may be understood as dependent on the form, is what gives it its significance. According to Adorno, the dialectical connection between form and content in art defines the overall meaning of the piece. According to Adorno, in order to comprehend a piece of art, one must comprehend its inherent dialectic between form and content and contextualize it within the socio-historical context in which it is located. If we consider journalism and art to be two different forms of cultural creation, we may find it helpful to use these concepts to comprehend journalism. As a result, examining the many types of journalism made possible by or experienced in the new media may result in a more focused evaluation as well as deeper understandings of the function that journalism is serving in the present socio-historical and political context.

Accepting the value of studying the emerging journalistic styles does not, however, answer the methodological conundrum of how to recognize them. Given the definition of form provided above, if we define form as the structural characteristics of a particular journalistic work, we may distinguish between different journalistic forms based on how they generate, organize, and mix the numerous aspects that make up journalism. While we make no claims as to how comprehensive these forms are, we have been able to identify at least seven distinct forms that contain or emphasize certain aspects and organize them in various ways, altering both the contents and the overall experience of journalism. These forms vary in at least one of the following areas: the news itself, the interaction with readers and citizens, and the producers and methods of production. However, it should be highlighted that the difference between form and content is one that arises analytically since neither form nor contents can exist without the other. As a result, the analysis aims to separate the formal components that distinguish certain journal-ism types but is unable to study and evaluate these kinds independent of their unique instantiations, which includes their contents.

Based on this, we have identified the following seven forms of journalism and have examined them through the context of their particular instantiations: participatory journalism, exemplified by Indymedia; j-blogs, blogs featuring journalistic output, exemplified by TruthOut; multimedia or visual journalism, exemplified by Vimeo; news aggregators, delivering customized news stories on demand, exemplified by Google News; online versions of mainstream news media, exemplified by Guardian [7]–[9]The empirical analysis begins by looking at the categories and features of the front page's structure, then at how the audiences are approached and engaged, and finally at how each form defines and describes itself in their about pages, including how this output is produced. This research identifies the numerous forms and their variations while also allowing a preliminary evaluation of these journalisms. To put it another way, the study of forms will enable certain inferences to be made about the political function of these various forms, as well as their position in relation to both the formal political establishment and procedures and the more informal politics of daily life. There is discussion of the many forms.

Civic or Participatory Journalism

This is the most well-known new kind of journalism and is expected to fundamentally alter the field. If journalism was once a lecture, it is now a dialogue or class, to use Dan Gillmor's famous phrase. This kind of journalism is unique in that it invites readers to participate actively. By giving people the tools to upload their own news stories, images, thoughts, and so on, this is properly shown. Readers are or have the capacity to become journalists in this kind of journalism. Second, rather than adhering to conventional journalistic values, the news is ordered according to significance to people in charge of the website. Thirdly, this journalistic form's posture toward the political process is not the objective or at least detached one found in other, more mainstream forms of professional journalism, precisely because it depends on readers rather than journalists. This particular type of journalism is defined by these three characteristics: an active and overtly partisan approach to politics; the ranking of news according to its importance to readers and/or the site's objectives and goals; and the direct involvement of readers in the journalistic process.

The emphasis here is on one example, that of the well-known Indymedia journalism, to illustrate these characteristics and demonstrate the uniqueness of this medium. The investigation has focused on the primary Indymedia website, www.indymedia.org, and analyzed the novel linkages that this kind of journalism brings while examining the major categories that organize the numerous news items and articles in distinctive ways. The main categories of the website are, specifically, a features archive with global news themes, primarily on protests, run-ins with the law, and so forth; a newswire with current global news themes; a publishing form that allows readers to post articles; links to the various Indymedia sites; and the option to translate the contents and categories in different languages. Additionally, the website offers RSS feeds, a web radio, and video projects where visitors may see movies collected by Indymedia contributors from all around the globe. However, it should be mentioned that Indymedia, which runs a variety of sites in different regions of the globe, uses this site as its primary interface.

These sites, in turn, have a particularly local flavor, focused on their respective regions; as a result, news, views, and articles may be found on them. As a result, readers are directed to other sites in the many nations that take part in the Indymedia project rather from the main website,

which is not really utilized. This explains why there are some broken links and outdated news pieces.It is apparent that readers play a crucial part in this structure. Through open publishing links and a request for contributions, the website depends on reader interaction. This in turn causes the barriers to dissolve and the reader to become fully integrated into journalism between the journalism's creation and consumption. At the same time, the Indymedia website's multilingualism and global topics demonstrate a lack of rootedness and a wider cosmopolitanism. On the other hand, there is hardly any debate or discussion since the website only distributes articles and comments; it does not serve as a venue for public discussion.

The construction of radical, accurate, and passionate tellings of the truth is what Indymedia is concerned with; the website's about section informs visitors. It is obvious that Indymedia has an explicit non-profit, radical, emancipatory objective. We operate out of love and inspiration for individuals who continue to fight for a better world, despite corporate media's distortions and refusal to cover the efforts to liberate mankind. It operates within certain liberal journalistic frameworks, such as accuracy and truth, but has a clear progressive political purpose; its mission is passionate and radical journalism rather than balanced and impartial reporting. This kind of journalism depends on reader participation and is unpaid and volunteer. As a result, readers are encouraged to contribute, are used as sources of data and analysis, and are incorporated into the website. In this sense, they are not separated from one another by distinct categories, such as readers' comments, nor is there a distinction made between those who write and those who browse the website. In certain cases, open publishing requires permission from the site administrator. In other regional websites, readers are responsible for moderation and may report issues with posted articles or comments [10].

Overall, the site works with a view of the normative roles of journalism that is similar to autonomist radical democracy: this sort of journalism gives priority to material that connects readers to protest movements, insurrections, and like-minded individuals throughout the globe. Regarding the official political process, it either ignores institutional politics or views them as justification for resistance. It aims to distort established power structures and radicalize the political system. This is mostly accomplished by aggressively inviting readers to participate and by actively bringing together groups from across the globe. Additionally, it is carried out through aggressively encouraging activity and demonstrations as a component of a radical emancipatory agenda.

This is alternative journalism in the sense that it publishes various types of news, but it is also more radical in the sense that it has a different goal. More generally, it redefines the connection between politics and journalism: journalism is now more of a kind of political activity, a reclaiming of radical political journalism as seen in the early radical press. Journalism is no more a watchdog of the political process or a mediator for public opinion. Readers are considered as an essential component of the process, with the emphasis being on mobilizing, organizing, and spreading relevant knowledge. However, this is not the only kind of journalism available online.

CONCLUSION

In conclusion, online journalism has developed into an essential aspect of political discourse by offering a variety of platforms for following, participating in, and engaging with news. The

diverse online journalism and political environment includes traditional news websites, political blogs, fact-checking websites, and social media reporting. They bring chances for information democratization and political participation, but they also come with problems with accuracy, reliability, and the shifting dynamics of news consumption. To encourage informed citizenry, strong political discussion, and the smooth operation of democratic processes in the digital age, it is essential to strike a balance between the advantages and disadvantages of different types of online journalism.

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EVOLUTION OF VIDEO JOURNALISM: TRANSITION DIGITAL WORLD

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ABSTRACT

Explores the phenomenon of video journalism, a form of multimedia storytelling that combines visual elements with journalistic principles. It examines the evolution of video journalism in response to technological advancements and changing audience preferences. The study analyzes the characteristics, challenges, and opportunities associated with video journalism, including the use of video as a storytelling tool, the role of citizen journalists and professional videographers, and the impact of video journalism on news consumption and engagement.

KEYWORDS: *Camera Techniques, Citizen Journalism, Editing, Equipment, Filming, Interviewing.*

INTRODUCTION

In that it incorporates reader feedback and comments, as well as including and organizing news articles in accordance with the blog's aims and interests, journalistic blogging is a copy of civic or participatory journalism. On the other hand, it differs from participatory or civic journalism in two ways: first, blogging as such is not journalism in that it typically repeats and comments on news rather than producing it; the exception to this rule is when some news stories are broken by blogs. Second, j-blogging differs from civic journalism in that it is often created by journalists or individuals who see themselves as media professionals. J-blogging may generate news and so qualify as journalism. For instance, The Huffington Post, the most well-known and highest-ranking j-blog, is created by a large group of journalists, both invited and regular contributors. In essence, this kind of journalism is comparable to participatory journalism, but it varies in that journalists rather than people contribute to it.

The investigation will concentrate on Truth Out, a US-based journalistic blog maintained collaboratively by a group of journalists and professional writers, in order to examine this structure in further detail. The website's sections include features, opinion pieces, news, and issues, all of which cover a wide variety of topics. Truth Out aims to create a mix between news, analysis, opinion, and investigative reporting, as well as some content that has been reposted from other sources. The articles are also divided into categories that reflect the site's diverse range of interests, such as ecology, labor, women's problems, health, education, and voters' rights. Additionally, there is a multimedia section with connections to Truth Out on Facebook, Digg, and Twitter as well as video reports and interviews that were all created by Truth Out. The website also shows news articles from other blogs and/or new media sources [1]–[3].

Readers of TruthOut are free to submit articles for publication as well as provide moderated comments on articles. These must, however, adhere to the standards established by Truth Out, including being well-written, backed, and proven pieces that replicate certain journalistic ideals. Additionally, readers are encouraged to join by making a donation to Truth Out. According to this perspective, viewers are situated in a middle ground where they may either be conventional readers who donate money to support and continue reading Truth Out or they can provide contents to TruthOut inasmuch as their contribution resembles journalism.

Last but not least, Truth Out describes itself as an online journal committed to the investigative reporting, thoughtful analysis, and insightful commentary that fuels democracy. It is solely reliant on contributions and is non-profit. It is run by a collection of contributing writers and a team of regular editorial staff. In general, this website works under the liberal view of journalism, which emphasizes factual accuracy, performing the watchdog role it is intended to serve, and preserving democratic principles of accountability and openness. Accordingly, j-blogging, as shown by Truth Out, essentially occupies the mediating role of journalism, putting itself between the public and politicians in an effort to hold the latter accountable and reveal any wrongdoing. Its stance toward informal politics is often one of giving people the information and support they need to make an educated view.

Liberal journalism at its finest, maintaining independence by shielding itself from the market and penning critical but supported pieces on subjects that affect people's lives. It prioritizes achieving social justice above objectivity and does it by following the conventional journalistic path of influencing and mobilizing public opinion. The legitimacy of political choices via public opinion is a crucial component of the liberal and early Habermasian normative principles of journalism. But since it doesn't provide a platform or encourage more engaged reader engagement, it perpetuates the distinction between media, politics, and the general public. The fact that it depends on reviving the traditional journalistic norms of accuracy, analysis, and informed commentary that date back to the early days of the public sphere while not being deemed interactive, deliberative, or, eventually, radical, represents a new type of journalism.

DISCUSSION

The ideas of broadcast journalism and those of the interactive forms mentioned above are used and combined in the new type of journalism known as video journalism. It is created by both professional journalists and ordinary people. The news is not text-based; instead, it is mostly conveyed via a visual language. As a result, news takes precedence over opinion, even when the pictures might serve as a reflection on current events. The readers are spoken to as audiences, or principally as spectators who are more involved with their senses than their intellect. The analysts' examination of this kind of journalism centers on the video-sharing website Vimeo. Despite being more of a platform than a website, Vimeo, like YouTube, allows users to contribute and categorize their movies. These categories are arranged on contents and include a variety of topics, including activism and non-profits, the environment, art, experimental, and more. Users may also create groups, which are communities built around shared interests. Additionally, users may create their own channels and stream their own content. While contributors may develop their own projects or make/solicit films on certain subjects, there is also the option for producers to produce high quality videos with commentary.

In general, imagination and originality are emphasized. This kind of journalism relies on the use of visual content to argue arguments about pressing issues. It has a broad variety of themes, many of which fall under the citizen journalism category, and submissions come from a very diverse range of sources throughout the globe. Additionally, Vimeo journalism maintains a global perspective, supporting contributions from all over the globe rather than concentrating on certain regions. Videos for journalists' education and training as well as creative social filmmaking are additional components. It is obvious that this kind of journalism aims to communicate the world via images. Since it incorporates both professional and citizen journalism, it is neither professional in the strict meaning of the word nor amateur or volunteer based in terms of production. Perhaps creative journalism is a better term to describe it.

In fact, Vimeo, a for-profit business that generates revenue from advertising and premium services, describes itself as being created by film-makers and video creators who wanted to share their creative work and offering a platform for the sharing and show-casing of videos made with a concern for creativity and high aesthetic values. A team of filmmakers, video producers, developers, and technological professionals run Vimeo. Since Vimeo is fully dependent on user contributions, its viewers also serve as contributors. The site integrates its audience and users, who may post and organize their films according to their content, groups, initiatives, or channels. Vimeo's function is to assist with, tag, and classify the different films. Vimeo's primary characteristics are invention, inventiveness, and creative flare; it only qualifies as journalism to the extent that it uses images to connect with current events. It should be noted that while this type of creative visual journalism seems to prioritize visual and sensual elements, it does not operate within any of the normative frames of journalism, as it forbids violence and other extreme portrayals. These normative frames of journalism include providing information, a forum for discussion, a space for antagonistic political visions, links and connections to protest movements or insurgencies.

Given its ties to journalistic standards as well as its distance from them, this kind of journalism may be seen of as operating similarly to that of art. Adorno believed that art should function both within and outside of society in order to comment on, critique, and aid in the understanding of the world in radically different ways. Adorno believed that art acts via a dialectic between form and content; similarly, this kind of creative, visual journalism functions by forcing a new form on journalistic information. As a consequence, viewers are interested in the subjects being discussed. Although users create Vimeo films, these users should be considered auteurs in the sense that they are creative people with experience in filming, editing, and directing moving pictures. According to this perspective, this journalism has a component of exclusion since not everyone can participate in its creation, making creativity the barrier to access. When people are merely viewing and not recording videos, they nonetheless exhibit the traits of audiences in the sense that they are seated and observing. Those who serve as both viewers and creators are positioned as peers or critics. This is possibly the most radical of the new types of journalism since it establishes a whole new role for journalism that appeals to people' feelings and aesthetic perceptions of the world rather than their intellect or logic. As a result, it makes it possible to evaluate the formal and informal aspects of politics in more detail.

aggregators of news

This kind of journalism involves the ordering and presentation of news from several news sources on a meta-site like Google or Yahoo. The site really reproduces the news rather than creating it, which is how the manufacturing process varies. Although the contents are those of traditional, mainstream journalism, they are presented to audiences and readers in a particular customizable way.

The emphasis is on Google News when looking at this form more attentively. Given that the website allows for personalization, it is difficult to distinguish the primary categories. It mostly consists of the most popular and recent top articles. Users can alter the site's appearance based on the types of news they are interested in, such as CNN, Fox News, BBC News, and so forth. They can also specify their preferred locations, such as Greece or the United States, or the main news sources they follow, such as CNN, Fox News, and so forth. It should be made very obvious that none of the news stories were created by Google; instead, a variety of media outlets gathered them and Google then compiled them.

Here, the focus is on giving a variety of news that has been compiled from a variety of sources. Numerous themes are available, and they may be changed to meet user and client needs. Users may select to just watch news about sports or entertainment, despite the fact that Google News may also include news on politics or the economy. Can we classify this as journalism? Journalism is defined as the act of reproducing the news; however, if the reporting is not based on any original sources, it is essentially a parasitic kind of journalism that feeds on original reporting.Google News, on the other hand, sees itself as offering a service to news readers that enables a more specialized interpretation of the news based on a subject or issue. It considers itself to be impartial since it uses a computer-based sorting mechanism that ignores political ideology and offers several journalistic sources on a subject or news article. Here, audiences are unmistakably seen as clients and as distinct people with unique tastes and choices. This is unmistakably a customer-based notion of journalism as a service, a depoliticized perspective that professes to serve the consumers while robbing them of any possible contribution.

There's no denying that the lack of creativity and the view of citizens and readers as consumers as a whole are at conflict with various normative frameworks. In this case, Redden and Witschge's criticism of the uniformity of news surely seems justified. This kind of journalism's ultimate goal is to depoliticize and personalize it, taking away from it its political purpose. With regard to politics, it takes the stance that these decisions should be made on a personal level by each person. At the same time as it serves as an aggregator, it fragments public space. It seems to be politically consistent with neo-liberalism and its focus on the market on the one hand and on the individual as cut off from society on the other due to its view of journalism as service provider and politics as personal choice. This style of journalism undermines the democratic process if we believe that democracy is more than the sum of individual choices [4]–[6].

Mainstream Journalism on the Web

This is referring to the conventional type of journalism, which has mostly just changed its distribution channel from print to internet. Professional publishers, editors, and journalists who are paid for their job generate it. On the basis of the well-known news values, the news is either created in-house by reporters or purchased from news agencies. Most readers are in a passive

stance as they read the news. However, the mainstream journalism that is now published online has also undergone certain adjustments. These may be seen in the readers and news contents: readers are permitted to comment on news items, and news contents have been greatly extended.By using the British daily Guardian Online as an example, which has one of the most compelling online news sites, we can study this structure in more detail. Compared to other websites, this one contains by far the most categories, such as news, sports, commentary, culture, business, money, lifestyle, travel, and education.

Each category also contains a number of subcategories, facilitating navigation and directing readers. For instance, the category news comprises the following subcategories: home, globe, development, USA, politics, education, media, and so forth. The website also features most popular/read news items and rolling breaking news at the top. However, Guardian Online provides more than just news; it also has some commercial activities, such as dating and employment advertisements, as well as the sale of goods including furniture, clothing, and other items. While the website displays adverts, it also provides mobile services that allow paying clients to get news on their mobile devices. The website also includes features that let users search for internet services or energy providers, for example. In general, the focus is on offering readers a variety of services, with news serving as the primary, albeit not the only, one. It contains pieces on a variety of subjects, the majority of which are authored by Guardian journalists, however some could originate from other organizations. It serves as a typical illustration of liberal journalism by giving readers information, some analysis, and commentary, along with commercial services.

The Press Complaints Committee's code of conduct is adhered to the Guardian Online, which has a comprehensive code of conduct that addresses both professional behavior and personal behaviour. Because it is managed by the Scott Trust, it may continue to function somewhat independently from market forces and government influence. The 1921 address by C.P. provides a summary of the Trust's core principles. Comment is free but facts are sacred, which expresses concern with accuracy; the voice of opponents no less than that of friends has a right to be heard, which expresses concern with fairness, balance, and objectivity; and Journalism has a moral as well as a material existence, which expresses the dual position of journalism as both a public service and a for-profit business (the Guardian, for example).The target audience is described as informed and interested people looking for authentic information on a variety of subjects. Additionally, certain articles mostly those that give analysis and opinion allow readers to leave comments. In other words, Guardian Online adheres to a liberal conception of journalism, placing a premium on accuracy and fairness, and striving to zealously enforce the principles of civil and religious Liberty in addition to advancing press freedom and liberal journalism globally.

In light of this, Guardian Online seems to be doing a fine job upholding liberal ideas while operating inside a mainstream liberal framework of media. In order to maintain its independence and protect this mediating function, its approach toward the political process is one in which journalism serves as a conduit between politicians and the general public. This kind of journalism maintains the traditional approach of providing a service to the public but not actually engaging them in the creation of journalism. Although readers are free to leave comments and

occasionally those discussions are more engaging and entertaining than the articles themselves, readers' primary goal is to read journalism. Although this kind of journalism benefits liberal representative democracy, it does not challenge its underlying assumptions. Instead, it replicates the key liberal tenets and supports journalism's function and purpose within a capitalist system. In addition, while incorporating some new media features, this form of journalism merely replicates the offline model; therefore, from this perspective, it is not necessarily considered a new form of journalism per se, but rather the successful transition of journalism to the Internet.

Crowd sourced or Open Journalism

In a 2006 article for wired magazine, Jeff Howe used the phrase crowd sourcing for the first time. Howe defines crowd sourcing as the use of open source principles outside of the software industry. Axel Bruns, who created the word prod usage to describe user-generated material, also addressed this issue in journalism. Crowd sourcing, however, goes beyond this by making an open request to everyone who may know anything about a certain problem or occurrence to contribute it. On this basis, journalism production is fundamentally altered because it is no longer carried out by a single, or even a group of trained, or citizen, journalists. Instead, it is distributed across a number of locations and individuals, each of whom makes a unique contribution to the developing news story, even if it is ultimately compiled and presented by a single person. The news articles that result from this kind of production often include a ton of data and are investigative. Usually, readers are put in the dual roles of users/readers, contributors, and co-authors of news items. The examination concentrates on Wikileaks in order to more thoroughly analyze this new form.

Wikileaks offers a relatively straightforward user interface with few, if any, categories, which includes calls to contribute and submit content. Additionally, it has an archive spanning the years 2002 to 2010, as well as a number of editorials that mostly reflect the thoughts and ideas of its well-known founder Julian Assange. Links to the files and information published by Wikileaks are included in the site's main section, along with succinct explanations of each. Among them are the infamous Guantanamo Bay papers, some 800 dossiers on confidential prisoners, 250 000 cables from US embassies, and information related to the Iraq and Afghanistan Wars. These files may be viewed and downloaded using torrent, a P2P file-sharing protocol, mirror websites, and the Wikileaks website. These files are just hundreds and thousands of pages of material that need to be sorted through and highlighted in order to be made more understandable. They are in their raw and unprocessed state. At the same time, Wikileaks has its own journalists who highlight and summarize the most important details in the files.

Given the volume and complexity of the released papers, Wikileaks subscribers may not be regular people who lack the time and motivation to go through and comprehend them, but rather professional journalists and other interested parties. The material is then read by and assembled into a news narrative by these more trained readers. Thus, professional journalists who have accessed the files have provided journalistic accounts, focusing on the personalized, sensational, elite, and so forth, aspects of the files; human rights and other activists have looked for and examined any legal obligations; diplomats have sought the implications for foreign policy, security, and other issues; and so on. The news stories that have emerged through Wikipedia then reflect the expertise and interests of their authors. The leaked archives are the main source for

readers, who are largely specialists. However, Wikileaks has simultaneously put out an open request for contributors who could have access to material that the general public would find interesting. Such informants may get in touch with Wikileaks and provide information in methods that won't jeopardize them. Wikileaks consequently mainly targets two groups of readers: professionals, who can gather and analyse the stolen data, and whistleblowers, who have access to vital and confidential information [7]–[9].

Wikileaks obviously works under a cyber libertarian framework, which maintains that knowledge should be freely available. Wikileaks claims in its About section that it works to uphold in practice Article 19 of the Universal Declaration of Human Rights, which refers to the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive, and impart information and ideas through any media and regardless of frontiers. Part of its mission is to keep governments open, holding them accountable for their deeds. Due to its reliance on contributions, Wikileaks has been the subject of a contentious decision by Visa and Master card to prohibit payments to the organization. Wikileaks' roots in the hacking and cyber libertarian cultures are sometimes obscured by the legal issues, celebrity-style leadership, and exposure it has attained. This culture, which Castells identified as one of the four Internet cultures, is distinguished by an attitude of freedom as well as creativity and invention.

This particular kind of hacking culture blends aspects of both entrepreneurial and academic cultures. The new journalistic form that emerges radicalizes journalism in its production, which is now distributed across many sources, in its contents, which are now written by experts, journalists, and bloggers, and in its readers/audiences, who are not only ordinary citizens but also peers. This culture and its ethic of freedom, innovation, and creativity, as well as peer support, are closely related to journalism. Thus, this new style might be seen as a radicalized version of conventional liberal journalism that nonetheless serves the same purpose holding governments accountable while going above and beyond. Therefore, open source journalism may be seen as a kind of ongoing investigative reporting in the vein of Watergate journalism and its protagonists, the Deep Throat, Bob Woodward, and Carl Bernstein. In terms of politics, this new form's contribution is exceptional in that it expands the influence and power of media and publicity, which in turn helps keep governments accountable. It is not a coincidence that several sources have linked Wikileaks' disclosure of the Ben Ali regime's corruption to the Arab Spring, namely the movement in Tunisia. Despite the flaws in these defenses, the larger issue is that open source journalism acts as a new public defender and gives media a fresh start as the Fourth Estate on a worldwide scale. Liberal representative democracies may not see regime changes as a result of this new structure, but it nevertheless forces them to face their power abuses and increase their transparency and accountability.

Social Media Reporting

The last kind of journalism we'll talk about is social media journalism, which is a new category created by combining journalism with social media. This kind of journalism is created in a distributed fashion, much like open source media, by both professional and amateur journalists. Its contents are distinguished mostly by a customized interpretation of current events and are ordered according to personal interest rather than news value. In this kind of journalism, readers

are not just active consumers but also seen as friends or followers, that is, as building networks centered on certain topics, terms, and/or people.

Twitter will be used to review this form. Users of Twitter, which is regarded as a microblogging service or platform for user-generated information, may publish brief messages with a character count of no more than 140 characters. Users provide all of its material, which is shown in a continuous stream as fresh tweets are received. Tweets are ordered according to their recentness and/or according to keywords or hashtags. Users may personalize their timelines by making lists, and by following other users, they can see their tweets in their timeline. A fundamental feature of Twitter is the ability to sort tweets by their content since users may add hashtags, or keywords that are followed by a hashtag. Twitter activity is mostly personal, thus it can't truly be categorized as journalism. However, journalists and other interested parties may and do use Twitter in a journalistic fashion, publishing brief updates on events as they happen as well as news summaries and links to further reading. Because tweets are so brief, tweeters must think of intriguing ways to summarize the news and methods to get to the essence of the problem or incident. In this regard, tweets are similar to headlines, which must sum up the news and persuade readers to read it [10].

As is the case with all online journalism, Twitter users are simultaneously generating and reading tweets. As a result, Reuters has over 1 million followers, George Monbiot, a reputable commentator and contributor to the Guardian, has about 25 000 followers, and Ann Curry, Today's Journalist, has 1.1 million followers. However, unlike most other new forms, Twitter users form loose networks around certain people or organizations with an account, who they follow. This grouping of readers into networks is significant because it represents a new way for people to organize and participate in public life based on shared interests, respect for particular commentators or journalists, or the perceived significance and authority of specific news organizations. Readers are not the isolated individual's liberal theory suggests they are, nor do they form close-knit communities. Additionally, it gives freelance journalists the chance to work and establish a name for themselves independent of the news outlet that hires them.

Understanding Twitter's impact on politics is more difficult. On the one hand, the availability of immediate information permits and facilitates political action, while the potential for public input increases engagement. Indeed, these characteristics immediate knowledge, direct engagement, and broad dissemination were central to the role that social media played in the most recent revolutions in the Middle East and North Africa. These characteristics all facilitate mobilization and political action. On the other hand, the demands for factual analysis and correctness are at variance with the communications' shortness, their unique and customized con- tents, and the focus on immediacy. This in turn weakens social media journalism's capacity to engage the minds of the public and/or promote discussion of topics. Instead, this kind of journalism's political role is to facilitate and organize political activity.

CONCLUSION

In conclusion, the environment of news creation and consumption has changed as a result of video journalism. It provides a captivating and immersive storytelling medium that allows journalists, citizen journalists, and professional videographers to captivate audiences and deliver

information in a powerful way via visuals. News organizations and journalists must adjust to the shifting dynamics, make the most of video journalism, and overcome obstacles to assure accurate, moral, and compelling reporting in the digital age as video continues to dominate the internet realm.

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Special Issue

BRIDGING THE GAP: TOWARD A TYPOLOGY OF CROSS-MEDIA NEWS PRODUCTION PROCESSES

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ABSTRACT

This chapter aims to bridge the gap between traditional and digital news production processes by proposing a typology of cross-media news production. It examines the evolving landscape of news production in the context of media convergence and the proliferation of digital platforms. The study analyzes different approaches to cross-media news production, including content repurposing, simultaneous publishing, and platform-specific content creation. Because various media platforms use various sign systems, these procedures need some kind of translation or adaption. In earlier research, this topic was handled from a rhetorical or organizational perspective. By defining a typology of various types of content movement across media platforms, this seeks to synthesize many approaches to the practices of cross-media news creation.

KEYWORDS: *Collaboration, Convergence, Cross-Media, Digital Journalism, Integration, Multichannel.*

INTRODUCTION

Few media companies now produce content on only one platform. Since the middle of the 1990s, according to Deuze, a structure of convergent multimedia news organizations has been emerging, with companies all over the world opting for at least some form of cross-media cooperation or synergy between previously separated staffers, newsrooms, and departments..This is accomplished via assessments of single news story-level cross-media news creation processes. As the collaboration between radio, television, and the web grows, it is important to address both organizational strategies for dealing with convergence and how journalists relate to these strategies in their daily work, as well as the ways in which single news items are made for and published on different media platforms [1]–[3].

Cross-media is the primary term used to describe these procedures. This idea refers to communication or production using two or more integrated media channels. The claims that we must distinguish between cross-media communication the textual perspective and cross-media production processes the labor perspective in order to be more precise for theoretical and analytical objectives. This model's contribution is an outline that intends to complement or refine other convergence journalism models and allow a more in-depth examination of cross-media

production processes. This suggested model is crucial because it identifies the many components of cross-media journalism while also taking into consideration the connections between them.

Current Research

Production processes have been a key topic of study for news organizations starting in the mid-1990s.The practices surrounding technical developments inside well-established media corporations are the main study objectives here. The main focus of this area of study is how new technologies are challenging media companies' and employees' work habits as well as the media output that results from these practices. A collection of recent study that examines media organizations and particularly news journalism in the aftermath of digitalization has developed, with an emphasis on convergence developments. Researchers no longer see the NRK just as a broadcasting institution, but rather as a cross-media organization, according to Moe and Syvertsen, who define this as part of the third phase of media institution research, focusing on the impact of digitalization in a broad sense.

Two distinct themes emerge from the body of research on convergence journalism: one is technologically focused and concerned with examining the function of new technology in news reporting; the other is organizationally focused and more interested in identifying stumbling blocks to convergence. Pavlik contends that journalism is impacted by evolving technology in a number of ways, drawing inspiration from Cottle and Ashton's seminal study on the use of new technology in broadcast news. He stresses the growing use of internet resources for research when discussing how journalists do their profession, as well as the drawbacks of multitasking. The increasing pace of the news flow has an impact on the news's substance. Flatter hierarchies and integrated newsrooms are becoming more prevalent in the structure and organization of the newsroom.

Boczkowski draws the conclusion that materiality matters in online newsrooms... technical considerations affect who gets to tell the story, what kinds of stories are told, how they are told, and to what public they are addressed after analyzing the growth of online newspapers in the USA. In other words, it's important to study the technologies used in news creation in order to comprehend what happens in the newsroom. The importance of technology in news reporting and the factors that influence media convergence are also emphasized by Boczkowski and Ferris, who come to the conclusion that media products will continue to diverge while production methods will continue to become more convergent. Marjoribanks has studied changes in how media work is organized in News Corporation newsrooms. He discovered that the adoption of new production technologies, particularly a move toward more adaptable and multiskilled journalists, had a substantial influence on the interaction between managers and news employees.

His conclusions are quite similar to those of Mark Deuze, who has conducted multiple studies on how journalism is evolving in the digital age. He has studied the interaction between new technology, working circumstances, and professional journalistic cultures, paying close attention to the viewpoint of the news workers. He has also coined the term liquid media work to define the nature of contemporary journalism. Technology shouldn't be viewed as a neutral agent, according to Deuze, because it tends to amplify existing ways of doing things, is used to supplement rather than radically change whatever people were already doing, and takes a long

time to sediment into the working culture of a news organization. Therefore, just as essential as the technology itself is how it is used. Huang and his coworkers agree with this viewpoint. They examine whether convergence has had a detrimental impact on the quality of journalism in a case study of the Tampa Tribune. They get the conclusion that this has not occurred after looking at the whole news output.

Karlsson is interested in media goods as well, and he investigates fresh methods for examining the immediacy and interactivity of online news articles. Most crucially, he devises a plan for freezing the ongoing flow of internet news so that systematic content analysis may be carried out.Hemmingway also looked at the current newsroom technology. She examines the internal routines, self-reflexive practices, technological arrangements and the uns, constantly changing practical constraints that actually govern news production using Actor Network Theory to study the creation of regional television news. With this strategy, it is possible to see human and automated actors as equal components of a network and to notice the technology embedding of newsgathering practices.

Stum- bling blocks to convergence is a prominent issue in recent work on convergence news journalism. What obstacles exist for cross-media journalism? Quinn asserts that there is a fundamental dichotomy in convergence journalism, where the journalistic perspective of convergence as a tool for producing better news does not align with the corporate view of convergence as a tool for enhanced productivity and marketing. In contrast to Huang et al., who look at the concerns of working across media platforms, Klinenberg looks at how editors and reporters deal with the time restraints and competitive pressures of convergence journalism. Silcock and Keith investigate how print and television collaborations use convergence. They address the language- and culture-based barriers to convergence journalism with an emphasis on how journalists understand convergence. According to Silcock and Keith, convergence relationships may be classified as either open or closed based on Dailey, Demo, and Spillman's contin- uum.

Singer makes the case that cultural conflicts prevent convergence because cultural differences have led some journalists to minimize their involvement in convergence efforts. Singer bases this claim on the theoretical framework of the diffusions of innovations theory. She discovers via case studies in four US media firms that journalists regard convergence as having significant professional benefits. She also notes a number of obstacles to this evolution, most notably cultural and technical incompatibilities that affect how news is produced in various sections of the organizations.At the Tampa News Center, Dupagne and Garrison look at how the journalistic atmosphere has changed. They discovered that journalists were using multimedia storytelling more often and were more aware of the other platforms. The winner is television news, which gains access to the newspaper's extensive resources that they were unable to do so when the two operations operated independently and without coordination.

Others have looked at the question of whether or not convergence has compromised the quality of news reporting. Many journalists are wary of cross-media journalism because they believe that producing for several platforms either spreads them too wide or increases their effort unnecessarily. There is undoubtedly a sizable amount of study on the convergence processes in media companies, as well as, albeit less so, on the outcomes of these processes the degree of

analysis found in news stories. However, there aren't many researches that try to include both viewpoints. As a result, this aims to bridge the gap between the organizational and literary perspectives. This is accomplished in the sections that follow by putting out a model for the interaction between news work and news texts. How can we study the link between changes in journalistic practice and advancements in/of various news products? is the key question in this context.

This argument is predicated on the idea that assessing media practices and media products while using the word convergence is exceedingly difficult. Convergence, for instance, may take many different forms. Six types of media convergence are identified by Fagerjord and Storsul: convergence of networks, terminals, services, rhetorics, markets, and regulatory regimes. According to Kolodzy, convergence journalism is occurring in several newsrooms, in various ways. No one kind of convergence journalism has emerged as the ideal model for performing convergence. In order to make sense of the many definitions of convergence in an editorial context, Gordon offers a concept that is helpful for examining the range of procedures and outcomes in modern news journalism. He lists ownership, strategies, structure, information collecting, and presentation as the five components of convergence.

Convergence journalism definitions frequently aspire to full convergence, where the key people, the multi- media editors, assess each news event on its merits and assign the most appropriate staff for the story, or hybrid teams of journalists work together to plan, report, and produce a story, deciding along the way which parts of the story are best told in print, broadcast, and digital media.It is troublesome to see this concept of full convergence as the ultimate objective for any media organization since it imposes a top-down viewpoint on convergence journalism. Domingo has noted a propensity towards technological determinism in studies on online journalism, where the major focus is on how journalism falls short of fully using the Internet's potential. In a similar vein, Singer claims that even though many journalists have issues with the current practice of convergence, far fewer have issues with the idea or principle itself.According to Deuze, who defines convergence journalism as cooperation and collaboration between previously distinct media newsrooms, this takes a more practical approach [4]–[6].

DISCUSSION

This is based on current studies in the area as well as my personal investigation of conflict news reporting at NRK, a public service broadcaster in Norway. Two case studies of news organizations make up the latter. The two newsrooms at the NRK that are the subject of the study are the central newsroom at Marienlyst and the regional office at stlandssendingen, both of which are situated in Oslo. The NRK currently produces news for four radio channels, three television channels, teletext, and the online and mobile media, a major increase over the previous 10 years. Field observation, qualitative interviews, and textual analysis are all used in the as well as other qualitative methodologies to collect and analyze data. Two weeks at each newsroom were part of the field observation, which lasted a total of four weeks between February and March 2006. Two textual layers were highlighted by the textual analysis: the media platform and the specific news piece. Here, a news story is understood to be something like a fire or the finding of germs in the play areas of shopping centers. As a result, along with information from observation and interviews, the textual analysis concentrated on the functions and connections

across the media platforms in the context of news coverage as well as how a specific news article was tailored for each platform.

Cross-media as a Concept: Theoretical and Analytical

This argument is predicated on the idea that multiplatform news creation entails a variety of intertwined modes of replication and collaboration. For simple content transfer from one media to another, these techniques employ more or less standardized procedures. I'll contend that convergence journalism may be seen as having a vertical and horizontal axis based on the case studies at the NRK. The established idea of multiskilling is connected to the vertical axis, which depicts the whole manufacturing process from beginning to end. A multi-skilled reporter does a variety of tasks throughout the production of a news item, such as interviewing, filming, taking photographs, writing up the story, and editing audio and video. The adage jack of all trades, master of none is often used by journalists and academics to characterize these backpack journalists or Inspector Gadgets. The major defense is that the multi-skilled journalist is not really particularly excellent at anything because they are spread too thin. Ten years later, despite better and more persuasive counterarguments, similar objections to convergence journalism are still often raised. On the other side, the many media platform sprint, radio, television, online, and mobile mediaon which a news item might be realized make up the horizontal axis of convergence journalism. It is also often linked to the master of none moniker. I refer to this as the cross-media axis of convergence journalism, and I'll go into more detail about it in the next paragraphs.

The notion of cross-media refers to communication when two or more media platforms are engaged in an integrated fashion. To start, it is helpful to look more closely at how we go from media to cross-media. Transmedia and intermediality are other names with a similar meaning. Cross-media and multiplatform are often conflated. Cross-media and multiplatform must be separated from one another, however, in order to be exact. Cross-media is seen by Thomasen as a progression of multiplatform. Multiplatform refers to the usage of many media platforms in the same communicative situation, but without any links or other forms of communication between them. In cases when these connections or allusions are present in the communication, he claims that cross-media representations are an extension of this. If a media idea utilizes television and the web in a manner that makes it hard to remove one of them without significantly affecting the product, it may be regarded as a cross-media concept or text. The essential is thus whether the various media platforms talk to each other.

My argument is that we need to differentiate between cross-media production processes and cross-media communication processes in order to be more exact for theoretical and analytical reasons. We may refer to a cross-media production process when a news item that is published on both television and the web includes collaboration between television and online reporters, either during the research phase or via content exchange. Thus, it is possible to see cross-media from both an internal and external standpoint. Internal cross-media refers to the organization and coordination of production activities across many platforms inside a media company. External cross-media refers to contact with the reader or the text that places a focus on cross-promotion, intertextuality, and content reuse. From this perspective, cross-media and intertextuality are quite

similar, but cross-media is a much larger notion since intertextuality is only one component of external cross-media.

Dailey, Demo, and Spillman's convergence continuum was developed to represent convergence relationships across different companies, but it is equally helpful for examining various platforms inside the same company. The model characterizes convergence journalism as a dynamic scale with five overlapping phases, with the goal of developing a common instrument for measuring convergence efforts.These phases span from low to high degrees of integration; the amount of cross-promotion across various media platforms or channels is situated at the left end of the continuum. On this level, there is little collaboration and contact across various organizational components or platforms. Media organizations promote the content of their partners through the use of words or visual elements rather than collaborating to create material.

The next step, cloning, involves republishing information from one site on another with little to no alteration. Sharing doesn't happen throughout the news collecting process; it only happens after the material has been created.Platforms that collaborate and compete are said to be in coopetition at this level. The extent of collaboration between various media outlets is limited by their lengthy histories of rivalry and divergent journalistic cultures. A newspaper reporter could appear as an expert or commentator on a television station's broadcast, but the two staffs are cautious not to reveal any information that would be unique to their news products, according to Dailey, Demo, and Spillman.

On the continuum, level four is referred to as content sharing, when many platforms or media outlets routinely exchange information and material while editing news articles to meet the unique needs of each media outlet. Each company, however, creates the bulk of its own news output.The level of full convergence is where cooperation between the news gathering and publishing/broadcasting processes occur. At this level, hybrid teams of journalists from the partnering organizations work together to plan, report and produce a story, deciding along the way which parts of the story are best told in print, broadcast, and digital forms. The position of an organization on the model is dynamic. It may alter depending on the news's tone as well [7]–[9].

This paradigm has had a significant impact on the study of convergence journalism. But I'll contend that it has certain drawbacks when it comes to evaluating cross-media journalism. Although the model is useful for examining how media creation is structured, I don't think it adequately captures the production process, or the many ways that material moves between media platforms when creating news. The model's failure to differentiate between communication and production, or between the internal and exterior aspects of cross-media, is the primary cause of this. We need to add a model that also explains convergence journalism from the standpoint of the single news article to this model in order to fully grasp the complexity of cross-media production processes.

Boczkowski makes a significant addition to our knowledge of convergence journalism's textual viewpoint. Repurposing, recombination, and recreation are three modes of content production he advocates using in offline and online newspaper constellations. The process of taking information generated for a print newspaper and putting it on the web without making any

significant modifications is referred to as repurposing in Boczkowski's work. Additionally, he draws comparisons between this word and shovelware (paper articles reprinted online). The process of taking print information and adding new content or functionality for online publishing, or customizing it for the web, is referred to as recombination in newsroom procedures. This phrase also refers to internet journalism that makes use of the web's allegedly limitless publication space. On the other hand, material created specifically for internet distribution is referred to as recreation.

The link between a newspaper's and its online companion's somewhat comparable news sources may be understood using this clear and practical paradigm. While the categories repurposing and recreation as described above are relatively straightforward in a cross-media context, the category recombination seems to be too much of a black box, and we need a model that goes into more detail about what happens when content travels across media, I will argue that we need a more nuanced set of concepts when studying cross-media journalism as both process and product.

The linearity of Dailey, Demo, and Spillman's convergence continuum model, which assumes that all media companies would ultimately advance to the highest levels and achieve complete convergence, has drawn criticism. The continuum's intrinsic normativity is continued in this line of reasoning, where media organizations should strive to progress from lower to greater degrees of convergence. Additionally, and maybe more significantly, the steps outlined in the model are ordered sequentially. A media company must have attained the traits of all lower levels before moving on to a higher level because at the content sharing level, the distrust demonstrated in the coopetition level has diminished. This suggests that each stage has addressed the shortcomings, or stumbling blocks, of the earlier convergence.

I discovered that the coopetition of step three and the content sharing observed on step four coexist in my research of two newsrooms at the Norwegian public service broadcaster NRK. Additionally, step two of the cross-media reproduction process known as cloning involves one platform publishing the material of another without much or any modification. This step is always carried out at the web desk. Occasionally, hybrid teams from several platforms work together to produce the news. According to Dailey, Demo, and Spillman, the kind of news might alter an organization's position on the model. Instead, I'll make the case that cross-media creation includes all of these processes when considered across time. Therefore, it might be more helpful to conceive of a convergence model in terms of a collection of options for convergence techniques rather than as a ladder or staircase to convergence heaven or as a instrument for measuring convergence efforts. According to my research, in a specific newsroom, the various multiplatform production phases or models mentioned by Dailey, Demo, and Spillman coexist, if not all at once. Furthermore, there are a number of common reproductive mechanisms used in each cross-media journalism stage or model.

For the purpose of enabling a more in-depth analysis of convergence journalism practices, I will put forward a model of cross-media production processes that aims to synthesize and enhance the models already in existence as indicated above. Multiplatform journalism, hard-drive journalism, intra-platform coordination, and intra-platform production are the four main types of cross-media activity included in the concept [10].One reporter, or a group of reporters, produce the same

story for two or more platforms under the genre of multiplatform journalism. During my study at the NRK central newsroom, an illustration occurred. It comprises the declaration of a joint venture for CO2 cleaning by the two biggest oil firms in Norway, Statoil and Shell. At a sizable news conference that is slated to start at 10 am, the narrative will be revealed. At six in the morning, the anchor reads a brief notification about the breaking news on the radio. Due to a diligent economics reporter, NRK radio published the news early. The same economics reporter broadcasts a brief report at 6.30, which is great timing for breaking news. It is posted at 6.48 am online and shown between 7 and 9 am on television news bulletins.

The reports are almost similar across all three platforms and were all compiled by the same reporter. Due to the linguistic aspect of the tale, the terminology remains same throughout all mediums, including print on the internet, radio, and television. The television adaptation uses the same music as the radio adaptation, which is shown by visuals of the corporate offices and offshore oil operations. However, the story's coverage is split up across other platforms from that point forward. At the conference, radio and television have distinct teams who work on various stories for the afternoon and nighttime broadcasts. A kind of journalism known as hard-drive journalism is one in which a single reporter updates a previously published news item for a separate platform. In the NRK newsroom, this is a very standard procedure. The publication of a piece concerning women and heart disease is a common illustration. It is first shown as one of the top stories on the evening main television newscast. The story includes sync video from a hospital together with conversations with two female physicians, a patient, and the health minister. The story is not reported by radio news, and when the TV broadcast is completed, it first emerges online. The online piece was created by a web reporter and is a web adaptation of the television report. A link to the whole television report is included in the article, which takes the form of a summary illustrated with still shots taken during the television interviews.

Intra-platform coordination is a kind of journalistic practice in which editors or reporters from many platforms communicate and work together to cover a specific news item, either informally or during editorial meetings. The coverage of a group of environmental activists who boarded a working boat in a fjord near Oslo, Norway, to prevent the dumping of dirt into the fjord is an example of this kind of reporting. Based on information from a news source, the report is initially posted online around 7.20 am. At 10 am, a fresh item reports that the environmentalists had abandoned the mission. The article was written by the radio bulletin reporter and includes an audio link to the radio reporter's telephone interview as well as a link to the original story. The report is supported with a picture shot by the television team and links to background material. The story takes the lead in the 8 a.m. radio broadcast. The identical item is presented in the bulletin at 10 am, with the addition of a brief studio remark informing viewers that the environmentalists' objective was abandoned due to police interference. At 6.40 p.m., the story airs on the evening television news. The first video shows the environmentalists getting off the boat and taking down their flags. Their leader makes on-camera statements before doing a more official interview. This kind of cross-media collaboration entails considerable content exchange and contact across the desks of various platforms.

Intra-platform production is a more complicated kind of cross-media journalism that calls for close collaboration between journalists from several platforms, exchanging content and raw

materials while they cover a specific news subject. When covering bigger events, this category is often present. The finale of a notorious Norwegian trial was covered in one instance of this cross-media technique. In 2005 and 2006, the infamous Nokas trial in Norway, involving robbery and manslaughter, took place. The trial received much media attention as it progressed, and on March 10, 2006, the live reading of the decision marked the trial's pinnacle. Each platform has a specific role to play in this planned and coordinated news event, according to the NRK. The main source of content was television, and the other platforms used the television production's content as a foundation for their own reporting. In Erdal, the incident is examined in further depth.It is crucial to keep in mind that these categories are not all-inclusive, since I am certain that others will have additional or better categories. First, these four categories are either reliant on bilateral coordination across various desks or platforms, or they are not, which is what connects and differentiates them. Second, they either rely on using the shared digital production systems to access data, source material, and final news stories, or they do not. This is shown using a simple matrix.

CONCLUSION

In conclusion, A typology of cross-media news production processes provides information on the approaches and difficulties involved in producing news across several platforms. Three strategies may assist news organizations in bridging the gap between conventional and digital news production: content repurposing, simultaneous posting, and platform-specific content development. News organizations can effectively reach and engage a variety of audiences, take advantage of the strengths of each platform, and ensure the ongoing relevance and impact of their journalism in the digital age by implementing these strategies and modifying news production procedures to meet the demands of a multi-platform environment.

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Special Issue

TRANSFORMATION OF NEWS WORK: LABOR CONDITIONS IN JOURNALISM CHANGING

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ABSTRACT

This chapter examines the transformative impact of technology on news work and the changing labor conditions in journalism. It explores how technological advancements have reshaped news production, distribution, and consumption, and the consequent implications for journalists and news organizations. The study analyzes the evolving roles, skills, and workflows of journalists in the digital era, as well as the challenges and opportunities presented by automation, algorithmic news selection, and the gig economy.

KEYWORDS: *Automation, Citizen Journalism, Convergence, Digital Platforms, Freelancing, Gig Economy, Media Ownership.*

INTRODUCTION

In order to voice their worries on the press crisis, a group of Flemish journalists and media experts issued an open letter to the then-minister of media in 2009.1 they issued a warning over the continuing market logic in the media industry and its detrimental effects on the working circumstances of journalists and the caliber of the news they create. The writers cited a scientific research on burnout in journalism in their letter, which found that one-fifth of professional journal- ists in Flanders are more likely to experience emotional tiredness, cynicism, and diminished personal success at work. The survey found that a combination of high work demands and elements like an unbalanced work-life balance, a lack of feedback from superiors, and a lack of variety in the job are the most frequent causes of burnout in journalism.

The results of the Belgian study are consistent with those of previous American studies, showing an increase in the likelihood of burnout among newspaper journalists. Young copy editors employed by tiny publications seem to be particularly vulnerable to burnout. A decrease in resources and an increase in duties and responsibilities are harming journalists' professional autonomy, leading to higher stress and worse work satisfaction, according to comments from journalists who want to quit the field. Notably, journalism was placed seventh among the 10 most stressful careers in a 2005 assessment by the US National Center for Disease Control, according to Reinardy [1]–[3].Unfavorable working circumstances in the newsroom have a detrimental impact on news employees' job satisfaction, according to survey studies conducted in various nations. Professional journalists generally have good job satisfaction, although the main sources of unhappiness are connected to issues with pay, workload, job instability, and perceived lack of career opportunities. It is important to consider how the economy may affect journalism,

particularly in light of current trends in newsrooms that emphasize getting more done with less resources. Examples include producing more content with fewer employees, completing more tasks in less time, offering more flexibility in exchange for lower compensation, etc.

In light of growing media commercialization and digitalization, this article examines how working circumstances for journalists are evolving. Online journalists get special consideration. First, I adopt a more comprehensive perspective of how technology, and especially digital discourse, has changed the nature of employment in capitalist society. On the basis of a survey of scholarly literature on news work, I attempt to identify and characterize some of the important changes in the organization of labor in journalism. I will largely utilize the findings from a 2008 sociological survey of all professional journalists in Flanders to provide empirical evidence for my claims.2 In closing, I consider the further effects of these changes on the caliber of the news and the future of professional journalism.

Technology, Journalism, and New Capitalism

A larger analysis of labor market movements in general is necessary to comprehend the economic and technical effects on the organization of journalistic work. In Media Work, Mark Deuze clearly demonstrates how changes in the way that work is organized in the creative sectors are having a larger impact on journalistic labor. Invoking Zygmunt Bauman's concept of liquid modernity, he draws the conclusion that the evolution of media production is moving toward being liquid. In addition to the general blurring of lines between work and play or professional and personal lives, he also notices this phenomenon inside media firms, namely between management and staff as well as between producers and the people formerly known as the audience. Deuze suggests that career paths in media will increasingly be characterized in terms of casual and contingent employment, a high demand for flexibility, and a convergence of previously distinct tasks and responsibilities because the position of the individual media professional becomes much more uncertain in this changing environment.

It is simple to make the case that media work seems to be influenced by patterns seen in several segments of the modern labor market. There is rising evidence that all work, including that of journalists, is increasingly subject to casualization, freelancing and other non-permanent contractual arrangements, flexibility, and insecurity, according to a growing corpus of research on the organization of labor in capitalist nations. Richard Sennett's work on the culture of the new capitalism and its effects on work ethics and interpersonal interactions in the workplace is pertinent in this regard. The new capitalism's individualization of work is a key component. The management influence over the workforce increases when expectations and obligations move from the employer or corporation to the individual workers. Social solidarity among employees tends to deteriorate in a setting where people are more judged on their personal qualities like flexibility, entrepreneurship, and adaptability. The reduction in trade union memberships, a trend that is also seen in journalism, is one indicator of this.

It is impossible to deny the significance that technology plays in this new capitalism. New digital technologies are often seen as the primary force driving workplace organizational and economic changes. Henrik Rnebring, a media expert, also points out that newsroom organizational and professional changes are often attributed to technology by journalists. Indeed, according to a

number of studies, many of the changes in journalism are directly caused by technology and technical growth, which are often seen by journalists as impersonal, irrational forces. The emphasis on technology as a catalyst for change may theoretically be justified by the fact that its immediate, direct impacts on the newsroom are often more visible and palpable than those of other advancements, including commercialization. However, such technical determinism must be avoided.

Authors like Kevin Doogan and Eran Fisher highlight the ideological component of technology and digital discourse in contemporary criticisms of new capitalism. In today's post-Fordist society, technology discourse legitimizes the withdrawal of the state from markets, the globalization of the economy, the dehierarchization and decentralization of businesses, and the flexibilization of production and the labor process, according to the latter author. The main effect of digital discourse is to give changes in the economy and labor market a feeling of inevitability there doesn't appear to be any way around it. As a result, the real revolutionary power of technology is often overestimated in this dominating discourse on technology and new capitalism. Doogan questions certain well-known statements concerning, among other things, the employment implications of new technologies, the practice of outsourcing, and the alleged increase of non-standard work contracts using international statistical data. When workers start to disempower themselves by imagining the worst, it runs the danger of becoming a type of self-fulfilling prophesy. Or, to put it another way, sympathetic commentators should recognize the risk of self-inflicted weak- nesses created by the overstatement of capital mobility, job instability, and powerless-ness, as the author puts it in the book's conclusion.

At least two things are suggested by the researches that are briefly covered here. One thing is for comprehending the real social and economic ramifications of digitalization, a theoretical emphasis on the discursive ideological function rather than the material role of technology may prove to be more beneficial. The second point is that it is helpful to compare theoretical claims with actual data in order to contextualize rather than dismiss the tendencies that many writers have seen. To present a critical study of the digital discourse on the restructuring of journalistic labor would go beyond the scope of article, but with respect to the second issue, I will integrate theoretical insights from literature with practical data to avoid overstating the case.

DISCUSSION

The Transformation of News Work

The recent worldwide economic slump has had a significant negative impact on the media business. Numerous employment losses were recorded in both the USA and Europe. In their most recent book, Changing Journalism, authors Lee-Wright, Philips, and Witschge compiled the following statistics that speak for themselves. The Business Insider website estimated that 8800 jobs were lost in the industry overall in the UK and Ireland between December 2008 and April 2009. In the USA, it is reported that over 24 500 jobs were lost in the print sector between September 2008 and September 2009, while over 8300 jobs were estimated to have been lost in the broadcast sector. The European Centre for Journalism reports similar losses throughout Europe, from c. In the first half of 2008, there were 1000 in Germany and 1500 in Spain [4]–[6].

Philips, Witschge, and Lee-Wright, 2011: 22

This precarious job condition is the consequence of fundamental organizational changes in the media, which were significantly hastened by the crisis. These changes were motivated by a market logic that tries to minimize costs while maximizing production and profit. Given the current economic constraints on the media and the aforementioned digital discourse that supports labor flexibility and individualization, there is reason to assume that circumstances for journalists will worsen rather than improve. But how unstable are things at work right now? What are the main developments that have an impact on the nature of journalism work? Are qualified journalists left with no ability to alter the course of events or escape them?Finding papers on news work reveals that, despite the abundance of literature on journalistic practices, routines, workflows, ethics, and roles, the idea of labor has received little attention in the area of journalism studies. The amount of studies on employment and labor conditions in journalism is expanding, despite the fact that it is still tiny.

As was previously said above, the majority of the studies provide a depressing image of journalism work. I contend that this can be used to identify at least four trends. First, data points to an increase in atypical and non-standard employment within the media industry. Second, with the fluidity of organizational structures and roles in newsrooms, there is an increasing need for functional flexibility and multiskilling. Thirdly, and in part as a result of this functional flexibility, journalists are struggling with an ever-growing workload that calls for more temporal flexibility from the workforce. Fourthly, and most importantly, journalism experts have noted that as resources for field work tend to diminish, more and more editors, and particularly online editors, find themselves confined to their desks. I go into further detail on each of these themes on the pages that follow.

Temporary Employment

A 2006 study by the International Federation of Journalists with assistance from the International Labour Office is often cited when discussing the evolving nature of news work. The research stresses the expansion of unusual working connections in the media sector and is based on a worldwide survey of IFJ affiliates in 38 countries. The study's findings are significant because they reflect widespread concerns and sentiments within the profession regarding precarious employment and unfavorable labor conditions in journalism, despite the fact that the report offers very little hard data, such as employment rates, average salary estimates, or the number of non-standard contracts. According to the study's authors, atypical work is defined as types of employment that are not permanent and/or full-time and may thus be characterized by freelancing, temporary contracts, and part-time employment.

Freelance Employment

Freelancing, sometimes referred to as portfolio work, has been popular in the media industry for many years. But despite variations across nations and media sub-sectors, the proportion of freelancers has grown dramatically during the 1980s. In the Netherlands today, freelancers constitute about one-third of the workforce. Similar numbers may be seen in Australia and other parts of Europe.In Flanders, about three out of ten full-time journalists now work for themselves. However, not all of them are workers in insecure positions. Only 25% of Flemish journalists who

worked as freelancers in 2008 claimed that they were forced by necessity to choose this work status. This indicates that the majority of people who are self-employed voluntarily chose to work as independent contractors. Their decisions are primarily driven by the desire to have more control over their work-life balance or to have more freedom and autonomy in their professional lives, which two thirds of them said, was a factor in their decision to become freelancers. Furthermore, one in five independent contractors claimed that choosing self-employment was influenced by financial considerations.

Despite the fact that freelance work has advantages for both employers and employees, one should keep in mind that there is also a 'negative' pole of fragmentation and uncertainty that stands in opposition to this 'positive' pole of self-expression, independence, and control. There are worries that this negative pole represents the majority of the growth in freelance work in the media. Portfolio careers have historically been linked to seasoned journalists, but it is clear that the average age of freelancers is now getting younger. The younger the freelancer, the more likely it is that they will suffer from low pay, job insecurity, and limited opportunities for advancement. Regarding the latter, volunteer citizen journalists pose a competitive threat to local online journalists, which makes the low pay for freelancing particularly apparent.

Temporary Agreements and Part-Time Work

Within the profession, there is a general perception that careers in the news industry frequently start with unpaid internships, low-paying assignments, and brief contracts. This suggests once more that full-time, permanent employment in journalism is becoming increasingly rare, especially for those who are just starting out. Many anecdotes can be found to support the claim made by Deuze and Fortunati that some reporters are still permanently employed, but most others only parachute in for a period of time to work on a certain aspect of a project. However, the statistical evidence is, at least in Belgium, less convincing. More than three-quarters of professional journalists at the time were employed by one employer under a permanent job contract, according to a 2008 journalist survey conducted in Flanders. Additionally, compared to 2003, job stability in 2008 was unchanged and still quite high. In both years, journalists had an average of 3.1 different employers over the course of their careers; if freelancers are not included, the average number of former employers was 2.2 in 2008. The proportion of part-time employees in the profession decreased over the same five-year period, falling from 13% in 2003 to 10% in 2008. This leads to the conclusion that, at least in the case of Flanders, the notion that journalists move in and out of projects and temporary labor arrangements seems to be exaggerated. Of course, this does not negate the fact that news reporting is evolving, as we shall see.

Functional Adaptability and Skill Diversity

Perhaps the most frequently used word to describe the evolving working conditions in journalism is flexibility. In Flanders, four out of ten working journalists claimed that their adaptable outlook contributed to their hiring. The meaning of multiskilling in this phrase goes beyond the technical skill requirements related to multimedia journalism, and also refers to people's ability to perform many different tasks throughout the organization. According to Deuze, contemporary news work

is increasingly characterized by a high degree of functional flexibility, which requires multiskilled professionals.

Multimedia Reporting

Convergence is possibly another overused term, similar to flexibility, and the idea of the multimedia journalist producing content for print media, magazines, broadcast media, websites, blogs, and social media may be clichéd. No matter if they work in print, broadcast, or online media, journalists of tomorrow will undoubtedly need to be familiar with a variety of media. Because online news has weak business models, most mainstream media in the first decade of the twenty-first century adopted a strategy of synergy. This is in part because; contrary to what was frequently believed in the early days of the Internet, professional online journalism has not evolved into a breed apart. It was necessary to integrate online operations into the print or broadcast newsroom. To this end, the majority of media companies modified the organizational structures of their newsrooms so that journalists can now produce content for and across multiple platforms, turning online journalism into a separate endeavor from their regular work as print and broadcast journalists. In other words, every journalist eventually transitions to the online medium. Almost eight out of ten journalists who were reported to work for online media had print or broadcast journalism as their primary occupation, according to data from the Flemish Journalist Survey; only 22% of the online journalists viewed the Internet as their primary medium.

It is safe to say that an increasing number of journalists are required to create content in a variety of media formats, including text, audio, photos, and video, for a variety of platforms, including blogs and social media. These platforms can include print, television, or radio, as well as the organization's website and mobile news services. The shift from a monomedia to a multimedia news culture is evident, though it must be emphasized that journalists do not always multitask and many still specialize in a single medium.

The value of multiskilling seems obvious in this environment of convergent newsrooms. Only 13% of Flemish professional journalists disagreed with this statement in 2008, and the remaining 20% were unsure. In 2008, two-thirds of Flemish professional journalists believed in the potential future growth of multimedia journalism. Eight out of ten respondents regarded multimedia skills defined as the capacity to work for print, radio, television, and the Internet as being crucial. Additionally, 9 out of 10 of them acknowledged the significance of online research skills, and 77% of them said that the ability to adapt to new technologies is important in contemporary journal- ism. These results are in line with earlier research on online journalism conducted in other nations, which emphasized the significance of technological proficiency for journalists [7]–[9].

Expanded Employment

However, multimedia journalism requires more than just technical expertise. Even though some authors contend that even these abilities won't be enough to survive in the evolving news environment, mastery of journalistic fundamental skills for news gathering, selection, and storytelling remains essential. Media scholars and professionals agree that the fundamental ways in which news is being redefined demand a more entrepreneurial mindset; a high degree of

adaptability and creativity is needed to handle the with growing importance of journalists' ability to manage and coordinate news work is reflected in labor division and job descriptions in contemporary newsrooms . This appears to be the case, particularly for newly created newsroom positions since the advent of the web. Early studies on online journalism already found web editors describing their job in terms of content management.

More recently, in an attempt to respond to the challenges of user-generated content and social media, many media organizations created the function of a community manager, whose role it is to oversee, coordinate, and stimulate user participation in the different stages of the process of news production. This typically includes tasks such as encouraging user contributions, moderating or otherwise managing those contributions, resolving contributors' problems, and engaging other journalists in appreciating and interact- ing with users. Aside from the community manager, other new functions that exist in most of today's online newsrooms include those of the comment moderator, who is responsible for monitoring and filtering user reac- tions on the organization's web site, and the chat moderator, who regularly organ- izes live chats with users on the web site. Notably, most media companies do not seem eager to hire new staff to fill these new functions. Instead, in-house solutions are being sought by shifting jobs internally or by expanding the job descriptions of online journalists.

Journalists in convergent newsrooms thus take on more tasks and responsibilities than they used to do when they were working for a single medium. Eight out of ten Flemish professional journalists in 2008 agreed with the statement that their occupational duties had expanded in the last few years . To illus- trate the significance of job enlargement in journalism, Beam and Meeks report on data from the 2007 American Journalist panel study revealing that many reporters are spend- ing much more time on a series of tasks that didn't exist in newsrooms until the Web became a common tool for distributing news . New tasks that have been added to the job of journalists relate to the creation and editing of con- tent specifically for the web. They include covering breaking news stories for the web site, writing blogs, capturing audio and video, creating podcasts, participating in live chat sessions, and taking photos. Again, it must be emphasized that these new tasks, and the responsibilities and skills they require, do not replace old ones. The key word for all these tasks, in fact, is additional. New storytelling platforms, new tools and formats, new collaborations, and new responsibilities for user contributions all come on top of the newswork expected of earlier generations of journalists. And they are just the most tangible of the ongoing transformations.

Increased Workload

Multiskilling and job enlargement take their toll. A study on the implementation of newsroom convergence at two Spanish media companies that journalists involved in multimedia news production agree it is a very demanding job, and they show concerns about time pressures and a heavy workload. Concerns about heavy work pressure recur in many studies on the com- puterization and digitalization of newsrooms. The idea that technology leads to an increased workload may sound paradoxical since new technologies allow journalists to gather and produce news much easier and faster than ever before.

However, history that the successive implementations of new technologies in media organizations, from the telegraph to the Internet and its related technologies, have always been accompanied by processes of rationalization. Several authors have pointed out how technology has always been used by management as a tool to increase the productivity and cost-efficiency in the news- room, which suggests again that changes in journalistic labor are not so much driven by technological necessity as by capitalist necessity to reduce overall labour costs . In other words, it is not technology per se, but the associated management's obsession with cost reduction and productivity maximization which leads to increased workload [10].

Lack of Time

By means of an analysis of employment s and the average number of pages of UK newspapers throughout the past few decades, Lewis, Williams, and Franklin estimate that in 2006 editorial employees in the British national press were expected to produce three times as much content as in 1985. Strikingly, this estimation did not take into account the content that journalists were expected to produce for the web or platforms other than the print edition. Interviews with UK journalists, conducted by Lee-Wright, Philips, and Witschge, revealed that as multiskilling becomes increasingly mandatory for any news journalist, their work schedules are changing in significant ways. Working shifts in multimedia newsrooms start much earlier, at six or seven in the morning, and tend to get longer, as much as 15 hours, servicing both those online demands and the conventional newspaper production schedules . Similar changes in the daily work rhythm of journalists in multimedia newsrooms have been observed in Belgium. Journalism indicates suggests a shortage of time is a key structural obstacle for news- room employees to take on additional chores and jobs. Studies on online journalism, for instance, identify time efficiency reasons as one of the restricting factors for the use of interactivity and multimedia in news creation . When time requires journalists to make an either/or decision between connecting with people and conventional news work, they are more inclined to adhere to what they feel they do best that is, collecting information, picking news, and delivering stories .

Data from the 2008 journalist survey in Flanders provide additional support for the idea that multimedia journalists, defined here as those journalists who work for more than one media platform, tend to work more hours a week than their colleagues working for one single medium .4 While the latter group declared themselves to be working an average of 44.3 hours a week, the multimedia journalists said they spent an average of 48.9 hours a week on their work. Similarly, freelancers tend to have longer working hours than their paid counterparts, with an average of 50.4 hours and 44.7 hours, respectively. Work patterns of freelancers and multimedia journalists are also more likely to shift from one week to the next. Further, according to the Flemish journalist study, freelance and multimedia journalists also tend to operate much more frequently in the evening and during the weekends and vacations.

While these results validate worries about the time demands on freelance and multi- media journalists, it comes as a surprise that the journalists themselves appear to embrace the position. Indeed, the Flemish journalist survey no disparities between multime- dia and monomedia journalists, nor between freelance and paid journalists, with respect to their satisfaction with the working hours and work pressure in their job . This may be partially explained by the fact that journalism in general is not seen as a nine-to-five career and has always demanded a great degree

of flexibility. Another explanation for the rather relaxed attitude of multimedia journalists toward the impact of multiskilling on their workload may be found in the fact that many of them believe that splitting their time across multiple platforms is a positive change rather than a problem that is taking time from their reporting or spreading them thin, as the 2008 American journal- ist survey by the Pew Research Center's Project on Excellence in Journalism suggested.

Regardless of this finding that multimedia and freelance journalists do not seem to be more worried than their counterparts about the increased workload in journalism, it is important to keep in mind that the high work pressure is an issue in contemporary journalis about one-third of the professional journalists in Flanders is dissatisfied with the work pressure, which makes it the main reason for job dissatisfaction in the news media sector .Journalists' relationship to time has not only altered owing to increasing workload, but also, and maybe even more crucially, due to the discourse of speed, which promotes speed as the main measure of competitive success in the news industry .As the media have advanced toward 24/7 news creation and multiplatform news distribution, the concept of a deadline, which deeply defined newsroom routines and practices in the twentieth century, appears to evaporate in daily news labor. Especially in broadcast media firms, some journalism academics stated, The sense of rush and shortage of time is becoming an important element of newsroom culture, where to be obsessed by time is a constant element of the news day with no sense of reprieve. With the rise of the web, the discourse of speed also infiltrated and con- quered media companies as they rapidly switched to breaking news cover- age online.

Today, the idea of speed, which implies constant deadlines, is at the foundation of internet journalism. Early studies of internet journalists had referred to immediacy as a fundamental constitutive part of their professional identity. When asked to characterize their profession, most, if not all, internet journalists emphasise the significance of continual and real-time news dissemination. Aside from the burden of keep- ing the news web sites perpetually up-to-date with fresh information, live breaking news coverage has become a major component of online journalism as well . Online journalists themselves are likely to regard the need for speed and time- limits as a product of technical advancement. An interview survey of online journalists from Europe, Latin America, and the USA indicates that they perceive technology as the key trigger for today's 24/7 always-on news culture. The authors conclude that, from the standpoint of internet journalists: The processing technology of the speed at which material is produced is the infrastructure that allows the quick reaction time for receiving and uploading news on the web and it has in turn revolutionized the news creation process across a compressed time dimension with local and worldwide effects.

Increased Desk Work

Literature shows how the computerization of journalistic labor has led to greater desk employment. Even before the Internet became a dominating instrument for newsgathering, studies in broadcast newsrooms revealed that most of the journalistic labor is per- formed in front of computer work stations. More explicitly, research in the UK and Spain that a growing part of television newsroom staffs consists of computer-bound 'mouse monkeys', while Baisnée and Marchetti observe the advent of sedentary or 'sit-down' journal- ism. Based on a newsroom ethnography at the pan-European news channel Euronews, the authors argue that the

organization of work and the haste of production often means processing news or images partly produced by others without going, and even in some cases, never going, to the 'scene'. Some writers note that especially in newspaper companies an increasing proportion of journalists are busy with desk-bound, office-based labor.

The definition of sedentary news work is arguably best appropriate to internet journalism. Web editors are forced to perform a desk job that focuses on producing shovelware, taking content from other media and deploying or repurposing it for the news web site, according to surveys of the first generation of online journalists in Belgium and the Netherlands. This conclusion has been supported by other studies.A supporting piece of evidence for this movement toward desk-bound, office-based journalism is the 2008 journalist survey conducted in Flanders. Nearly 90% of Flemish professional journalists claimed they work in the newsroom often or usually. A fifth of journalists said they seldom ever, if at all, work outside the workplace. In contrast, the number of journalists who claim to spend time every day doing research outside the newsroom decreased from 69% in 2003 to 59% in 2008, while the percentage of journalists who claim they never conduct field work increased from only 4% in 2003 to 9% in 2008. Despite the fact that these developments call for close monitoring, it is important to avoid overstating the case since the vast majority of professional journalists still regularly do fieldwork.

Digital tools are becoming more crucial than ever before for news gathering and research since more and more journalists are spending their days in front of computers. Apparently, since only material that has already been published is adopted, the digitization of journalistic labor tends to encourage self-referentiality in journalism, according to research on journalists' usage of the Internet. According to statistics from the Flemish journalist survey, journalists are more likely to utilize press releases, news agency information, and content from other media as news sources the more time they spend in the newsroom.

CONCLUSION

In conclusion, the way that news is produced and the working environment for journalists have been transformed by technology. To succeed in the changing media environment, journalists and news organizations must adjust to the demands of the digital age, accept technological breakthroughs, and pick up new skills. To secure the survival of journalism and retain the quality, integrity, and relevance of news in the digital era, it is crucial to strike a balance between the advantages and disadvantages of technology in news reporting.

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JOURNALISM AND CROSS-MEDIA PUBLISHING: THE CASE OF GREECE

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ABSTRACT

This chapter examines the landscape of cross-media publishing in the context of journalism in Greece. It explores how news organizations in Greece have adopted cross-media strategies to adapt to the changing media landscape and reach diverse audiences through multiple platforms. The study analyzes the challenges and opportunities faced by Greek journalists and news organizations in implementing cross-media publishing, including technological barriers, audience fragmentation, and revenue models.

KEYWORDS: *Audience Engagement, Convergence, Cross-Media Journalism, Digital Transformation, Gate Keeping, Media Landscape.*

INTRODUCTION

Information and communication technology have changed media organizations during the last 25 years. The structure and techniques of journalism have changed as a result of the digitization of media creation. This alteration has an impact on production labor and led to novel newsgathering strategies. It also required fundamental adjustments to the finished goods and, as a result, to how those goods were distributed to the ultimate customers. Radio stations' and TV stations' sole offerings for a very long time were their own radio programs and print editions of their respective publications. However, the fusion of information and communication technology has given rise to a number of news delivery channels. The bigger media organizations and enterprises have a propensity to have access to a variety of publication outlets. The widespread use of the Internet and the mobile phone network are the primary causes of this development. As a consequence, news production from several broadcasters across many different media channels rapidly increased.

The digitalization of production processes, which allowed content to traverse media barriers, served as the foundation for this evolution. The web allows for the publication of TV footage and radio soundbites, and TV sound is commonly utilized on radio, which has had a significant impact on how media companies operate. Today, news is created once and distributed in a variety of forms for numerous publishing outlets. Media firms are able to serve more audience demands and provide channels that work well together as a result. We must also take into consideration the fact that global media trends show that switching from a single product to multimedia content and a user-oriented strategy is essential to ensuring future success with viewers [1]–[3].

In order to foster brand loyalty, media organizations are adapting and disseminating the news in a coordinated way over several channels, directing their readers from one medium to the next. A media organization may connect with its audience in a thorough and cross-media fashion by using numerous publishing channels in sync. These channels are used by media firms as separate distribution routes. Thus, the same information is accessible via a variety of ways.The topic of cross-media publication is covered here. It begins by defining cross-media publishing and giving a quick overview of its history. The channels that may be used in a cross-media strategy are then displayed and categorized based on a variety of factors. The final section discusses the benefits of using cross-media publication. The fourth suggests a cross-media publication approach. The instances of a newspaper, radio station, and television station are particularly tailored for this concept. We have a case study on the use of cross-media publishing by Greek media businesses in the penultimate section. Final thoughts may be found in the last.

Definitions for Cross-Media Publishing

The creation of any material for several media platforms inside the same media company is known as cross-media. The material is accessible on other platforms and is only uploaded once. Another phrase that is often used is multiple media, which describes the potential for cross-platform or cross-device usage. Multiple media refers to the delivery of the same material to end consumers via many media. A medium is a method of communication or, more specifically, a system in which transmission mediums use several transmission paths to send information. Publishing the same information across numerous channels or media is referred to as multichannel publishing. The phrase multiple media encompasses more than just cross-media since it extends the idea to include content as well. Some scholars have studied how newspaper companies use cross-media publication. Even though there have been a few significant additions to the literature on this topic, the question of cross-media publication in broadcast media has received relatively little attention.

Cross-Media History

Early on in the development of electronic publication, the phrase cross-media was already in use. Cross-media was a term used to describe database publishing in the print industry. Publishers of directories and references were the first to automate cross-media publication. The process of developing new extract and transformation procedures for CD-ROM and subsequently online output after the content had been normalized in a database was not substantially different from what publishers had been doing for the preceding 20 years of database print publishing. The concept of content-driven publications, which refer to books, manuals, treatises, and other publications whose length is often decided by the content rather than reduced to suit a set space, came into prominence in the late 1980s.

Cross-media has been used by the print and publishing sectors for a very long time. Efficiency was one motivator, but cross-media is also employed in newspaper and magazine publication for marketing and market penetration. Cross-media in book printing and publishing originally referred to complimentary media, such a book and a CD-ROM. Cross-media is utilized increasingly often in magazine and newspaper publishing to establish a community and bridge the gap between publications by disseminating content online. In its most basic form, cross-

media included electronic versions of newspapers and periodicals. They just duplicated the material of the magazine or newspaper rather than really adding anything to it.

DISCUSSION

Media Channels

Various channels have been used by media businesses to provide news to its audience. A cross-media strategy is being employed with these outlets. It should be emphasized that these channels don't reflect numerous technological subcategories; rather, they're just alternative ways of disseminating news. The news is disseminated via these means by media organizations all around the globe. The channels include the internet, webcasting, mobile devices, telecommunications systems, email, short message service, PDF, RSS, Twitter, and social media. Following that, we quickly go through the publishing routes.

WWW

The ability to update continuously and the ability to transmit information across long distances are the WWW's key benefits. According to surveys, newspapers have adopted it as their first alternative publication medium. The bulk of stories in newspapers are published with images, and sometimes they are enhanced with extra sources that cannot be reproduced in the printed version.

Webcasting

Broadly speaking, webcasting is the distribution of media material via the internet. Websites may be used to broadcast audio and video information over the internet. This material is on demand and is utilized to improve the value of the services provided by the media company's online edition.

Smartphone

A smartphone is a premium cell phone that combines a personal digital assistant's and a cell phone's features. With high-resolution touch displays, GPS, Wi-Fi, and mobile internet connectivity, these gadgets double as media players and camera phones. They consist of browsers that let users visit typical websites. However, due to the tiny displays of these gadgets, online browsing is difficult. Because of this, a lot of media businesses have sites designed for these mobile devices that have minimal aesthetics but all the content and images required for each item. This speeds up access and simplifies navigation for readers on mobile devices. These PCs have touch displays and wireless Internet connectivity. These devices enable publishers to deliver readers visually rich material in a fixed format that may preserve each publication's well-established brand identity since they have reasonably big high resolution screens and a huge amount of storage.

E-mail

Media organizations use email to notify readers of breaking news, give them the main story's headlines, or, in the case of a newspaper, send them the complete issue as a PDF file.

PDF

A file format is PDF. PDF files are portable, cross-platform, and heavily compressed. Additionally, they may include capabilities for interactive document consumption and are searchable. Due of the need to transmit precise duplicates of their printed editions, several newspapers have adopted this format.

SMS

Customers may send text messages through their mobile phones using the SMS service provided by network operators. Many media organizations use SMS to notify readers to breaking news or to send out their daily headlines.

RSS

RSS is a way of defining news or other web information that may be sent to web users by an online publisher. Today, a lot of media businesses use RSS to notify their audience of breaking news. An RSS feed typically uses text and sometimes tiny images.

Blogs

A blog is a website where posts are published in reverse chronological order after being authored in chronological order. The capacity for readers to post comments is a key component of blogs. Because of this, newspapers have included blogs as an addition to their online publications, providing their writers the chance to comment on current events and allowing readers to engage with them.

Using Social Media

Social networks are web-based services that let users create public or semi-public profiles inside limited systems, list other users with whom they have connections, and browse and navigate both their own list of connections and those generated by others. In order to post their news stories and draw other users of the social network to their website, many newspapers and other media firms have created a presence in the most well-known social networks. To enable readers to connect to them via their social network accounts, they have also included social media links in their online articles. Users may also communicate with media organizations by posting comments.

Twitter

Users of Twitter, a social networking and micro-blogging site, may send and read tweets, or updates from other users. Because it offers the back-end capability for other desktop and web-based programs to send and receive short text messages, Twitter is sometimes referred to as the SMS of the Internet, concealing the site's true identity. Tweets are text-based updates with a character limit of 140. Updates are disseminated to other users who have subscribed to receive them and are published on the user's profile page. The service is free to use via the web, however utilizing SMS may result in phone service provider costs. Users may send and receive updates through the Twitter website, SMS, RSS, or through apps. Twitter is a popular tool used by media companies to notify readers of breaking news [4]–[6].Twitter may be argued to be within the

social network umbrella, however due to its unique features, we may classify it as a different channel.

A Channel's Classification

Direct comparison is a difficult process since the different pathways mentioned in the preceding paragraph vary in many ways. Some of them come under the category of Internet services, while others are mobile telephone network services or devices.

Publication Time

Time is a further factor that has to be considered. Different amounts of time must be spent on the development of each channel's programming. The publication channels are plotted against time. SMS, Twitter, and RSS are the initial distribution methods for breaking news to readers. They may be considered info-alert channels. The purpose of info-alerts is to inform readers about material that is accessible via various publishing channels. The SMSs entice the recipient to go for another publishing channel in order to find out more information, but the RSS feeds and tweets connect straight to the media company's website. E-mails, the World Wide Web, and social media are the following set of channels that distribute news.

Since emails may be viewed on mobile devices and can catch readers' attention when certain software is used, they can also be classified as info-alerts. In the context of the WWW, we only refer to continuously updating headlines that briefly summarize the news. The social network channel may also display these headlines. Next, voice or video webcasting is possible for short tale descriptions. This is comparable to how radio and TV channels interact through speech or visual. The whole narrative is first made accessible online and then as PDF files that are forwarded through email. Typically, this article has undergone more thorough editing and more accurate factual presentation. This is because there has been more time for this content's preparation. Websites may have both static and moving parts. We have added blogs to the same category. Since they incorporate journalists' commentary on the major news, blogs often update later than the newspaper's website.

Information Has Changed

Notably, static channels are the ones that broadcast news first. Followed by dynamic channels. Static channels are the first to alert viewers to breaking news, despite the fact that dynamic channels seem to be more enticing to viewers since they provide more multimedia content. This may be explained by the fact that they are often text-based and only require a short amount of time to construct. The aforementioned categorisation can lead us to believe that certain channels overlap. A media organization could decide to use one of the quickest channels for instance, SMS, Twitter, or RSS since they are three of the fastest. However, this is untrue since each channel caters to a distinct audience of readers. For instance, Twitter users in the USA are more likely to be young and non-white.

A Publication Cycle

Depending on the kind of content they offer, different publishing outlets have varied publication cycles. The time it takes for the viewers to get information once a reporter has finished gathering

news varies depending on the channel. When producing a news story for a news publication's print edition, a reporter often has a lot of time to do research and write the story. However, the same writer has far less time to produce a news story for the WWW. As opposed to the printed daily news paper, which is released just once a day, webcasting delivers updated news bulletins on schedule numerous times per day, which means the time for research and content development is shorter. The same is true for all other publishing platforms, always dependent on each platform's publication timetable.

According to the number of updates every day, we suggest categorizing publishing channels into four groups. With a 24-hour publication cycle, the PDF version of the print edition is often a very sluggish publishing route.Webcasting is the next category with more than one publication per day. Bulletins on radio and TV are similar to webcasting. The pace of production and publication is a little bit quicker. In accordance with the publishing policy of the media firm, the developed material is published at least twice or three times. Unlike newspaper production, broadcast editing and production are done virtually concurrently and don't really vary from one another. Channels with more frequent publishing rhythms fall under the following group. There are no deadlines and content is regularly released day and night. The manufacturing and distribution processes are interconnected. Since blogs are updated often, either by the blog owner or by readers who leave comments on the blog's posts, we have placed them in the same category. The last group consists of RSS, SMS, Twitter, and email. These are the networks that often break news more quickly than other channels. They may be argued to go under the same category as the WWW, but we decided to break them apart to emphasize how quickly they were published. News may be published right away once it is received.

Examining the four categories in detail reveals that the vast majority of them only have dynamic or static channels. Thus, we draw the conclusion that the channels' characteristics determine their posting rhythm. Rapidly produced static channels provide a high publication cadence. The PDF version is the lone exception, since it can only be published in a single edition owing to its expensive manufacture and poor dissemination.

Motives behind the Use of Cross-Media Publishing

It is important to note that a variety of factors affect how media businesses choose to use cross-media. There is a short discussion of these factors [7]–[9].

Additional Information

Media problems are often criticized for not being presented in their right context. Context is described as cohesive analysis that clarifies complicated topics; it is essential to newspaper reporting due to competition from media that provides minimal context, such as TV and radio. Additionally, studies show that publications that offer context and background information help readers learn more. With their limitless room and hyperlinking capabilities, the WWW, PDF, and t channels provide media firms the opportunity to address topics in more depth. Since large content are difficult to read on tiny displays, this size restriction may pose a problem in the smartphone channel. Additionally, we should mention how affordable it is to manufacture bigger editions.

Multimedia Components

News is given additional dimensions through multimedia elements. The description of events and phenomena may be done using maps, charts, animations, and other visual aids. The WWW, t, PDF, smartphone, and e-mail channel all support multimedia.

Possessing Interactive Qualities

Typically, multimedia features are strongly related to interactive elements. These features make it possible for media businesses to get reader input. As a result, companies are able to make adjustments, additions, and other changes to better serve their audience.

Competition From New Reader Groups

Most media organizations entered the online world without having any grasp of how it worked or what it could do. However, several newspapers established early internet services in order to continue to be significant participants in the media environment. A fundamental justification for using alternative publishing channels is an effort to increase readership, particularly among young and tech-savvy readers, in an effort to reverse dwindling circulation. According to surveys, teens in Greece are more likely than adults to use online web radio and web TV. Greek adults, on the other hand, seem to read more online newspapers and periodicals.

Advertising

The amount of online advertising is rising. Online advertising in the USA reached a total of $26.0 billion in 2010, citing the Interactive Advertising Bureau and PricewaterhouseCoopers statistics. Internet advertising sales for 2010 rose 15% above those for 2009. By essentially giving the same product via a new channel and charging advertisers to participate, newspapers use Internet services to create a new stream of advertising income. Additionally, switching to the Internet felt like a wise option to safeguard their advertising base, especially classified advertisements.

Wi-Fi Connections

High-speed data connections and the Internet are referred to as broadband. According to research, those who use broadband are more likely than people who use dial-up to engage in a variety of online activities, including reading news. Additionally, there is a good chance that the availability and simplicity of viewing video news articles and snippets through broadband connections will encourage additional increase in the consumption of online news; an increasing number of news organizations are providing the video function. There is also a chance that as more people contribute to the news, whether on professional news sites or on amateur websites and blogs, the selection of news will grow and draw in more audiences. Thus, any rise in the use of broadband would also result in an increase in the consumption of online news.

According to the most recent study on Internet use in Greece, 44% of people utilized it in 2010. More specifically, 41% are online at least once every week. In 2009, it was 38%, while in 2008, it was 33%. These numbers show a consistent increase of Greeks using the Internet. It seems that Greeks' everyday lives are incorporating more and more of the Internet and the online. The proportion of Greeks who get news online seems to have grown in terms of newspapers and

periodicals. The numbers for online TV and radio seem to have stabilized around 35 to 40 percent. In 2010, there were 77.3% more Americans using the internet than in 2009. According to a poll by the Pew Internet and American Life Project, 61% of Americans claim to acquire at least part of their news online. It's important to note that this proportion is rather similar to that in Greece. This suggests that the internet is a potent alternative publication medium. Instead of serving as supplements or promotional tools for their print-based parents, many online news publications are evolving into stand-alone news products.

Cross-Media Publishing Modeling

We can draw certain conclusions from the properties of the channels under consideration that will direct us as we develop a strategy for implementing cross-media publishing. Newspapers, radio stations, and TV stations are some of the several types of media companies. The networks that broadcast news initially are the static channels. Followed by dynamic channels. In contrast to dynamic channels, which include multimedia content and need more time to generate, static channels are quicker and more instantaneous. Of course, we must also take into consideration the fact that the adoption rate by the prospective target group has a significant role in how a publishing channel is implemented. For instance, if the target audience for a radio or TV station does not often use the specific devices, there is no need for the station to use the smartphone publishing channel. The implementation of cross-media publishing by media firms must always be based on a model that considers and responds to the demands of their prospective audience.

Newspapers

We may begin building the adopting model for the example of a news publication based on the information provided above. When a newspaper uses cross-media publication, the WWW version of the newspaper is the first alternative channel that is used. Thus, it represents the model's first stage. PDF is a different route that is simple to adopt and enhances the newspaper's website. In the newspaper's printed form, post-editorial production already utilizes PDF. The info-alert channels are the second potential channel that newspapers may use to inform their readers about breaking news or draw readers to the newspaper's website or print edition. The RSS channel is very easily implemented. It just needs a certain file type to be created. The email channel operates in a similar manner. Regular newsletters may assist readers stay updated about the news items that are made available on the newspaper's website. Twitter may be included under this as well. Users of the Internet who want to stay up to date on breaking news seem to be becoming more and more interested in this channel. Implementation is simple [10].

In terms of execution, the SMS channel is rather different, yet there are several businesses that focus on providing such services. The SMS channel is particularly appealing to newspapers interested in cross-media publishing due to the widespread usage of mobile phones in various nations throughout the globe. The majority of the time, readers must pay a subscription fee to access this service. The blog channel allows for two-way communication between the newspaper and its readers and is simple to deploy. The success of this channel will rely on how readers feel about interacting with the newspaper and how ready the newspaper is to engage in direct communication with its audience. Of course, the readers' experience with utilizing blogs is another aspect.

The webcasting channel presents a unique situation. It is distinct from the other channels since it obligates the newspaper to create a unique media product. This channel may be used by publications that are part of the same media organizations as radio and TV stations, or it can be used in conjunction with them. Following a web channel upgrade, the social network channel is often activated automatically. Newspapers like it to connect with young people who often use social media. Following the creation of a website, which is the first step of the model, all the channels that were previously discussed make up the second stage. The third stage is made up of the remaining channels, which are launched under certain circumstances.

As we've already indicated, the adoption of the smartphone and mobile channels is more specifically based on how well-liked they are among readers. For instance, business professionals are extremely likely to own smartphones, thus a financial newspaper that caters to this particular readership may decide to use this channel. The t channel is the last channel we've added to the third stage. ts are a kind of computer that are becoming more and more common. In order to access their news, several publications have created specialized ts apps. Most of these programs provide users a straightforward copy of the newspaper's Web edition. Naturally, some publications have created applications that are especially suited to the demands and capabilities of ts. This channel has a strong acceptance rate, and many people think that in the near future it may replace traditional newspapers as one of their primary publication platforms.

CONCLUSION

In conclusion, For Greek journalists and news organizations, cross-media publication has emerged as a crucial tactic for adjusting to the shifting media environment and satisfying the demands of various audiences. Implementation success depends on overcoming technical obstacles, comprehending audience segmentation, and creating long-term income streams. Greek journalists may take use of possibilities provided by digital technology, interact with audiences on many platforms, and guarantee the continuing effect and relevance of journalism in Greece by adopting cross-media publication.

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Special Issue

ECONOMICS OF ONLINE JOURNALISM: DIGITAL NEWS INDUSTRY CHALLENGS

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ABSTRACT

This chapter explores the economics of online journalism, examining the financial models, revenue streams, and sustainability challenges in the digital news industry. It investigates the transition from traditional print media to online platforms and the implications for news organizations' economic viability. The study analyzes various revenue models, including advertising, subscriptions, donations, and sponsored content, and assesses the impact of digital disruption on journalism's financial landscape.

KEYWORDS: *Advertising Revenue, Business Models, Content Monetization, Data Analytics, Digital Subscriptions, Distribution Platforms.*

INTRODUCTION

The adoption model for radio stations is then created. Similar to a newspaper, a radio station uses the WWW as its initial alternative channel when implementing cross-media publication. The webcasting channel, or real-time streaming of the radio show via the Internet, is the next channel to be launched. This channel is simple to set up since it uses less bandwidth and makes it possible for the radio station to be heard worldwide. Given that many radio stations solely use the Internet to transmit, it is important to keep in mind that webcasting may be the only channel that a radio station implements. The info-alert channels are the next likely channels to be created in order for a radio station to inform its audience about breaking news or to entice listeners to its program. The ease of implementation and opportunity for two-way connection between the radio station and its audience make blogs and social network channels popular alternatives for radio stations. The deployment of these channels is dependent on both the audience's willingness to communicate with the station and the station's desire to engage in direct communication with its audience.

Another element that should be taken into account while using blogs and social networks is audience familiarity. The second stage of the model is made up of everything listed above [1]–[3].The remaining channels, which are launched under certain circumstances, make up the third stage. As we've already indicated, the adoption of the smart phone and mobile channels is more specifically based on how well-liked they are by listeners of radio. The cheap production cost forces us to include the PDF channel along with all of the previously mentioned channels, despite the fact that it does not seem like an appealing channel for a radio station to employ in order to communicate information to its audience. Radio stations may utilize the PDF channel to

provide specific information that consumers may print off simply, such as the program schedule or other general or financial information the model that was just mentioned. The model's focal point is the World Wide Web and webcasting channels. The four push channels, in addition to blog and social network channels, are all part of the second stage. The PDF channel and channels that specifically target users who are in possession of smartphones and/or ts are included in the third stage.

TV Channels

The suggested model for TV stations differs in one way from the radio station model discussed above. This is mostly due to the variety of products they provide. More specifically, the WWW channel is the single component of the model's initial stage. TV stations find the webcasting channel appealing since it enables them to connect with distant audiences. However, there are certain challenges with this channel's implementation. More specifically, the creation of the material is simple since it is the foundational output of the TV station, but the dissemination stage requires a significant investment of resources. This is as a result of the fact that video webcasting uses a significant quantity of bandwidth, and the price rises as more people are served concurrently by the station. Of course, one might argue that the solution to this issue is to lower the broadcast's quality. However, there is no assurance that viewers would find the poor quality webcasting to be a compelling channel.

Although there are TV stations that only transmit their programs online, it is important to note that their number is far lower than that of Internet radio stations. Webcasting is therefore included in the second stage of the suggested paradigm together with the info alert channels, blogs, and social network channels. The TV station uses the info-alert channels to notify viewers of breaking news or entice them to watch a certain show. Implementing Twitter, RSS, and email channels is quite easy and affordable. The cost of SMS is greater, but the fact that mobile phone networks are so widely used across the globe makes up for it. Blogs may be used by TV stations to interact with their audience. Usually, the station's journalists publish to blogs, and readers may engage with them by leaving comments on their articles. Many TV shows also have their own blogs. Another channel in the second stage is social networks, which is ideally suited for TV stations that cater to younger viewers. The third stage is made up of the remaining channels, which are launched under certain circumstances. You may utilize the PDF channel to communicate with your audience. Radio stations and newspapers often employ these channels because they are more likely to want direct engagement with their audience, even though all three models have channels that permit two-way communication.

DISCUSSION

This article examines the economics of internet journalism with a particular emphasis on the quest for a workable business model by the news sector. To start, we provide a brief overview of the news business using the value chain approach. Next, we take into account the unique qualities of news as an economic commodity. These traits create the groundwork for the commercial difficulties that news producers will have, both in the digital and analog futures. The conventional business structures of print newspapers and television news were clever responses to the unique difficulties of delivering news as a paid commodity. However, they were dependent

on a particular set of circumstances that began to disintegrate some 30 years ago and quickly vanished with the emergence of the Internet as a mass communication network. It is easier to comprehend the scale of issues that internet news providers confront today when we are aware of these old structures and the forces that work to undermine them.

News organizations and journalists have never-before-seen chances to innovate and enhance how the public receives news thanks to digital and internet technology. However, as this article argues, these technologies also make it more difficult to find the economic models that would allow for the continued production of high-quality journalism as a paid service in the twenty-first century. How should businesses react to these difficulties? What are the commercial prospects and income sources they can capitalize on? Although there have been many proposals, there are still no conclusive solutions. A typology of seven commercial models for the future of internet journalism is provided after examining the many choices. All those interested should be able to closely follow the evolution of the internet news industry in the years to come thanks to these ideal kinds and the underlying economic analysis.

The Value Chain of News

The value chain depicts the series of technologically and strategically diverse tasks that a company must complete before it can create and provide its product or service to consumers. Similar to this, the idea of the news value chain is used to define five different tasks that the news business must do. The first action is the creation of news content, or the writing of news articles by writers and journalists. At this point, journalists provide value by choosing stories, gaining access to sources, gathering data, assessing its importance and veracity, and turning it into compelling narratives. The packaging of the content is the second step. Here, editors offer value by choosing and compiling news items into the master copy of the print publication, a TV broadcast, or an online news service, potentially together with additional material.

Reproduction and distribution of material occur in third and fourth, and they are often handled by technical divisions. These are distinct activities or they are intertwined, depending on the media. Marketing and sales are the last activities, which are often placed at the end of the value chain even though they are conceptually intertwined with the earlier activities. In the case of news media, they include not just the news market that is, the marketing and sales of news to readers, viewers, listeners, and internet visitors but also and for certain media, even primarily the advertising market, or the marketing and sales of advertising slots to businesses [4]–[6].

A Vertical Breakdown

In the past, a typical newspaper firm would handle all five value-adding tasks. Thus, there was vertical integration in the newspaper sector. However, the current news sector is more prone to vertical collapse. Different businesses engage in various activities. Take the news online. The provision of the fixed and mobile network infrastructures, transport and routing services, user access and payment services, and other soft- and hardware essential to online reproduction and distribution is carried out by a variety of participants. News aggregators focus on news packaging, whereas news agencies and independent journalists concentrate in news creation. Additionally to their function in distribution, search engine and aggregate providers draw some

of the marketing and sales efforts to themselves. Finally, users may become involved in news generation, packaging, and dissemination, for instance via social media.

A more complicated news business is the outcome of vertical fragmentation. For access to viewers and a cut of the revenues, more specialized players with diverse backgrounds and strategy philosophies compete with established news sources. Think about the fresh difficulties that internet middlemen are presenting to conventional newspaper producers. For instance, Apple's new subscription policy for newspaper applications granted the company 30% of the revenue and kept customer information in-house unless consumers choose to provide the publication their personal information. These developments prevent collusive conduct and promote more industrial competitiveness. They could lessen chances for businesses to make long-term investments in providing all people with high-quality news, which is still the industry's most significant social obligation.

The Strangeness of News as an Economic Product

The statement that news is not merely another product has nearly become a cliché. Undoubtedly, news serves significant political and social purposes that are essential to contemporary western democracies. However, news also stands apart from conventional economic items in a purely economic examination due to its special economic features. These traits provide context for why it is challenging and perhaps impossible to generate and market news as a product. First copies that cost a lot and non-rival consumption. The high first copy costs of news are its primary unique economic feature. News production is costly. It calls for expert human work. Events must be reported by journalists, and editors must combine these reports into appealing services. Additionally, prices are independent of how many people utilize a news offering. Of course, the number of resources used and the size of the audience may be related. However, the expenses of news creation are set once a news service's reach and standards are established. It makes no difference if a thousand or a million individuals utilize the news service in the end.

The fact that news suppliers may experience significant economies of scale is a significant consequence of the high first copy costs. The average cost of creating news decreases as the number of clients increases since more individuals can afford to pay for the initial copy. One may even argue that news markets are monopolies by nature. Since rival suppliers duplicate news production expenses, a monopolist might supply services to all clients more effectively than they could. Another effect is that prospective new competitors, who often operate on a smaller scale than established players, suffer high entry hurdles to the market. They begin with a considerable financial disadvantage. These implications help to explain why there is a significant amount of editorial collaboration in the news business in reality and why for a long time many smaller news outlets disappeared while few new ones emerged. The consumption of news is non-rival, which is the other side of the high first copy costs. Utilizing news does not make it complete; following usage, another person may use the identical news. This implies that news is not rare after it has been created. This trait is shared by both media and intangible goods, including news.

Special Issue

A Non-Payer's Exclusion

The second unique quality of news as a commercial good is that its suppliers find it challenging to exclude non-customers from utilizing it. The preceding traits are connected to this one. Users may readily share or transmit news since it never ends when utilized and because its prices do not rise as more people use it. For instance, 21% of national and local paid newspapers in the Netherlands are distributed among friends, family, and neighbors. Readers of online news may also share noteworthy news stories on their own blogs. And in a two-step information cycle, avid news consumers share information with less interested folks.

These instances show how historically, a medium's technical features have influenced the actual degree of non-excludability. Unless digital rights management technologies are employed to prevent non-payers from accessing digital signals, printing and providing a print copy of a document, for instance, is more costly than making and distributing an electronic copy. The significant effect of non-excludability is that commercial suppliers, particularly in the web but also in the print environment, cannot secure client payment. This severely restricts suppliers' ability to sell their goods on the market, much to what happened to the music business.

News as a Public Service?

The features of a pure public product are perfect non-rivalry in consumption and perfect non-excludability of non-paying clients. National defense is a classic example. No matter how many individuals profit from something after it is made, they cannot be excluded, even if they did not pay for it. Furthermore, it is not economically sensible to exclude clients who are not paying. It would decrease the number of persons making money off the products without correspondingly lowering manufacturing costs. Thus, overall wellbeing would decline. For these reasons, the government instead creates or finances public goods rather than leaving them up to the market. Since news has qualities of a public benefit, the issue of whether or not government should also offer it as a public service emerges.

Merit Beneficial Externalities

There are two other justifications for government funding of news production. The first is that news is good on its own terms. Customers often underestimate the advantages of reading the news. Since they don't know the product's true worth, they aren't as eager to spend as much as they ought to. Even though we may not really like them, these are things that are good for you according to conventional use. One such instance of a merit good is education.The second claim is that reading the news produces advantageous externalities. People who are well-informed help not just themselves but also society as a whole. Future society, for instance, benefits when individuals make wise judgments about environmental or educational policies. These society advantages are advantageous externalities that the main economic actorsin our example, readers of news cannot exploit. They don't get compensation for the advantages their acts provide to future people, a third party. This is problematic since it makes it impossible for people to fairly compare the advantages and disadvantages of purchasing news.

The unfavorable result is that consumers purchase less news than they would have if externalities were internalized and users were to individually reap the rewards of their purchases.The

government may compensate news consumers by, for instance, lowering news prices as a means to internalize positive externalities. Governments may also lessen the detrimental effect of merit excellent character on news consumption. This line of thinking leads to the conclusion that there are practical solutions to the issues that result from the merit good character and positive externalities of news consumption. These solutions include subsidizing news providers, partially or completely exempting news from VAT, and publicly funding news - common practices in many western democracies.

Purchasing News?

Overall, it was found that customers are not prepared to pay the true value of news, despite news being a merit product with favorable externalities. Because news is not scarce and cannot be traded on markets like ordinary economic items due to the features of high first copy costs, non-rival consumption, and non-excludability. Together, these traits suggest that it is challenging for businesses to create news as a commercial commodity that is offered to customers at a profit. In the next section, we go through the temporary solutions that newspaper publishers and TV news outlets came up with to this issue. Traditional newspaper and television news business models' ascent and decline. The core components of a firm are encapsulated in its business model. It describes in economic and technical terms how businesses may meet the demands of a specific consumer group at reasonable prices and turn a profit in the process. It comprises a rudimentary explanation of the item, the requirements it fills, how it is made, and the sources of income for the supplier. The conventional financial structures of newspapers and TV news are unique to the time periods not more than 150 and 50 years, respectivelyin which they were successful as mass media. They served as the main information providers on current events and the main brokers of public discourse at the period. They drew passionate audiences and enjoyed respect in their own communities. They mattered and that eventually led to their becoming professional enterprises. Content bundles for marketplaces with many products.

The fact that newspapers and TV shows are collections of many forms of material is a significant trait. They provide news articles on a variety of subjects, as well as various forms of advertising, information about services, and entertainment. The completed package offers a complete offering that appeal to both popular and marginalized tastes. Bundling was the most effective and sometimes the only feasible approach to meet the diverse requirements of a heterogeneous consumer base in the twentieth century given the printing and broadcasting technology that were then available [7]–[9].The inclusion of ads to the editorial bundle transforms newspapers and TV newscasts into goods that are sold on dual product marketplaces, which is a significant example of bundling and essential to the commercial success of newspapers and TV news. On the news market, providers provide consumers news material in return for cash or attention, while on the advertising market, they sell access to audiences to businesses. Publishers and broadcasters were able to get around the challenging issue of earning enough user income to cover the expenses of news creation by relying on advertising revenues. Viewers exclusively watch news and commercials on commercial television, and the income from advertising is nearly completely what keeps the networks in business. In the newspaper industry, advertising accounts for between 50 and 80 percent of total income. Reader revenues often only cover the expenses of publishing and delivering news, not the costs of news creation.

Position of Dominance

By grouping their products together, news organizations were able to distribute their content to a big audience using a single, mass-produced product. The providers benefited from this. Greater audience reach makes news services more appealing to advertisers and increases advertising income. The average cost of supplying news consumers and advertisers might be decreased when suppliers achieve economies of scale in news creation. Together, these traitsalong with the limited availability of TV frequenciesled to an increase in market concentration, rising hurdles to entrance, and growing economies of scale.

Prior to the development of cable TV and the rise of the World Wide Web, when newspapers and TV news were at their peak, consumers had fewer TV channel options and a single newspaper increasingly covered local and regional communities. There are no alternatives to newspapers and television for informing society and promoting discussion and public discourse. Thus, both in their own businesses and within society, publishers and broadcasters had a strong position. Few people were able to go through their barriers and reach local, regional, and broader masses. TV stations and newspapers were relied upon by companies, politicians, non-governmental and governmental groups seeking public exposure, as well as by consumers seeking information on current events.

The commercial success of newspapers and television news is finally explained by their dominating position. It was founded on a historically distinct scarcity in the routes of distribution. That finally allowed them to provide unique value to users and marketers while also turning a profit.

Distribution Scarcity Will Disappear

The foundations of newspaper and TV news business models were impacted by technological revolution and the consequent emergence of new rivals. The introduction of television news was the first threat to newspapers. Later, cable networks and other TV channels began to pose a greater threat to newspapers and established TV news outlets in the news and advertising industries. This led to a greater emphasis on short-term profitability, employee and expense reductions, an overemphasis on advertising demands, and an increased dependence on press agency materials. These changes, of course, differed from nation to nation. However, the overall picture shows that print newspapers and TV newscasts are losing their market share and respect. They are less significant.

Then the Internet or more specifically, the World Wide Web arrived, transforming it into a popular, universal platform for communication and dissemination. The ability of any company or person to replicate and distribute material to any audience around the globe at essentially no cost is a feature of the Internet that is essential to understanding its commercial effect. This effectively puts an end to the distributional scarcity that characterized the time before the Internet [10].Disintermediation, or the actual elimination of intermediaries from the value chain, is one significant effect. Disintermediation in the news business refers to the ability of sources and marketers to connect directly and on their own terms with their audiences by avoiding news media. Disintermediation essentially indicates that the news media's monopoly over public communication has ended.

Rising Level of Competition

Furthermore, the cheap cost of internet distribution suggests that there aren't any urgent technical or commercial requirements to combine material into full-featured goods. As an alternative, suppliers employ web technologies to affordably provide unbundled material to smaller audiences. This allows businesses to specialize and provide users greater value. Online businesses may simultaneously aspire for reach (reaching a large audience) and richness (offering a custom product). For instance, contrast a collection of local predictions that are accessible online with the national weather forecast that is included on a TV news program. For newspapers, the rise of specialized classified ad websites like Craigslist and Monster board poses the greatest danger to unbundling. These reduce significant income, on which newspapers have come to rely more and more since losing some of the display advertising market to television. Of course, news organizations may and do try to create rival services. However, it is doubtful that they will generate enough income from classified advertising to keep cross-subsidizing journalistic material.

The massive growth in competition in news markets, particularly from free news sources, is a major danger to the industry. Users now have access to a much wider range of news services thanks to the elimination of costs associated with online reproduction and distribution, including free online services offered by commercial and public broadcasters, newspaper publishers experimenting with online publications, net-native news services, and Internet service providers like AOL and Google that do so in order to attract more customers to their main line of business.

Ironically, established news outlets aided the creation of new rivals. Many new news outlets purchase, duplicate, or aggregate their news from established outlets and news organizations. In a perfect world, established news organizations would have stopped the growth of the free news industry by agreeing to charge consumers and new rivals for content. In reality, though, one of the incumbents will always succumb to the urge to break ranks and provide news for free while everyone else charges for it. It is quite improbable that service providers in a worldwide market like the one for internet news would be able to address this issue through concerted action. This proves that free news will continue to exist.

CONCLUSION

In conclusion, online journalism's economics are complex and ever-changing. The problems posed by digital disruption must be navigated by news organizations as they investigate new income models and operating procedures. For internet journalism's economic models to be viable, diversification, innovation, and audience-centric strategies are essential. News organizations may work toward financial sustainability while continuing to provide high-quality journalism in the digital age by using advertising, subscriptions, contributions, sponsored content and strategic partnerships.

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BUSINESS OPPORTUNITIES FOR ONLINE JOURNALISM

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ABSTRACT

This chapter investigates the business opportunities available for online journalism in the digital age. It explores the evolving landscape of online journalism, the emergence of new digital platforms, and the potential revenue streams for news organizations. The study analyzes various business models, including native advertising, content marketing, data-driven journalism, and innovative storytelling formats.

KEYWORDS: *Advertising Partnerships, Content Marketing, Data-Driven Journalism, Digital Subscriptions, E-Commerce Integration, Event Sponsorships.*

INTRODUCTION

Users now have a large selection of generalist and specialized online news sources to pick from as a result of these changes. These include online versions of well-known offline services like the Financial Times, Bild Zeitung, BBC, and Associated Press, as well as general or focused news services provided by online service providers like Google, Yahoo, and CNET. There are also a variety of general and specialized news and information services offered by amateurs, professionals, and bloggers, such as the Huffington Post and Drudge Report. A significant amount of information overload results from the variety of news sources accessible combined with an endless number of additional informative, communication, and entertainment services. Here is where new, successful intermediaries join the market and new forms of bundling and intermediation arise. A single point of access to news from several sources is provided by news aggregators. Users may traverse the internet and discover the information they need with the aid of search engines. These new intermediates provide value by balancing the infinite supply with the limited availability of human time and attention, which is where individual consumers are most in need of it.

By doing this, they build audiences, whose limited attention they then sell to companies, organizations, news outlets, and advertising that want to get in touch with prospective consumers and customers but are having trouble doing so due to the internet's clutter [1]–[3].As a result, there is increased rivalry for news suppliers on news markets as well as particularly fierce competition in the advertising and attention industries. This impacts news media's abilities to cross-subsidize editorial content with advertising income more profoundly than just increasing the influence of marketers and endangering editorial independence. This directly raises the issue of how news organizations will be able to pay their expenses of news production if not turn a profit under these new circumstances. Professionals and academics praised 'internet-specific'

characteristics in the early days of the World Wide Web, in the mid- to late 1990s, as revenue potential for news providers. These attributes include multimedia, personalisation, immediacy, linkages, and personal and content engagement. These traits set internet news media apart from traditional news sources. They boost an online service's worth in the local market in ways that print and television news cannot. However, in the long-distance market, where they compete with other internet services, they do not make news services more appealing. Therefore, even if offering Internet-specific features may be appealing to customers, doing so is insufficient for a company to thrive in the era of online news.

Internet Marketing

Since the early days of the internet, advertising has been the main source of income for news publishers. Many online news sources give out their content for free to viewers before selling their eyeballs to ads. Thus, providers want to take a piece of the rising costs of internet advertising. One of the main benefits of internet advertising is that it is much simpler to customize advertising there than it is offline. This makes it possible to target advertising to specific consumers based on data gathered, for example, via required user registration.On the other side of the equation, providers utilize algorithms based on user interests and real-time visitor behavior, such as Google Analytics and AOL's Demand/ROI, to forecast and evaluate the advertising worth of news articles. For instance, a non-profit news site discovered that spending the same amount of money to generate six to twelve shorter items instead of one longer one results in much more traffic. So-called content farms like Demand Media push the boundaries of the twin arts of raising advertising value and decreasing content creation costs.

These pay independent contractors, including fired journalists, a nominal fee to publish commercial content, or articles that are expected to draw readers and then bring in advertising revenue. The market for internet advertising is very competitive. There are other competitors for access to comparable audiences that news producers must contend with. Additionally, internet visitors pay less attention to commercials since they spend less time on an online news service than they do on a newspaper or TV news broadcast. For these reasons, compared to print or television advertising, internet advertising often generates lower earnings per user. One newspaper reader, according to observers, generates as much cash as three to ten internet users. Given these factors, it is not unexpected that news organizations struggle to recoup the expenses of original reporting via advertising. They thus depend on news from a supplementary print or television edition, on free news given by news organizations and PR departments or compiled from other news websites, or on news contributed by users, volunteers, and citizen journalists.

DISCUSSION

Online Editions of Traditional Newspapers

The practice of conventional publishers completing their offline news service with online versions is a typical one in the internet news industry. The majority of the profits, which go toward news production and packaging, come from the offline versions. In addition to allowing publishers to make a claim in the online news landscape and test out online services and potential income streams, the online versions may also result in increased advertising revenues. Online versions may cover breaking news as it happens, provide space to bloggers, support community

development, and contain - sometimes edited - items from citizen journalists, social media, YouTube, and blogs in addition to presenting recognizable news articles.

Publishers' fundamental goal is that online revenues would rise at least as rapidly as print circulations do, allowing print editions to eventually be phased out and online versions to start covering their own costs while also reducing printing and distribution expenses. The Christian Science Monitor, a newspaper in the USA, is one that has already started down this path. It only publishes in print on Sundays and only online on weekdays, when most of its readers are already glued to their computers. However, in order to increase their income from advertising, several online service providers launch print versions at the same time. The Politico website serves as an example, having begun a weekly print product, which is responsible for a significant portion of its revenue. Thus, the transfer of print to internet is not yet complete.

Brand Expansions and Value-Added Services

Traditional news outlets with high-quality editorial content, extensive archives, and well-known brands may decide to include a variety of different goods and services in their online version in an effort to draw in more users, boost page views, and raise user payments. By offering insightful data on specific topics or access to older resources via online dossiers and archives, they may enhance the news service. Or they could provide value-added services, such e-papers, mobile news services, specialized news clipping services, customization and engagement elements, that help readers get more out of the news. National news publications in the UK, for instance, provide mobile services, access to electronic archives, and digital versions for a fee.

Providers may additionally market other goods, or line and brand extensions, in addition to the core news service. Products that belong to the same product line as the first news product are referred to as line extensions. Think of incidents that fit the editorial emphasis of a news agency, journalistic books, or collections of articles. Contrarily, brand extensions are unconnected to the original product yet are nonetheless marketed under the same name. For instance, selling alcohol via newspapers is commonplace. In theory, news consumers' brand devotion encourages sales of other items, while positive interactions with these extensions strengthen the company's reputation and loyalty. As much as a third of some news firms' earnings come from extensions, which provide an increasing source of income.

Offering commercial services with additional value has the potential to evolve into a value exchange optimization approach. This is a strategy where companies find their most valued, lucrative, and devoted consumers and develop their company around providing them with as many lucrative items as they can. As a result, businesses prioritize audience quality above audience quantity and provide content that appeal to that audience. They may charge for news to generate some cash, but mostly to allow users to choose themselves. User information is gathered to offer tailored advertising that attracts the precious client rather than frustrates them and to target services.

Affordable News

Another tactic is to create an online service that can be funded by a little amount of advertising money while depending on users, experts, volunteers, and citizen journalists to supply free news.

A successful and professional news and opinion site that depends on more than 6000 volunteers and no more than 53 paid editorial staff members for its material is The Huffington Post in the USA, which has a comparable online viewership to The New York Times and The Washington Post. The liberal political blog annex community Daily Kos is another such. In addition, there are innumerable tiny volunteer news organizations and blogs that focus on certain subjects or regions. Additionally, to save expenses and generate interesting content, conventional news companies also depend on user contributions and participatory journalism.

It goes without saying that the viability of such a plan is dependent on the quality of volunteer contributions in relation to the image and quality that a news service wishes to retain as well as the resources that are available for moderation and editing. In contrast to generating original news pieces, user and volunteer contributions often consist of comments and discussions on current events. Thus, conventional news companies, starting with newspapers, contribute a significant portion of the news for voluntary news services.A specific kind of new entrant, known as a news aggregator, competes with market leaders by sharing their material for free. They provide a thorough rundown of news gathered from several sources, most notably conventional news outlets. Some merely compile headlines, while others include summaries as well. Others, like Google News, choose and show news automatically. Some choose news manually, some contribute their own content.

These news aggregators may provide a free service that can be paid for with advertising since they rely on a steady supply of news articles created by conventional media. To increase advertising profits, the major issue is to draw in as many viewers as possible. Online users are less likely to visit conventional providers' homepages as a consequence, preferring instead to go straight via a news aggregator to a specific news article or even just the summary that the aggregator offers. Due to the fact that homepages, in theory, provide a significant portion of internet advertising sales, this lowers incumbents' advertising profits [4]–[6].

Pay-To-Read News

The primary substitute for depending on commercial services or advertising money is to charge for news. Though it is not very common, charging for news is a business concept that is regularly considered. The biggest issue is that many consumers may quickly locate free alternatives. Therefore, content providers run the danger of losing a significant portion of their audience and therefore, their advertising earnings. Typically, the smaller paying audience's revenues are insufficient to bridge the deficit.

Micropayments development is hampered by similar issues. Despite the success of iTunes in the music sector, the notion of selling individual articles for extremely low costs momentarily gained popularity before dying out. One reason is that the news sector has a harder time than the music industry getting enough sales of goods to support the setup and operating expenses of a micropayment system, much alone turn a profit. The fundamental causes are well known: music songs are in higher demand and command higher costs than news articles, which are utilized just once and compete with numerous free replacements. Additionally, the news industry lacks a few large firms who might launch a micropayment system, much as the five main music labels did for iTunes. Additionally, it seems that newspaper publishers are less willing than music labels to

cede control of important consumer relationships to influential online actors or to rely more on them for online advances.

Therefore, unless suppliers have something really special to offer something that cannot be readily accessed for free elsewhere on the internet charging for online news is a losing approach. The Wall Street Journal's online version, which charges since 1996, serves as the classic illustration here. Because it offers distinctive, well-respected financial and business news, The Wall Street Journal can charge over a million online members around $100 each year. Since 2010, News Corporation has charged £2.00 per week in the UK for access to The Times and The Sunday Times' combined online content. In a separate league, Orange bloods charges $100 annually for what no one else can provide, which is year-round coverage of Longhorns recruiting in the USA. Access to news is limited by fees. Additionally, it mandates that suppliers focus their limited resources on creating exclusive news that appeals to paying clients rather than creating or acquiring all-encompassing public news. Thus, charging might alter news reporting's emphasis in unanticipated ways. As a consequence, specialized goods that cater to the demands of tiny but affluent elites are becoming more prevalent in paid internet news services, much to how some envision conventional print newspapers evolving.

NGOs and Government Financing

News providers may rely on chari contributors to pay for news instead of charging consumers. Journalists and publishers are increasingly looking for funding from foundations and angel investors to help defray some of the expenses associated with reporting. The J-Lab at American University reports that between 2005 and April 2010, news media businesses received around $143 million in foundation funding. According to... CJR, more over half of it has gone to twelve investigative news groups. Others like Spot. Us, a platform created by the nonprofit Center for Media Change and partially supported by the Knight foundation, ask the public to sponsor articles on important and perhaps overlooked topics.

Some pundits call for more government assistance for the media. Governments often give public broadcasters in Europe with funding so they may provide, among other things, TV and internet news. The famed BBC news website is one such. The creation of an independent trust, funded by a ten-year tax on broadcast advertising revenue, a tax-credit system in which every citizen would be allowed to give a $100 donation to any creative outlet, including journalism, and one-time subsidies for the development of electronic papers are among the ideas proposed in the USA.

When we take into account the public and the merit excellent nature of news, government, foundation, and community funding for the creation of quality news makes economic sense. If providing access to high-quality news is crucial for society, even when individual users are unable to pay the entire cost, then public-interest groups should give the funds that markets are unable to. Publicly financed news sites, which often provide high-quality content for no cost, make it even more difficult for private companies to profit from the news or attention markets. In addition, chari financing often has a time constraint and is allocated to certain initiatives. It makes news organizations more susceptible to pressure from groups that seek to use their financial clout to further their own news agenda as well as to abrupt changes in donor trends.

Online Stores and Regional Platforms

Online news providers have the option of expanding their news services' commercial offerings and transforming them into information-annex e-commerce platforms. The basic notion is that news services use their prominence and the trust they have to support a variety of business dealings. Customers may use the news service as a reliable source of consumer information and as a gateway to online merchants, whether this is the case or not. Suppliers may also depend on the news service to get desired customers into their establishments. The quality and extent of the news and services provided on the platform may vary depending on the platform's intended demographic. However, news organizations that adopt this model must navigate a tightrope between commercial potential and user credibility.

One particular model that is frequently mentioned and advised in the trade literature is the local platform model, which combines commercial and, possibly, transactional services with all types of locally relevant content into one local platform, including news, business information, blogs, opinions, user-generated content, and advertisements. For instance, Patch Media, which is owned by AOL and operates a network of hyperlocal websites in the USA, uses this method. Commercial broadcaster STV created a number of neighborhood-focused websites in Scotland in 2010; Telegraaf Media Group is creating its own hyperlocal platforms in the Netherlands; and Hamburger Abendblatt launched Mein Quartier in Germany. Additionally, there are grassroots and other locally-based non-profit projects with a focus on the community as opposed to business. Examples include the not-for-profit MinnPost, which offers high-quality journalism for people who care about Minnesota, and the civic social network Harringay Online in north London. The significant market positions held by non-newspaper firms in these local news markets are likely what stand out the most overall.

News as Knowledge

One last tactic for news organizations that can become well-known in the future is to participate in the experience economy. Compared to commodities, mass-produced things, and intangible services, experiences are a distinct kind of economic output. Their individuality need of the buyer's active or passive engagement and premium pricing make them distinctive. Staging news experiences would be a means for a news provider to make a profit in a market where providing basic newsnews as a commodity with no unique characteristicsis no longer profitable.One can only imagine what experiencing news personally would be like. Users following or virtually traveling with journalists to a certain location or nation where significant events occurred might be one component. Another alternative would be to deliver news as a virtual reality in which consumers might spend some time seeing locations and experiencing events as if they were really happening [7]–[9].

Online Journalism's Value

Finding the value that they and their journalists can bring for customers is the fundamental difficulty that suppliers confront when creating online business models. Naturally, news services continue to provide comfortable satisfactions. They offer information on current events and practical issues, provide people conversation starters, may amuse and assist users pass the time,

and may even be used out of habit. However, given the many competing goods and alternatives that provide the same or comparable satisfactions, this is no longer adequate.

Lower Transactional Expenses

The expense associated with planning and carrying out economic activities, particularly purchases, is a significant source of extra value added. When news organizations connect suppliers with prospective consumers, they may facilitate targeted advertising and business transactions that are valued by both users and sellers. Local platforms, for instance, contribute to the value by improving the efficiency of purchasing and allowing consumers and merchants to save precious time and attention. In connection with this, suppliers could give one-stop access to pertinent news and public affairs data, whether it be local, international, or national news and discussions. Once again, these services lower the expense of information search. When a certain caliber of news, suppliers, and goods is chosen and made accessible under the name of a news service, more value may be produced.

Reportage Value

The creation of fresh tales that follow established journalistic standards is a traditional source of added value. By giving accurate reports of events as well as context, background, and interpretation, good journalism continues to create journalistic value for anyone interested in public affairs. Today, however, journalism must also be presented in engaging and inspirational ways in addition to providing information. Users may desire the ability and invitation to choose topics, contribute content, share interesting articles with online friends, assess the necessity of journalistic judgments for themselves, compile their own news stories, get to know the journalists they rely on personally, learn about their individual reporting experiences, and personally experience the news.

For journalistic news sources, focusing on the satisfaction of some of these criteria may be a smart strategy to increase participative value for clients and set themselves apart from the endless rivals [10].Finally, by giving individuals access to others and encouraging communication inside and across communities, providers may offer value to community development. Local platforms, for instance, might strengthen or develop local identities. Politically focused news sites assist politically active networks and provide access to like-minded individuals. Other news sources could encourage participation in societal activities or the growth of social and cultural groupings. Users may be willing to pay more attention to or even more money for news services that provide this value if they value these opportunities.

CONCLUSION

In conclusion, online journalism has a broad variety of commercial potential in the digital era. By using native advertising, content marketing, data-driven journalism, and creative narrative forms, news organizations may diversify their income sources and create long-term business models. News organizations may succeed in the digital environment and guarantee the future viability of online journalism by adopting entrepreneurial techniques, comprehending audience dynamics, and building cooperation with pertinent stakeholders.

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IDEAL-TYPE BUSINESS MODELS: THEORETICAL FRAMEWORKS

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ABSTRACT

This chapter examines ideal-type business models in the context of various industries, exploring their key characteristics and implications. It analyzes the concept of ideal-type business models, which represent theoretical frameworks that capture the essential elements and structures of successful business models. The study explores different ideal-type business models across industries, such as platform-based models, subscription-based models, freemium models, and marketplace models.

KEYWORDS: *Advertising-Based Model, E-Commerce Model, Freemium Model, Marketplace Model, Membership/Subscription Model, On-Demand Model.*

INTRODUCTION

Seven ideal company concepts were created from the examined choices. The high-quality news model, which serves professionals with exclusive, top-notch need-to-know news at a premium price, may be found at the upper end of the news market. Next, under the value exchange model, publishers with well-known brands give top-notch news to draw in high-potential clients, who are often from socially rich groups. They make money by offering these clients line and brand extensions. Both methods limit who has access to high-quality material. Instead, the third model's news experiences could draw greater audiences from individuals who consume news more seldom. In all three models, suppliers pay substantial first copy expenses and participate in content development. Due to the high expenses, it is expected that these providers will seek to maintain complete control over distribution, marketing, and sales as well as pursue strong connections with end customers.

The public good model is the fourth kind. Here, non-profit service providers make up for the deficiency in direct user contributions by chari assistance, government financing, or a combination of the two. These service providers, which might range from a local community platform to a national public broadcasting news service, give excellent news to smaller or bigger audiences. They specifically cater to audiences and demands that aren't met by other high-quality news sources. The initial copy costs for public good suppliers are substantial, much as the other three business models. To become more appealing to local or national audiences, improve their income base, and better defray expenses, they may embrace components of the value exchange and local models mentioned above. In order to reach a broader audience, they may also share their news through commercial news outlets as part of their public duty [1]–[3].

The local platform model, the fifth model, is being adopted by providers that want to become the go-to source for all locally relevant information and services, such as news, business and commercial information, and transaction services. Transaction fees and advertising are the major sources of income. The free news model used by news aggregators and the free comment and discussion model used by volunteer news blogs are two additional models where direct user payments are inadequate and advertising is the primary source of income. These later models' adopters focus on packaging and distribution and outsource the creation of content to other businesses or volunteers.

The Evolution of Online News Business

Providing news is a difficult industry. It is challenging to market news as an economic good at its true worth to consumers because of its unique qualities. Newspapers and broadcasters get around this issue by indirectly funding news with ad income. But when the Internet eliminated distribution scarcity, it fundamentally changed the circumstances that made their business models possible. The business opportunities to finance such reporting are therefore rapidly declining at the same time that digital and online technologies present enormous opportunities to develop innovative reporting with multimedia, hyperlinks, user involvement in all stages of the news value chain, immediacy, and personalization. Many business concepts and revenue models have been put out and tested. Unlike the business models of newspapers and TV news, a clear and widely accepted business model that supports the ongoing production and broad distribution of quality news by commercial organizations has not yet been identified, and it is unlikely that one will do so anytime soon. Instead, for a while, providers will continue to test out numerous commercial prospects, integrating them into distinct ad hoc and context-specific models.

The ability of viewers to pay for news is a critical future unknown. Due to the widespread availability of free news in the twenty-first century, consumers have a propensity to undervalue it, which, at least among the target audience, results in a resistance to paying for news at all. It is uncertain if this will continue to be the case in the future. When suppliers provide more value or when the downward spiral of dropping profits and deteriorating news quality reaches its lowest point, maybe consumers will come to the conclusion that news is worthwhile paying for. The free World Wide Web could eventually give way to a market for mobile applications where payments are increasingly commonplace. Except for providers who serve wealthy elites and a few foreign providers that deliver low-cost news to worldwide audiences; it will generally be harder than in the past for commercial providers to recover the expenses of news development and packaging. Maintaining inclusive, high-quality news services that cater to people in society who are neither highly interested in news nor willing to pay for it is thus the largest problem. To solve the issues brought on by the merit excellent character and beneficial externalities of news consumption, charity and public assistance are still needed. This is unchanged by the shift in how news is distributed from printed media and radio to digital networks.

DISCUSSION

Crowd sourcing Investigative Journalism: Help Me Investigate

One subject regarding the World Wide Web that keeps coming up in scholarly and popular writing is the reduction of the barriers that prevent people from working together to achieve a

shared objective. The function of formal organizations, especially news organizations, has changed as a result of the emergence of the network, whether it is building the largest encyclopedia in the world, disseminating information about a demonstration, or finding a stolen phone. Two instances of this phenomena were found while doing research for a book on blogs and investigative journalism. The first was an experiment by The Florida News Press. After getting calls from readers who were upset about expensive water and sewage hookup fees for newly built houses, the newspaper, lacking the internal resources to follow up on the leads, decided to enlist the assistance of its readers. The outcome is by now recognized as a classic example of crowd sourcing - outsourcing a project to the crowd or what Brogan and Smith define as the ability to have access to many people at a time and to have them perform one small task each:

Readers spontaneously put together their own investigations: retired engineers examined designs, accountants scrutinized financial sheets, and an insider who had information about bid-rigging revealed data. The second instance didn't involve a major news outlet and involved tainted pet food in the USA. In reality, the lackluster mainstream chur- nalism that drove bloggers and Internet users to start researching the topic was what they were most upset about. The output from the hundreds of blogs included anything from the most recent news and helpful advice for pet owners to the creation of a database that claimed the official number of pet fatalities documented by the US Food and Drug Administration was wrong by thousands. One website, Itchmo.com, which was the source of the disputed pet food, became so well-known that China banned it. The remarkable thing about both instances was that crowd sourcing had two distinctive characteristics that were especially pertinent to media's function in a democracy, in addition to the fact that individuals could unite to generate investigative journalism.

The first was interaction: for six weeks, the News-Press's article drove more visitors to its website than ever before, excepting hurricanes. These findings were unexpected and positive for publishers since investigative journalism sometimes deals with very dry subject matter that has to be made appealing to a larger audience. The second characteristic was subject: the report about the tainted pet food was out of date and an unnecessary waste of resources in terms of mainstream news standards. It seemed that the investigative model based on crowd sourcing may provide a method to look into issues that were of public interest but that commercial and public service news organizations would not find worthwhile of their time. Crowd sourcing, more generally, was shown to function best in areas that are not core to your product or central to your business model, according to studies. In the early stages of the Help Me Investigate project's development, these two characteristics were to be crucial components. But first, it's important to explain the larger environment around investigative journalism, which the project intended to sit inside, before going into how it developed [4]–[6].

Investigative Journalism's Background and Current Debates

Investigative journalism is defined by De Burgh as distinct from apparently similar work done by police, lawyers, auditors, and regulatory bodies in that it is not limited as to target, not legally founded, and usually earns money for media publishers. The term is notoriously contentious and problematic; some claim that all journalism is investigative, or that the term's recent popularity is a result of normal journalism's failure to uphold investigative standards. This disagreement is a

sign of the many reasons driving the development of the genre, which include publishers' financial and marketing goals, journalists' own perception of their democratic role, and professional aspirations.

Publishers have lately argued that serious investigative journalism cannot be sustained without the resources of a print operation, using investigative journalism to defend conventional print media against internet publication. This position has become more difficult to defend as more online-only publications and journalists have received recognition for their investigative work Clare Sambrook in the UK, Talking Points Memo in the USA, and VoiceOfSanDiego.com are three examples, and as new groups have been formed to conduct investigations without any associated print publication OpenFile in Canada, the UK's Bureau of Investigative Journalism, and several other organizations. Stephen Grey's investigation into the CIA's extraordinary rendition program was made possible by the use of software like Analyst's Notebook, which allowed him to analyze vast amounts of flight data and identify leads. While computer-assisted reporting has been a part of journalism since the 1960s, increasing processing power and connectivity have played an increasingly important role in print investigative journalism. Data digitalization and the capacity to fit a lot of information on a tiny memory stick allowed The Telegraph to look into MPs' expenditures.

Additionally, hundreds of thousands of diplomatic cables and warlogs from Iraq and Afghanistan were examined by newspapers from across the globe in conjunction with the Wikileaks website. In terms of institutions, the popularity of Wikipedia sparked a slew of Wiki journal- ism initiatives where users were encouraged to contribute to editorial coverage of a specific topic or area, with different degrees of success. More recently, La Repubblica in Italy experimented with asking website visitors to vote on inquiry themes, while Spot. us in the USA took a similar strategy by asking visitors to give to crowdfund chosen investigations. The Center for Public Integrity, Public Radio International, and Global Integrity collaborated to provide a platform for examining local corruption in the United States, while Channel 4 News in the United Kingdom utilized Twitter to crowdsource information on budget cutbacks. PRI's vice president of interactive media, Michael Skoler, described the initiative as follows:

Investigative journalists like the Guardian's Paul Lewis have adopted this outreach method of crowd sourcing. He has collaborated with online groups to break stories about the role of the police in the death of newspaper vendor Ian Tomlinson, the presence of undercover agents in the environmental protest movement, and the demise of a man being deported to Angola. This is a component of Charlie Beckett's larger shift toward networked journalism. It is even more crucial for investigative journalists to utilize technology and connection to uncover hidden realities in a world where government and industry are increasingly manipulating the media. Journalists that are part of a network share the process and are transparent. They act as facilitators rather than gatekeepers, making the general public co-producers. The process is quicker and the information persists longer for networked journalists who are'medium agnostic' and'story-centric'.As one of its most well-known practitioners, Paul Lewis discusses the relevance of crowdsourcing and journalism, as well as the role that technology specifically Twitter has had in his investigations:

Crowd sourcing is successful when there is a motivation for individuals to contribute, in this instance a feeling of injustice and the fact that the official account of the events did not match the

facts. Paul had twenty trustworthy witnesses who could be located on a map at the time of the event six days after Tomlinson's murder, but only one of them had come through the conventional journalistic technique of a contact number in his notebook. Crowd-sourcing doesn't always work The most frequent scenario is that you try, but you can't find the information you're looking for Journalists need to understand the pattern of movement of information on the internet. However, Lewis does sound a note of caution regarding its vulnerability to purposefully placed misinformation and the need for verification. People in a throng on the internet seem to act like a flock of starlings, and you can't control where they fly.

Conceptualizing, Please Help Me Research

A initiative called Help Me Investigate sought to make it simpler for the general people and journalists to look into topics of public concern. This was accomplished primarily in two ways: first, by offering a technology platform that made it simpler for a group of interested parties to interact, and second, by offering journalistic assistance while they did so.With financing from the UK broadcaster Channel 4's 4iP fund and Screen West Midlands, the initiative was conceived by Paul Bradshaw, developed with co-founders Nick Booth and web developer Stef Lewandowski, and debuted at HelpMeInvestigate.com in July 2009. The first iteration of the website remained accessible up until February 2011; after that, the source code was made public and development on a new version of the website started.

The first ideas for Help Me Investigate were developed in 2007, and they drew on studies into internet journalism, community management, and crowd sourcing investigative journalism. The study specifically aimed to investigate the ideas of P2P journalism, which promotes more engaged interaction between and among users, and of prod usage, whose affordances included probabilistic problem solving, granular tasks, equipotentiality, and shared conception. The notion of breaking down the intimidating concept of a investigation into doable granular tasks, for instance, and the presumption that every participant had the capacity to contribute in some manner were at the core of Help Me Investigate's design.

Ownership of the news agenda by users themselves was a crucial aspect of this. This was partially due to the causes mentioned above, which were found in the study for the crowdsourcing inquiry into tainted pet food. The feature was also implemented because ownership was a key area of contestation identified within crowd sourcing research - outsourcing a project to a group of people raises obvious issues regarding claims of authorship, direction, and benefits. It would allow the site to identify questions that would not be considered viable for investigation within a traditional newsroom [7]–[9].The creators gave these topics significant thought. The website adopted a user interface with three main modes of navigation for investigations: most-recent-top, most popular, and two featured investigations selected by site staff. These were chosen because they were the most interesting editorially or because users were particularly interested in and active in them at that time. Thus, there was an editorial function, but it was only applied to two of the 18 investigations mentioned on the Investigations page, and it was at least in part influenced by user behavior.

Additionally, there were other sections where visitors could search for investigations based on various criteria, such as those that had been finished or those that had certain tags.A second

characteristic of the website was that journalism was only meant to be an afterthought; the investigation process itself was meant to inform users, as research suggested that in order to attract users, the website needed to fulfill their needs, which turned out to be project management-related. Since telling stories would obviously rank lower for users than it did for journalists and publishers, the problem that the site was trying to solve needed to be user-centric rather than publisher-centric. Breaking a question into smaller bits, finding someone to study those with, and getting answers were of more importance. In the end, this was summed up in the website's tagline, Connect, mobilize, uncover.

Thirdly, it was decided to include game mechanics that would make the inquiry process intrinsically gratifying. The design was altered as the website and its users developed so that challenges now began on the left side of the screen, colored red, moved to the centre when accepted, and eventually to the right column when finished. This added a degree of intrinsic joy to the activity and made it simpler to identify quickly what needed done and what had been accomplished. The theory was that users may come to like the sensation of dragging those little blocks around the screen and the encouraging feedback the interface offered.

The Guardian's MPs' expenses app accidentally investigated similar methods at the same time. Users may analyze MP expense claim forms using a UI that used many game design patterns, such as a progress bar, leaderboards, and button-based interfaces. When a second batch of claim forms were made available, the app underwent another modification, this time with a revamped user experience that placed a bigger focus on favorable reviews. According to developer Martin Belam:The team developing the program divided the second batch of papers into much more manageable tasks. Because of this, it was simpler for a tiny contribution to advance the totals and we weren't slowed down by the inertia of clearly seeing that there were many papers yet to review.

You concentrated all of the participants on one objective at a time by segmenting it into those smaller assignments and staggered their start times. So, as opposed to merely showing the progress across the whole collection of papers, they could watch the progress dial for that specific objective move much more quickly. These game concepts are not just used in video games; numerous social networking sites have adapted them to provide users a similar rewarding experience. Help Me Investigate employs certain genre norms and tropes, as Jon Hickman explains [10]:Help Me Investigate counts the number of things a user is currently looking into along with the number of challenges, updates, and completed investigations they have to their name in the same way that Twitter counts the number of followers, tweets, following, and listed users. These labels have a mechanical purpose in Help Me Investigate and Twitter by serving as hyperlinks to further user profile information. They may also be seen culturally as symbolic representations of the user's social value to the network since they provide a number and weight to the amount of activity the user has attained. As a result, they can be used to rate the user's value, significance, and usefulness informally.

In fact, this was the goal of the site's design, which was tied to another goal of the website: to enable users to develop social capital on the website and via it. To do this, users could post bios, links to their websites and Twitter accounts, as well as tag themselves. Each inquiry had its own graph of user activity, and they were also rated according to most active users. This implied that

users may use the website for purposes other than information collecting, such as reputation-building, which was a trait of open source communities noted by Bruns and Leadbeater among others.The team focused on fundamental functions during the proof of concept phase, although there were intentions to develop these concepts considerably farther that were abandoned at that time. For instance, it was evident that users wanted to be able to commend other users for their efforts, and they did so by using the update function. This would have been simpler if there had been a more user-friendly feature that allowed users to give contributions a thumbs up in addition to providing a mechanism to build user reputation and promote use. However, this function was not used.

A networked rather than centralized architecture was another aspect of the site's building. The bid proposal that received financed suggested using RSS to collect user content and provide assistance to encourage consumers to utilize web-based services. The fundamental approach will be community-driven, recruiting and supporting alpha users who can advance the site and community while the technology will promote the establishment of communities around investigations.

September 2008 bid document for Channel 4's 4iP Fund

Once again, this aggregation feature was removed in order to concentrate the site's basic design. While several studies included a challenge to write about progress on other sites or utilize external social networks to locate potential collaborators, the fundamental idea of working inside a network was preserved. The website included instructions for utilizing tools elsewhere on the internet and several investigations with links to user blogs.

Constructing the Site

Stef Lewandowski, a web developer, and Nick Booth, an expert in community media, had joined the Help Me Investigate team by 2008. That same year, the initiative received money from the Channel 4 4iP fund and the regional development organization Screen West Midlands. During the 12-week financed proof of concept stage, two part-time staff people were hired to work one day each week on the website: a support journalist and a community manager.In order to build the site, the four target user profiles from the bid document were expanded to include 12 profiles of potential users. These profiles detailed what each user could wish to accomplish on the site and how the design might either make it possible or impossible.

Rapid site construction and six weeks of testing with a small, private beta group came next. In order to discover how consumers really engaged with the technology, it was decided to utilize agile web development techniques, which included releasing the site while it was still under construction and setting aside the bulk of the development budget for iterations of the program in response to user demand. The end result of the website was as follows: a person visiting the site had the option of joining an ongoing inquiry or initiating their own. If they choose to conduct an investigation, they would be given advice on how to divide it up into manageable tasks and create a network of others interested in the issue at hand. If they joined an ongoing investigation, they would be given the challenges that needed to be resolved in order to advance the inquiry. Then, if they so desired, they may decide to take up a specific challenge and report their findings here.

A technology's inventors are not the only players that influence how it is used; the technology itself and people who utilize it would also play a significant role in what transpired after that. This is how the notions of actor-network theory were taken into consideration throughout creation. A crucial aspect of the site's design was setting aside the bulk of the development money to take into consideration the impact that these actors had on the advancement of the technology. This turned out to be a smart move since development was able to adjust when user behavior deviated in certain ways from what the team had anticipated.

Casual site users were only permitted to see investigation titles and, eventually, the site's Reports and Knowledge Bases due to legal restrictions. Only logged-in users could view challenges and updates, which were only post-moderated. The only way for someone to use the website was if another user invited them. On the site, there was a request an invite button as well. Most other requests were approved, although those from outside the UK were denied for legal grounds. At this point, the goal was to create a strong site culture that would have an impact on the site's healthy future growth rather than to amass a large user base. The development of the editorially robust Seesmic video blogging community served as the basis for this strategy.HelpMeInvestigate.com launched on July 1 without any advertising. One tweet with a link to the site was posted on Twitter the day after debut. By the end of the week, the website was looking into the city council's overspending of £2.2 million on a new website, which would turn out to be one of the summer's major stories in Birmingham. Later, it would conclude other inquiries into parking fines, the use of surveillance powers, as well as much more minor issues like how a complaint was handled.

CONCLUSION

In conclusion, the analysis of successful business models across sectors may be framed conceptually using ideal-type business models. The diverse methods represented by platform-based models, subscription-based models, freemium models, and marketplace models each have their own benefits and drawbacks. In a corporate environment that is continually changing, understanding the traits and strategic considerations of these ideal kinds may help with decision-making and the creation of creative and efficient company models.

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MEDIA ACCOUNTABILITY PRACTICES IN ONLINE NEWS MEDIA

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ABSTRACT

This chapter explores media accountability practices in the context of online news media. It investigates the evolving landscape of media accountability in the digital era, considering the challenges and opportunities posed by online platforms and participatory media. The study analyzes various accountability mechanisms and practices, such as fact-checking, corrections, transparency initiatives, user-generated content moderation, and engagement with audiences.

KEYWORDS: *Accuracy, Corrections, Editorial Guidelines, Fact-Checking, Impartiality, Independent Ombudsman.*

INTRODUCTION

Despite multiple meetings being had with major news outlets, nothing official ever came out of any of them. It was becoming clear that most journalists were not culturally prepared - nor had the time - to engage with the site unless there was a story ready-made for them to use. Journalist Tom Scotney, who was involved in one of the investigations, said: Get it right and you're becoming part of an investigative team that's bigger, more diverse, and more skilled than any newsroom could ever be.The site had over 275 visitors and 71 investigations after 12 weeks, exceeding project goals. Although it is impossible to quantify success or failure, at least eight investigations have produced cohesive articles, which is an at least 11% success rate compared to the 1-5% aim set before the start. If further promising studies were taken into account, and the sample included fresh investigations that had not yet begun, that increased to almost 21%.

The measure success was intriguing and merits further explanation. Developer Martin Belam, for instance, saw a propensity to assess achievement not purely editorially, but with a technology mindset in terms of the '100% Achievement unlocked!' in his comment on the Guardian's crowdsourcing experiment. In other words, rather than focusing on outcomes, success may be gauged in terms of degrees of completion. Paul Lewis, a journalist for the newspaper, on the other hand, measured success in ways other than simple numbers. He believed that getting 27 000 individuals to review expense claims was a success, independent of the proportion of claims that those people reviewed. Bella Hurrell, editor of special reports for the BBC, who also led a less ambitious crowd sourcing initiative on the same topic on the broadcaster's website, believed that they had also achieved true public service journalism in the process [1]–[3].

Belam also points out the importance of implementation and iteration as a third metric of success:

In less than a week, our IT team was able to install an application into the cloud that seemed to be integrated into our website while using a different technology stack than our standard infrastructure. Second, it demonstrated our ability as a company to bring together experts from editing, design, technology, and quality assurance to execute a project with a short turnaround time in a multidisciplinary manner based on a current news item. Thirdly, we took what we learnt from it and became better. Help Me Investigate's % success rate, therefore, provides a comparable, game-oriented viewpoint on the website, thus it's critical to use alternative frameworks to assess its performance.

For instance, it was evident that the website was quite effective at establishing the foundation for journalism, but less so at producing more general civic information, such as how to determine who owned a particular plot of land. Relating this to the actor-network theory concepts discussed above, the actions of two main players and one investigation in particular had an impact on how the site evolved over time. Neil Houston, a site user, was one of the site's most active contributors and one of its early adopters. His fascination with data analysis influenced the direction of many of the site's busiest investigations, which in turn established the editorial tone of the website. This attracted people who shared Neil's interests but may have turned off others who did not - further study is required to confirm this.Similar to how workers from Birmingham City Council first contributed to the website, their participation was intentionally discouraged when the council became the focus of an inquiry. As a result, the website lacked specialized knowledge for responding to civic queries.

One user complained that the site was very FOI-heavy and may exclude those who were interested in other sorts of investigations or who thought completing Freedom of Information requests would be too challenging for them. This was closely related to Heather Brooke's hiring as the website's support journalist. Heather is a well-known advocate for open government and a frequent user of FOI requests; this was a huge asset in assisting with pertinent investigations, but it should also be acknowledged for how it helped to shape the editorial tenor of the website. The addition of Colin Meek, a second support writer with experience covering consumers, addressed this narrowing of tone. Additionally, community management underwent a strategy change that involves actively incorporating users in additional investigations. These grew in scope to include consumer, property, and legal sectors as more people joined the website. The legal and insurance systems, however, subsequently became another actor in the situation. The team was forced to discontinue studies unrelated to the public sector since they were leaving the site most legally susceptible as a result of the termination of proof of concept financing and the corresponding legal insurance.

The disparity between the designers' and users' goals for the website served as a final illustration of actor-network theory in action. Help Me Investigate's creators intended for it to be a site for consensus-building rather than debate, but it soon became clear that users did not want to move their conversations elsewhere. Users needed to have discussions on the changes they submitted, and they did. As a consequence, the original challenge-and-result paradigm was swiftly altered to challenge-and-update. People may now update without a link, only to make a point about a prior result or to explain their efforts in coming up empty-handed.

One of the tasks that users were least likely to accept was to Write the story up. It seems that those who were familiar with the investigation had no need to do so since the story already existed in their minds. Instead, the findings were often written up by site personnel or trained journalists. Similar to that, whenever an investigation was over, site employees had to update the description of the investigation to include a link to any write-ups. There was little indication that users wanted to be a journalist; rather, the main goal seemed to be to be a citizen. In contrast, in investigations that had acquired data but had not yet reached a conclusion, the task of writing the story so far looked more enticing. When creating a website that enabled people to join investigations as they were happening, the site's creators overlooked the importance of story. There were a number of areas of annoyance with the site's limits - and identification of areas of potential, as was to be anticipated with a proof of concept site. For instance, it was impossible to crowd fund an inquiry without using a non-profit organization since there were no third-party tools accessible. Additionally, when a large-scale crowd sourcing operation was used in an inquiry, a greater link to activity on other platforms was required so that individuals could understand what needed to be done more clearly.

Last but not least, investigations often changed into new inquiries but had to maintain an old title to avoid losing the team and resources that had been gathered. One potential future resolution was the possibility to export an investigative team and resources into a new subject or inquiry. Although naturally journalist users would focus their efforts on the most noteworthy investigations, failure for free was part of the site's design to enable investigations to succeed on the efforts of its members rather than as the consequence of any top-down editorial agenda. In reality, it was challenging to let failure happen, particularly since that virtually all probes had some value for the public. A safety net was required to more proactively suggest ways investigators could make their investigation a success, including features like investigation mentors who could share their experience, expiry dates on challenges with reminders, improved ability to find other investigators with relevant skills or experience, a sandbox investigation for new users to find their feet, and developing a metric to guide ideas.

Successful investigations depended on effective communication, thus two areas needed additional focus staff time dedicated to pursuing user communication, and technology infrastructure to automate and simplify communication. The site did not really cause the legal problems that were thought it would. Only four of the more than 70 inquiries in the first 12 weeks required revision to prevent possible libel. Two only required minor changes, but the other two required more major changes due in part to the linked requirement for question clarification. Even fewer legal issues were raised by the post-moderated individual updates inside probes. Only two updates and one of them was rephrased were recommended for legal counsel. One was reported as being flamey and eliminated since it didn't advance the inquiry. Users weren't really involved in any of the inquiries. The notion of helping another so they can help you did not catch on among users, who preferred to stick to their own research. Further study is required to determine if a power law distribution, often seen on the Internet, with a small number of persons participating in several investigations, the majority participating in one investigation, and an increasing curve in between was at play in this case.

The London Weekly Investigation, a case study. A successful examination of the site was the subject of some study Andy Brightwell and I did in the beginning of 2010. The goal was to determine what factors contributed to the investigation's success and how those factors may be repeated for additional online and on-site investigations. What do you know about The London Weekly? Was the topic of the case study. An inquiry into a free newspaper that was allegedly going to debut in London, according to the proprietors. The London Weekly's creators had made many assertions regarding expected readership, employment, and investment that were uncontested in specialized media. However, Martin Stabe, James Ball, and Judith Townend, three journalists, wanted to learn more. So, after a Twitter conversation, Judith signed up for Help Me Investigate and launched an inquiry. After a month, the investigators had uncovered a lot of information on the authors of The London Weekly and the veracity of their allegations. A portion of the data served as the basis for entries on James Ball's blog, Journalism.co.uk, and the Online Journalism Blog, while other portions were covered by Media Week and the Guardian podcast Media Talk. Some have not been published for legal reasons.

Crowd sourcing Is Effective

It is obvious that a difference has to be drawn between the factors that contributed to the investigation's success as a set of results and the factors that made crowd sourcing effective as a technique for investigative reporting. The latter is the subject of this. What caused the neighborhood to assemble and keep coming back? The London Weekly was released on Fridays and Saturdays, so there was a build-up of anticipation to see whether a new edition would truly arrive. This was one theory that the nature of the inquiry offered a natural signal to interested persons. However, the statistics did not show that this was the case. There was a rhythm, but it wasn't related to the publishing date. The most common day for participants to contribute to the inquiry was Wednesday [4]–[6].

A probable answer was discovered after additional investigation: James Ball, one of the investigation's alpha contributors, had committed to blogging about it once a week. His blog entries were published on Wednesdays. The fact that this ended up being a huge catalyst for action reveals one critical lesson: keeping the inquiry active and successful requires frequent, open communication about its status. The interviews provided support for these facts. In one response, the weekly cue was specifically addressed. Furthermore, Jon Hickman's study found that the investigation's focus was on events and interventions. The key forces behind activity in the inquiry seemed to be leadership, particularly by staff members, and tasking. He categorizes site activity into three acts, albeit his analysis of how they relate to the investigation's effectiveness is brief:

1. A brainstorm.

2. The consolidation.

3. The long tail.

Distributed Utility

The website is a centralized sub-network that suits a specific activity, according to Hickman. Importantly, this sub-network is a component of a broader network of networks, which includes

platforms and channels including user blogs, Twitter, Facebook, and email. However, Help Me Investigate still gave them a beneficial environment to operate in; staff members and investigators believe that the website makes investigation easier than their other social media tools could: It adds the structure and the knowledge base; the challenges, integration with 'what do they know' capacity to offer questions enables groups to organize an inquiry rationally and promotes teamwork. The website assisted in monitoring a variety of online comments throughout the London Weekly probe. After a debate on Twitter gave birth to it, other discussions there led to more individuals joining up, along with comment threads and other online engagement. This was consistent with the cultural design of the site, which called for it to be a part of a network rather than requiring users to complete all tasks locally.

As shown in past successful experiments, the presence of alpha users like James and Judith was essential in generating activity on the website. They took the strands that others had supplied, not just weaving them into a logical story that made it easier for others to join, but also posing fresh problems that gave individuals new avenues to participate. They likely presumably had a significant social media following, but this is an issue that need further investigation.

The purpose of the website's design was to highlight the user's participation in directing investigations. The individual asking the question owns the agenda, not a central publication, therefore accountability falls on them as well. The promise of failure for free, which enables users to discover what works and what doesn't, may assist that. This cultural barrier toward acknowledging personal power and responsibility may be the largest one that the site needs to solve. It's important to note that crowd sourcing was successful for this study since it could be divided into several portions and pathways, the majority of which could be completed online: Where does this claim originate from? Can you research this guy for me? What can you learn about this business? One individual, for instance, determined that the company's registration address was a mailbox by using Google Street view. Other research projects that are more difficult to segment may not be as suitable for crowd sourcing or may take more work to be successful.

Flow and Direction

The probe gained pace thanks to a steady stream of updates. The accumulation of findings gave consumers insightful feedback, which prompted them to come back for more. An investigation without these small pieces, loosely joined might not suit crowdsourcing as well, according to Andrew Lih, who mentions a similar pattern called stigmergy that is observed in the natural world: The situation in which the product of previous work, rather than direct communication additional labour. Hickman's interviews with participants in the Birmingham council web site investigation revealed a sense that the investigation was collectively owned and led: Some members were adept at advancing the inquiry and assisting in making decisions about what to do next, but it didn't feel like anyone was in charge in the traditional sense.

The fact that there were so many divergent roads, however, opened up a variety of potential lines of inquiry, which was a concern. The study ultimately produced a lot more concerns while providing answers to the fundamental ones. Once the majority of consumers thought that their questions had been addressed, they mainly went unaddressed. Like with a conventional inquiry,

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Asian Journal of Multidimensional Research
ISSN: 2278-4853   Vol. 11, Issue 4, April 2022 Special Issue   SJIF 2022 = 8.179
A peer reviewed journal

there came a moment when individuals engaged had to decide whether they wanted to devote any more effort to it. The inquiry also benefitted from a varied set of individuals who provided access to their networks or specialized expertise. Some went to the locations where the newspaper claimed to have distribution in person to count the number of copies distributed. Others conducted in-depth searches to learn more about the parties involved and the allegations made, or they got in touch with persons who had worked with the newspaper's publishers in the past. More than one whistleblower approach provided inside information as a consequence of the investigation's public visibility; this material was not published on the site, but it led to the creation of additional difficulties.

DISCUSSION

The news media have experienced what seems to be one crisis in recent years, but is really a number of severe and connected crises involving audiences, technology, economics, and the labor force. In a sense, media responsibility determines how media companies react to this situation: How can newsrooms and professional journalists recover their authority in the eyes of the public and persuade them that the news organizations are best equipped to live up to the standards of relevance, reliability, and excellence of public discourse established by society?

This vow is likely being seriously questioned more today than at any other time in the history of high modernism in journalism because professional news organizations, in particular, have lost their privileged status as centers of public communication. As a result, news organizations must how to persuade their users and detractors in terms of three normative concepts that are essential to media accountability. First and foremost, journalists must be open and honest about their identities and employers. Second, news organizations must disclose their news gathering, selection, and source management processes. Thirdly, editorial staffs and journalists must be receptive to criticism and debate that arises from news reporting [7]–[9].

A variety of institutional systems and policies have been put in place for encouraging media responsibility, at least since the Hutchins Commission report in the USA in the 1940s. Self-regulatory agencies, such press councils and ombudsmen, have been formed to handle complaints about the editorial content of newspapers and broadcasters. Codes of ethics have been drafted to guide the work of individual journalists. Additionally, regular methods for reader feedback have been preserved, such as online comments on news websites and letters to the editor in newspapers. Regarding their efficacy, several of these institutional systems are under growing criticism. According to surveys, residents and journalists have less faith in professionals' adherence to ethical standards. Press councils and ombudsmen are accused for not having sufficient authority to increase punishments for unethical behavior. As letters to the editor have been pushed to the inner pages of newspapers and often lack the essential counterparta letter from the editor the influence of conventional forms of feedback is also seen to be declining.

It is debatable how issues with self-regulation in journalism apply to internet journalism. The tyranny of the buzz, or the fixation with immediacy and grabbing attention ingrained in internet news creation, is said to increase the legitimacy issues of journalism. Therefore, it is said that media responsibility is now more important than ever to confront the moral issues the Internet

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has brought about. On the other hand, others contend that user-generated material and citizen journalism now provide new opportunities for narrowing the gap between journalism and its readers. The use of interactive technologies might result in accountability procedures that are more direct and efficient than those used by conventional institutions. This point of view is based in part on efforts by conventional media professionals and web-native news organizations to redesign their business models for the digital age. However, it also signals deeper shifts in the culture of convergence, where users will exert more pressure on news production standards by acting as both consumers and producers.

Online Practices: Between Systems and Instruments

Comparative study has grown in popularity in recent years as a result of increased understanding of the complexity of media accountability mechanisms within particular media systems and the variety of solutions in other nations. However, the Internet's significance in media accountability both as a threat to media credibility and as a setting for the development of accountability practices has largely gone unexplored. An explorative study outlining the growth of media accountability on the Internet in western and eastern Europe, the USA, and a number of Arab countries was started by a group of researchers3 from seven countries as part of the EU-funded project Media Accountability and Transparency in Europe2 [10].

A collection of activities that seem unique to the online world were identified and singled out as the first phase of the exploratory research, which was done in the fall of 2010. The first preliminary mapping, which was intended to highlight the variety of online media accountability procedures, included 19 nations, 14 of which were in Europe and 5 of which were not. The results were then assessed in light of a total of 80 interviews that were held between October and December 2010 with journalists, representatives of self-regulation institutes, bloggers, civic activists, and media ethics specialists. Bulgaria, Finland, France, Germany, the UK, Jordan, Lebanon, the Netherlands, Poland, Serbia, Syria, Tunisia, and the USA were among the 13 nations that were examined.

For addressing various features of media account- ability, three feasible vocabulary are at hand. On the one hand, methods and procedures are often used to describe media accountability. This school of thinking, in our opinion, runs the danger of emphasizing an overly comprehensive approach, according to which not only journalism but also law, education, and civic cultures must undergo transformation before the media can really be held accountable. While it may appear that this approach is just asking for too much, it also implies that it is inadequate, if not downright dishonest, to study the evolution of media accountability in online journalism without giving the system as a whole the attention it deserves. On the other hand, it is claimed that effective tools facilitating a genuine exchange of viewpoints between news providers and consumers are necessary for media accountability. This use of language might mislead us into believing that a technological fix is required to increase media accountability, and that the introduction of tools like blogs, Twitter, and the like will address accountability issues on their own. Additionally, the idea of an instrument echoes some universalism, suggesting that when used, these instruments would have identical effects wherever they were used.

Online media accountability is described here in terms of behaviors rather than systems, procedures, and tools. By practices, we imply broadly available and ongoing forms of social and public action chosen by organizations or teams of publicly engaged individuals. In terms of media accountability, media organizations on the one hand and online content producers from civil society on the other are the key players launching such activities. The ethnographic case study by De Haan and Bardoel on the appropriation of accountability practices at the Dutch public broadcaster Nederlandse Omroep Stichting may be useful for analyzing media accountability as practices. This research reveals how difficult it is to integrate new working practices and technology into newsroom operations. From an analytical standpoint, the authors contend that any instrument, like a newsroom blog, is first put into use when the management chooses to create it. After that, some of the newsroom's journalists must add a task requiring them to regularly update the blog to their daily schedules.

The concept of using the tools effectively must then be comprehended, progressively shared among journalists, and ultimately internalized as a required and helpful component of their professional mandate. We would still add one more step to the procedure: A practice has to be decoupled from the people who started it in order to be incorporated into the newsroom's norms and routines and become an everlasting tradition.Following Bourdieu's field theory, it is presumpted that media managers, journalists, and Internet users negotiate their connection with external factors and internal forces to form the circumstances for media responsibility. The types of capital - economic, cultural, political, and social - that each player in the field is able to invest in the negotiation process determines their positions and ability to pursue their goals. The MediaAcT project website has published the findings of studies documenting the evolution of online media accountability in 13 countries and the distinctive dynamics in separate journalistic disciplines. This pulls on previous papers by summarizing some of their results and detailing the typology developed and employed in the exploratory research. At the conclusion of the, we will concentrate on how journalism sectors influence the development of media accountability methods, either positively or negatively. This strategy is shown by observations on two instances that seem to be unrelated: Finland and the USA.

CONCLUSION

In conclusion, For the internet news industry to sustain journalistic standards, fight disinformation, and promote public trust, media accountability policies are essential. Among the crucial procedures that support media accountability in the digital age are fact-checking, corrections, transparency efforts, user-generated content moderation, and connection with viewers. To handle the changing possibilities and difficulties of online news media, media organizations should continually adapt and improve their accountability processes. This will ensure the accuracy and credibility of their reporting in the digital era.

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A TYPOLOGY FOR ONLINE MEDIA ACCOUNTABILITY PRACTICES

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ABSTRACT

This chapter proposes a typology for online media accountability practices, aiming to categorize and analyze the diverse approaches used by media organizations to ensure accountability in the digital landscape. It examines the evolving nature of online media accountability and the challenges posed by the proliferation of digital platforms and participatory media. The study presents a comprehensive typology that encompasses various accountability dimensions, such as transparency, accuracy, correction, engagement, and user-generated content moderation.

KEYWORDS: *Independent Ombudsman, Media Literacy, Public Editor, Redress Mechanisms, Responsible Sourcing, Standards.*

INTRODUCTION

According to Bertrand, evaluation, feedback, and conversation are the core tools for media accountability. Thus, keeping a media account implies communication between those who make news and those who consume it. The concept of media responsibility must be seen as a process, just like any other communication act. Theoretically, this indicates that the process of accountability begins when the general population really holds the media accountable. These cries need to be answered or expanded upon by other stakeholders in order to keep it continuing. Although in theory these processes should be circular, in practice consumers often miss chances to engage the news media and, even when they do, often their efforts are not met with a reaction from news producers. It appears more practical to focus on how media organizations provide incentives for media accountability procedures with reference to various stages of news creation rather than assuming ideal typical circular accountability systems. In keeping with this, three distinct practices may be identified: those that take place before, during, and after production.

During the exploratory research, a typology of media accountability methods was introduced based on the differentiation of several stages of news creation. First, we suggest designating actions taken prior to publishing as actor transparency. These comprise a collection of procedures where consumers are given background about the people and organizations engaged in the news creation. For example, some background information on the specific journalists who worked on a piece of news may be included [1]–[3].Information on the ownership arrangements of a particular media organization, as well as its political or other affiliations, may be revealed at the organizational level. Actor transparency is also promoted by making public codes of ethics and internal guidelines established by the newsroom.

A second indicator of production transparency is procedures used by news organizations to provide readers more information about the stories they publish. This information may be communicated, for example, by providing access to primary sources of information or by providing stories that clarify how professional judgment influenced the publishing process. By asking for outside contributions to be utilized in news stories and publishing user-generated texts, photographs, and videos alongside staff-produced material, production transparency may also be attained. Thirdly, after-publication techniques seek to be responsive by gathering feedback from news receivers and addressing their issues. As a way of being accountable, responsiveness may take many different forms, such as alerting people to news inaccuracies, encouraging them to suggest relevant subjects for coverage, and allowing them to comment on the news. The term responsiveness also relates to how news organizations respond to people who phone them and ask them to clarify or retract their opinions.

Following, we outline how these approaches have been implemented by online news services of reputable media outlets in 13 countries throughout the exploratory study's second phase. We divide techniques into three groups since they differ from one nation to the next in terms of how well-established they are at the level of news creation. If numerous online news providers regularly use a certain behavior, it looks to be widespread in that news culture. Online media accounting procedures are seen to be partially applied if some online news outlets use them, but others do not use them at all or just sometimes. In the third category, a particular media accountability technique is deemed as not available if media companies don't use it or use it sparingly and inconsistently. The national reports include more detailed information regarding various national news cultures.

The Inventory of Online Techniques for Accountability in the Media. From the normative standpoint of media accountability, a lot of information about news organizations and their journalists seems acceptable to anticipate given that their principal asset is trustworthiness. Even though there aren't any insurmountable technological barriers today for sharing information that fosters actor transparency with news viewers, our inventory reveals that just a small number of behaviors are common across online news organizations. Most online news articles include a byline and a picture identifying the particular journalist as the primary author. However, with relation to internet news, more thorough biographies of journalists that highlight their educational background or area of specialization are only sometimes provided. Due to space restrictions, such information may be overlooked in offline news, however this limitation does not apply to online news. According to our research, the most prominent media sites often include profiles of journalists that spotlight some of their top reporters. It is reasonable to suppose that actor transparency is most likely to be connected to marketing value for the specific media source as a result of this selection. Journalist profiles are almost nonexistent in Arab nations.

The ownership structures of internet news services are clarified by another very common approach aiming at actor openness. In many nations, corporation law, or in the case of certain Arab countries, dictatorial official policy, mandate the release of this information. Financial statements are sometimes categorized as special documents directed to investors on many internet web sites, such as those in the USA and Finland, making them difficult for regular news

consumers to obtain. Links to the corporate owner's website may not be very useful in determining who owns a certain media organization, according to several of our respondents in the USA. Online access to data on ownership arrangements is uncommon in France and Bulgaria.

Actor transparency is seen in mission statements that indicate the political affinities of media companies. Mission statements do, however, play different roles in different news cultures. Mission statements often only provide general information in nations where they still exist or where their presence is acknowledged. For instance, mission statements for media organizations in the United States and Finland often refer to the defense of free speech and democracy without defining these terms. Even though mission statements are accessible in newspaper editions, mission statements are seldom featured on online news websites, perhaps owing to their perceived obsolescence. Specific internal news policy documents have largely taken the role of mission statements as instructions for editorial departments. These often include particular journalistic ethical rules that either imitate laws establishing national codes of ethics or define them. Even though these papers are reportedly present in news organizations, online news websites seldom ever publish them. France is the country where this method is most often used, although in most other nation's normal Internet users are not allowed access to these materials.

Even the jointly endorsed journalistic ethical codes the UK being the exception rarely appear on internet websites. We learned about the press council's recommendation about the potential placement of a on news websites identifying elements of ethical behavior from a representative of the press council questioned in Finland. The Journalists' Union's code of ethics, more detailed internal regulations, and a history of Press Council decisions made addressing the media organization would all be available in this drop-down box. Despite the proposal's technological viability and practical benefits, no Finnish online media business has yet to put it into practice.

The term production transparency here refers to three categories of accountability procedures wherein the elements of the Internet are directly integrated into the creation and dissemination of news articles. For example, displaying the original sources for news articles through hyperlinks helps Internet users to independently assess the credibility of the news. Although this technique fits with the Internet's special incentives for intertextuality and shouldn't be too difficult to execute technically, it is not consistently adopted in the nations in our sample. Links to original sources do exist at least periodically in all national news cultures, with the exception of those of the Arab nations and Bulgaria, even if this technique is not consistently used or widely used. Links to authentic sources present an issue of credibility, according to our respondents, especially the journalists. Should news organizations provide such connections, they would be held accountable for both the accuracy of the news item and the source material. Some interviewees expressed skepticism about this justification and said that internet journalism is controlled by portal thinking, in which every attempt is made to retain users on the website. Links leading users away from one's own platform run the danger of alienating prospective customers in this commercially driven attitude.

For media professionals and regular Internet users, blogs are a popular form of online publication. Our research shows that media blogs or journalistic blogs are not as common as could be thought. Wherever the blogosphere looks to be thriving, blogs written by media

professionals tend to surface more often. However, very few of them purposefully concentrate on production difficulties, with the BBC's Editor's blog and Sports Editor's blog being no exceptions. Additionally, certain online news websites in the Netherlands often include newsroom blogs managed by internal ombudsmen or a reader's editor. However, the prevalence of this technique may be waning given the declining number of ombudsmen and reader's editors.

User-generated content, also known as collaborative news creation, refers to strategies for combining the efforts of staff workers and prospective contributors among end-users. As a result, this collection of practices aims to do more than just make it easier to hold the news media accountable. Collaborative news creation is described by several commentators and practitioners as being a part of a wider set of trends that are transforming journalism by upending established connections between journalists and viewers. Given the level of radicalism and professional ambition engaged in this idea, it is not unexpected that techniques intended to initiate collaborative news creation are not widely distributed but rather partly applied at best. Collaborative news production experiments are often molded by particular development initiatives or are only used in restricted contexts. Due to their propensity to demand openness and response from media outlets before, during, and after publication, these initiatives might be seen as potentially essential to media accountability.

The Guardian's initiative to pool resources with Internet users to look into the expenditures of UK MPs is perhaps the most well-known example of cooperative news creation to date. The Guardian's achievement in receiving the Knight Batten prize for innovative journalism was largely due to this initiative, which was started in spring 2008 and finished more than a year later. Numerous initiatives to capitalize on crowdsourcing have also been launched in France and the USA, such as Minnesota Public Radio's Public Insight Network. The third group of accountability procedures concerns the news media's reactivity. This goal may be achieved by simply allowing people to openly express their opinions and have their say on the news. On online news websites, comments on news give a venue for this goal. In fact, almost everywhere has evolved the habit of allowing internet comments on news stories, including Arab nations. It's interesting to note that journalists from Arab nations, Europe, and the USA prefer to refrain from publicly reacting to comments on their news pieces. This hesitation often arises from thinking that internet conversations are excessively vulgar or impolite [4]–[6].

News organizations now have another channel for communicating with their readers thanks to social networking sites, particularly Facebook and Twitter. Despite being ineffectively restricted in Tunisia until 2009 and now being outright banned in Syria, Facebook nonetheless draws tens of thousands of users to both nations. In some places, it is believed that between 25 and 40 percent of the population is a Facebook user. Therefore, it is not unexpected that online news outlets are active on Facebook, even in Tunisia. On the other hand, Twitter is still currently a far more exclusive platform. With the exception of Finland, media organizations regularly utilize Twitter in the US and Western Europe. Twitter is still in its infancy in Eastern Europe and the Arab world.

What is interesting, though, is that online newsrooms mostly utilize social media for commercial goals. Twitter and Facebook status updates are used to announce breaking news items and encourage user sharing on social networks. Naturally, journalists may use Facebook and Twitter

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into their routines of sourcing since they are individual users of social networking sites. Thus, although some professionals utilize social networking sites to react to consumer complaints about journalism, most journalists do not use these platforms for this purpose. Online news desks would take this into consideration when informed of factual mistakes in the news by online news organizations. However, methods that make user-visible remedies for errors such as buttons linked to online news articles are not often used. As a result, only a few news organizations specifically urge their viewers to report inaccuracies, and some of them do so by publicly announcing that a piece has been updated. Independent media critics in the USA started the Report an Error Alliance movement in 2010 with the goal of convincing online news providers to include correction buttons in their online news articles.5 So yet, just six of them have taken such action. The majority of Spanish online publications outside the United States use correction buttons, illustrating how market rivalry encourages imitation of innovations.

DISCUSSION

Toward Comparative Research of Online Journalism

Our presumptions on the global diffusion of Internet and World Wide Web use often include a significant amount of universalism. Our exploratory study on how media accountability practices have been incorporated into online journalism in western and eastern Europe, the USA, and a few Arab countries, however, suggests that very few practices made possible by technology have become commonplace even within national media systems, much less being applied everywhere at once. On the other hand, it was observed that the evolution of online journalism does not completely neglect or marginalize the fundamental goals of media accountability, namely actor transparency, production transparency, and responsiveness. Given that online news organizations experiment with and partially implement many of the activities highlighted in our typology, it is reasonable to presume that some of these techniques have been absorbed and consolidated into the operations of online news organizations. We should thus pay attention to this trend beyond the scope of this exploratory research.

While media accountability practices are a significant area of study in and of themselves, they also provide an excellent opportunity for comparative analysis of the dynamic changes occurring in journalism in general and online journalism in particular. Regarding these goals, a thorough grasp of the many cultural settings in which decisions about media responsibility and journalistic growth methods are made is unquestionably necessary. Any comparative study of journalism cultures may benefit from Hallin and Mancini's typology of media systems, which is a well-known and helpful starting point. Hallin and Mancini show in their book that four general factors have historically had a tendency to play a significant role in determining media systems: the size and scope of the news market, the parallelism between political parties and newspapers, the level of journalistic professionalism, and the function of government intervention in media policies. Hallin and Mancini identified three different media system types based on their examination of 18 nations in Europe and North America: the liberal model, the polarized pluralist model, and the democratic-corporatist model.

Even though it is not their primary emphasis, each model has implemented media accountability in a somewhat different way. This implies that cultural sensitivity plays a significant role in both

the actual methods used to promote media accountability and the cultures wherein its goals are understood. The differences between the investigated models have become more hazy since the 1970s, according to Hallin and Mancini, who highlight that these trends are mostly connected to commercialization and the rise of critical professionalism. This indicates two opposing but concurrent tendencies in media systems. On the one hand, since media outlets and journalistic characteristics vary national media systems are dividing inside. In the past, this approach has led to the division and polarization of quality newspapers and the popular press in the UK and Germany, for example.

Even if other patterns of divergence may not have these institutional characteristics, they could nevertheless be significant. One of these changes might be the growing specialization and labor division among journalists that increases the complexity of journalism's output. Among journalists, age differences may also lead to divergence. The relationship between journalists and digital technology is often linked to the idea of a generation gap. Although to some degree this gap may be true, the processes of divergence must be more nuanced than that. In contrast, Hallin and Mancini contend that there is a trend toward media system convergence as many national news cultures and media systems both in southern and northern Europe are migrating toward liberal models as a consequence of rising media commercialization. The changes in central-eastern Europe after the demise of communism's media infrastructure have further muddled this already contentious topic. The latest revolutions in the Arab world have cast doubt on the convergence idea. Do we know where these media systems are headed in terms of development?

It is challenging to examine changes in journalism in terms of stable systems and via country clustering since divergence and convergence are concurrent and contradictory factors. As a result, these contextual characteristics have been examined in the Media AcT project using the idea of the journalistic field. As was already said, this area consists of media managers, journalists, Internet users, press councils, policy makers, etc. who negotiate their relationships to internal and external influences. They may have different goals and abilities to pursue their hobbies since they take on different roles in the area. Therefore, their perceptions of how important media accountability is may be either high or low, which in turn affects how they operate strategically [7]–[9].According to the results of the exploratory study's interviews, media companies often place a lot less emphasis on media accountability procedures than do media ethics specialists or active media bloggers. This difference in viewpoint is particularly evident in the case of the Arab world, where the well-established media outlets are closely linked to the oppressive governments and experts from outside of political power position themselves as state critics, at least in terms of the availability and transparency of information.

Whether the absence of online media accountability is due to news companies' limited resources or their lack of interest in developing them is a topic of debate in eastern Europe. In essence, outside experts argue that media organizations should increase their responsibility and are capable of doing so, while media practitioners agree that they should but insist that their inadequate funding prevents them from doing so. Even while online media accountability techniques seem to be more advanced and widely adopted in the UK, Germany, and the USA than elsewhere, the journalistic sectors in these nations also appear to be split.

Journalistic Field Tensions: The Cases of Finland and the USA

In order to make sense of the prevalent beliefs about journalism and its surroundings in a certain news culture, interactions within a particular journalistic field take the form of many manifestations. We attempt to evaluate why the present state of journal- ism and online media accountability seems to be rather different in the USA and Finland in order to demonstrate these processes. The way professionalism is generally viewed in journalism and how it relates to contemporary elements of the media market, as well as the connections between journalism and Internet user cultures, seem to be two key considerations in this regard. Whether or whether Internet users are seen as exerting pressure on journalists will determine this.

The ability and moral character of certain journalists are emphasized the most in American conceptions of professionalism. Thus, journalists and their editorial offices are often held accountable for their ethical behavior. The concept of having external or co-regulatory entities monitor their operations is often met with resistance in newsrooms. As a result, there is no national press council in the USA, and there aren't many press councils at all at the state level. The focus on individuals provides media outlets and journalists opportunity to think about possibilities, including how and to what degree they want to be open and accessible to their audience. For instance, media firms may decide to employ in-house ombudsmen and support their online presence if they believe that doing so is consistent with their professional ethics and business goals. News organizations may withdraw their investments in openness and responsiveness should they prove unsuccessful. In the contemporary environment, the second choice is more prevalent, and decisions to fire ombudsmen have been supported by the Internet. American interviewees said that ombudsmen are becoming unnecessary since any journalist may respond to his or her audience directly. However, professionalism has always been organized jointly in Finland.

As a result, it is anticipated that journalists' ethical behavior will be in line with a set of standards endorsed by the industry. This framework recognizes that evolving journalistic problems, such the waning credibility of the media, need group efforts to address them. This includes updating ethical standards and coming to consensus on guiding principles for new practices in newsrooms. Such conversations are already underway, and the reason that Finnish media companies have been hesitant to introduce new online accountability measures may be attributed to their expectation that professional arguments would set the pace. Even while it is becoming less profitable and larger, the US media market is still much larger than that of any other nation in our analysis. The relative size of the market helps to explain why media companies in various market positions have been able to use various media accountability approaches. The Washington Post, one of the most well-known media organizations, has a history of being hesitant to disclose its internal newsroom rules to its readers out of a fear that doing so might subject the newspaper to unnecessary legal action. Transparency and responsiveness are seen as viable tactics by certain news organizations with a lesser public profile, such as National Public Radio and other net-native news ventures, for carving out a position in the media landscape. Different theories of media accountability may, inadvertently, lead to somewhat different kinds of journalism, but their effects on the practice of journalism won't become clear for a longer time [10].

In Finland, established media companies that operate both physically and online have a far stronger hold on the market than they do in the United States, despite it being smaller. As a result, there aren't many performers competing for the same audience, and there aren't many well-known net native news ventures. This shows that as a supplementary publication channel, internet journalism is likely to flourish inside established media institutions. The interviews do, however, imply that there may be a growing conflict of interest between those who support conventional public service journalism and internet journalists. The latter group often demands a more significant involvement in establishing standards and methods for news journalism. Their primary goal at the present is to become more monetarily and professionally independent from their offline editorial operations. Since this contest appears to demand quick turnarounds, media accountability could not be consistent with the goals of internet journalists.

The evolution of online media accountability practices is dependent on the characteristics of Internet user cultures in addition to the endogenous aspects of journalism cultures. At first look, the circumstances in the USA and Finland seem to be comparable. There are 250 million users of the Internet in the United States, according to estimates. A recent poll found that 43% of Americans obtain their news everyday online and that 78% of Americans frequently use the Internet. American users also have a tendency to be avid blog readers; 32% claim they do it often.

Finland doesn't seem to vary all that much from other countries in terms of the penetration and percentage of frequent Internet usage. More over half of Finns frequently use the internet, and 69% of these users acquire some or all of their news online. Another common behavior is reading blogs; in 2009, 41% of users reported doing so, a 20% increase from three years before. Evidently, there are far fewer active producers online in each country than there are people acting as audiences. 15% of Americans and 5% of Finns, according to polls, maintain their own blogs. This information is important since user populations vary in size. According to an approximate estimate, the United States may have 42 million bloggers, compared to no more than 250 000 in Finland. This suggests that the USA's millions of active producers provide a favorable environment for the development of bottom-up social practices, but Finland's small critical mass of producers clearly restricts alternatives for this.

Users alone do not reveal anything about the relationship between Internet user cultures and journalism. However, more empirical data reveals that the blogosphere is influencing media and politics in the United States. The polarization of American politics tends to inform a significant portion of this effect. As a result, requests for the news media to be held accountable often accuse it of either liberal bias or conservative bias, depending on the ideologies of individuals who make their arguments. This could be one of the reasons why media outlets who consider themselves to be impartial or disengaged from politics try to take precautions rather than face this kind of criticism.Even though just a small portion of American blogs are dedicated to journalism or the media, the so-called watchblogs have been a significant trend from 2003–2004. Bloggers have compelled journalists to cover topics they had missed, to openly acknowledge reporting mistakes, and in rare instances, the pressure from bloggers has led to journalists resigning from their positions. Some of the active watchblogs have evolved into specialized task

forces, such as MediaBugs6 and Regret the Error7, which concentrate on, for example, tracking news reporting problems.

Watchblogs are almost nonexistent in Finland, and the bulk of blogs are obviously focused on topics other than politics and news, mostly on fashion and the culinary arts. This would imply that weblog users are either politically passive or that they have a tendency to trust the news media to the point that expressed critiques of the media have not resulted in practices being sustained. As this circumstance provides news organizations greater freedom to experiment with media accountability methods, the absence of pressure from Internet user cultures is not necessarily detrimental to the development of media accountability policies. However, as was said before, online journalists are vying for autonomy inside their media companies, and this competition for resources and status is driven by economic viability rather than new approaches to media accountability Even while there is no direct link between Internet user cultures and the credibility of the news media, studies that gauge public confidence in the media show a glaring divergence. According to a 2008 Taylor Nelson Sofres study, one-third of Americans in the USA believe that television news and publications are trustworthy. Sixty-two percent of respondents in Finland said they trust regional newspapers, while two-thirds said they trust television news. Of course, the poll findings cannot be used to support either the integrity of journalism or the quality of news in the individual nations. But they do appear to indicate a bottom-up strain on journalism, either directly or indirectly. Evidently, this is stronger in the United States than in Finland.

How media firms will respond to Internet user cultures in their individual nations is still up in the air right now. Vos, Craft, and Ashley stated that bloggers in the USA do not want to replace journalists but rather demand that they continue to play that function. This would imply that bloggers would force journalists to uphold the fundamental principles of media responsibility. That is, requesting that they be more approachable and user-friendly. Such demands have not received as much attention in Finland, and they are undoubtedly less tied to blogging behaviors. On the other hand, recent consumer boycotts that were orchestrated and made successful by the mobilization of users of social networking sites, most notably Facebook, were covered by Finnish news media. These forms of protest may represent a fresh approach to online media accountability because of how ad hoc they are: pressure groups disband as soon as the issue is rectified or the media focus wanes.

CONCLUSION

In conclusion, the typology for online media accountability practices offers a thorough framework to comprehend and classify the many strategies used by media companies in the digital environment. Aspects of online media accountability include regulation of user-generated material and interaction with viewers as well as accuracy, precision, and correction. Media companies may promote trust, sustain journalistic standards, and successfully navigate the possibilities and difficulties of the digital era by using these strategies. Researchers, practitioners, and politicians may use the typology to analyze and advance accountability in online media.

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JOURNALISM TECHNOLOGY: CONFLICT AND CONVERGENCE AT THE PRODUCTION LEVEL

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ABSTRACT

This chapter examines the relationship between technology and journalism, specifically focusing on the conflict and convergence that occurs at the production level. It explores how technological advancements have both disrupted and transformed traditional journalistic practices, leading to new challenges and opportunities in the field. The study analyzes the conflicts arising from the adoption of new technologies, such as automation, artificial intelligence, data analytics, and social media platforms. It also explores the convergence of technology and journalism, highlighting the ways in which technology has enabled innovative storytelling formats, audience engagement, and new modes of news production.

KEYWORDS: *Audience Analytics, Citizen Journalism, Convergence, Data Journalism, Digital Disruption, Editorial Independence.*

INTRODUCTION

In an era where new technologies are growing quickly, there have been many changes in how the word journalism is used. The speed of electrons or electromagnetic waves is the sole constraint on how quickly information may travel across the Internet. The journalistic industry has changed as a result of the Internet, yet technology cannot fully explain the importance of these developments. Within the context of a society where individualization tends to be the primary characteristic, the function of journalism in democracy, political involvement, and social integration has to be reconsidered. The first step toward transformation is technology. New distribution channels may now be created by combining conventional techniques. Although there are parallels between alternative and mainstream media, the phenomenon's scope has assumed enormous proportions and cannot be disregarded on this premise. In order to make it easier to capture events and distribute them afterwards, changes are being made to the circumstances under which journalism is produced.

Additionally, the majority of individuals may now easily get initial information since they have evolved into information suppliers as well as information users. New news sources have also appeared and are now in competition with the established media. This fusion of technology and journalism raises a number of problems. One of them is trust, which, while perhaps being the most important factor, is also one of the hardest things to build in the new global order. Furthermore, the topic of agenda-setting and the function of the gatekeeper cannot be

disregarded. Additionally, concerns about corporate control and the process for calculating economic considerations are raised [1]–[3].Within this framework, we'll attempt to conduct a thorough analysis of technology's role in the modern world, the changes journalism underwent as it migrated to the Internet, and citizen engagement. We'll also look at the fundamental qualities of traditional media that have remained the same as they migrated to alternative media. There are two sections to the analysis. The first section focuses on online journalism and its two main facets: first, the traditional gatekeeper role, which is put to the test by users' increased power; and second, the agenda-setting process, which is impacted by users' access to the initial content and professional journalists' shared control of news production.

The power of corporations is then looked at since it is crucial to democratic participation. The last subsection of the first portion talks about citizen journalism, including its scope, the people engaged, and how dominant media exploit it. The second section examines Television Without Frontiers as an example from the Greek market. These elements exist together in the news medium of TVXS. Its hybrid character, which uses technology to combine the journalistic strategies of conventional media with the possibility of user contributions, also makes it appropriate. The development team, which explains the technology's capabilities and limits, and the portal's owner and creator, who describes the portal's journalistic and business purpose, collaborate on the examination of empirical data and subsequent debate. This collaboration intends to uncover and emphasize how technology and journalism are intertwined in everyday life as well as to recreate the circumstances for the creation of a participatory news site.

DISCUSSION

Online Journalism

Hernandez claims that there has to be a distinction made between online journalism and online journalism, the first of which relates to the availability of conventional media items online. In the second instance, he speaks of using cutting-edge technology and the unique capabilities provided by the Internet for the advancement and dissemination of journalism and storytelling.Deuze's classification of internet journalism into four categories is another step toward better comprehending the path it has taken. The leading media websites are the most common formats. Two categories are used to separate their material. The information in the second category was previously published in a conventional medium and was then made available online. The first category comprises content that has been generated specifically for the web. The number of users that may participate in this form is restricted.

The index and category sites make up the second category. Journalists in this instance provide links that go to other news websites. They often don't include original material, although sometimes they do have discussion boards or sections where news and links may be exchanged. The meta- and comment sites, which are news media-related websites with material that encompasses broad media-related concerns, make up another kind of website. The majority of the material is made up of comments about the articles on other websites. Additionally, the majority of them permit the uploading of user tales, which is another factor that qualifies them as participatory. Share and discussion sites are the last kind of internet journalism. In this situation,

one might take use of the opportunity provided by the Internet to enable real-time communication between faraway individuals in order to share thoughts and tales.

What the Gatekeeper Does

The circumstances for journalists and the responsibilities they are expected to perform might vary in this setting. The mass communicator, in the conceptual model of Westley and Maclean, performs the channel role and chooses, based on the requirements of the public, those events to be publicized, which is a role of considerable significance in the communication process. White's concept, which served as the foundation for a more in-depth investigation into how the acceptance or rejection of pertinent topics occurs, depicts the gatekeeper acting similarly. At this point, it should be mentioned that White initiated the study of gatekeepers in journalism when he looked at the editor of a small-town American newspaper's rejection process and the significance of his choices.

On the surface, it seems that the gatekeeper function is lost on the Internet. Users may discover the information they want and do not require a third party to decide what is crucial and what is not. Nobody, however, can contest the fact that this is fully true. As was previously noted, in conventional media, gatekeepers choose which topics should be made public and which shouldn't. According to Galtung and Ruge, there are other news-related elements that are taken into account concurrently by the gatekeepers and that, to some degree, influence whether an issue will pass the gates and be publicized or not. It's especially intriguing that some of these gatekeeper jobs are still present in online media, as Cecay supports. More particularly:

1. The intensity principle, which states that a highly significant occurrence is more likely to be publicized.An unexpected occurrence has the power to generate curiosity.

2. The gatekeeper's and society's sociocultural values.

3. Media continuity states that if an incident has already captured their attention once, they will very certainly do so again.

4. An event's cultural affinity or relevance, which means that if it aligns with the interests of the general population, its chances of making the media agenda are raised.

Another viewpoint is that of Bruns, who makes it obvious that the gate watching process has superseded or augmented the gatekeeping process in certain instances. In actuality, this implies that the emphasis now changes from the disclosure of critical information to the disclosure of any online content and the subsequent assessment of this content. The concept of a gateway and the journalist who can or should have controlled the material traveling through it hits the Internet. The need for a person who will choose and provide credibility is simultaneously strengthened by the amount of information offered and the diversity of excellent information available. In order to recognize the sources that have some credibility, people require assistance. Consequently, despite technical advancements, the gatekeeper position is still crucial.

There seem to be additional parallels to conventional media, apart from those facets of the gatekeeper position that seem to apply to the Internet as well. Agenda-setting or topic-setting explains why the public gets informed about certain subjects in a democratic society but not

others. Media themes, public issues, and political subjects are the three primary interdependent agenda-setting components. Without having firsthand experience with the same original incidence, the public relies on the media to inform them of certain events. However, the conversation shifts when the Internet is at issue. People may now access the primary content and seek information from several sources to the degree that a subject interests them. However, as Pew polls demonstrate, even when individuals look for news online, they mostly rely on dominant media. Further evidence of the impact of conventional media on the blogosphere comes from a Messner and Distaso poll. For gathering the data they need, blogs seem to depend heavily on conventional media. On the other hand, it should be emphasized that the same poll indicates that blogs are progressively having a greater impact on journalism. These, in turn, have the ability to generate buzz and draw media interest in similar ways.

The surveys conducted by Althaus and Tewksbury, as well as Schönbach, de Waal, and Lauf, reveal an intriguing feature of how subject setting is impacted by the Internet. Since these polls were conducted using both the printed and online forms of this medium, we shall outline in short some features of newspapers below. Traditional newspapers have a linear layout, and items are arranged according to their significance. This layout encourages readers to peruse the newspaper to find the news that most interests them. As a consequence, even when people are not interested in a tale, they often read it. When this news item is in the headlines, this is more likely to occur. In contrast, the placement of news in online newspapers is structured such that a person may go straight to a publication that interests them. The linear structure of the news is what determines where the structure and order in the levels are located. Long titles and extensive prose are no longer an option since a lot of information must now fit on the screen.

According to Althaus and Tewksbury's poll, the public may prioritize significant public problems differently as a result of these disparities between printed and online media. The pertinent findings supported this theory. Readers of physical newspapers had a better memory for more current events than readers of internet editions. Users who may pick what to read from a range of thematic categories run the danger of establishing individualized information environments that will cut them off from society's current hot themes. This danger is still minimal, however, since most people still get their information through offline media [4]–[6].

Schönbach, de Waal, and Lauf predict that online newspapers may eventually take the place of conventional ones. Their key benefits are that the majority of them provide free information, are often updated, and are simple to find and browse. The relevant findings supported their study hypothesis, which holds that online newspapers do not educate readers about as many public concerns as print counterparts do. While using an online newspaper might increase one's understanding of recent significant events, it doesn't always widen one's knowledge base. The results do show an intriguing exception, however. High-education individuals may keep up with current events by routinely reading internet newspapers. The conclusion is that printed newspapers have a significant role in shaping public discourse by introducing new ideas to those with narrow interests. Online publications, in contrast, cater to an elite, shape the public's subjects in various ways, and have an impact on many groups.

Online journalism and online communication have been seen as components for enhancing/reinforcing democracy and public involvement in it. At the heart of a democratic

society, it is now thought essential to have a space where many points of view on common topics may be expressed and the required discussion can take place. Dahlberg emphasizes the need of the mass media's independence from state authority within this context. The economic issue, particularly money, should be taken into consideration as a necessary component of this process. The interaction of these two elements in the past resulted in the marginalization of less influential but nonetheless extremely significant viewpoints.

A more upbeat viewpoint has emerged as a result of the development of the Internet. A few of the characteristics that have contributed to the development and cultivation of optimism about democratic culture include new technology, the transformation of the role of gatekeepers, citizen participation, pluralism, and the potential for access to a wealth of information at the national, international, and global levels. However, corporate takeover of cyberspace poses the greatest danger. Corporate control of internet communication is conceivable given the rising ownership of content, software, and bandwidth. Despite the freedom to share one's opinions, there is a chance that this kind of communication will be suppressed by the competition for users' attention.

At first glance, it would seem that pluralism results from the diversity of sources accessible on the Internet. When one digs more into the problem, another aspect shows up that this is untrue. As was already said, a significant portion of the news that is published comes from influential sources, including well-known media corporations. This method not only restricts consumers' access to other viewpoints but also drags material back to its pre-Internet state. Companies like Google built an algorithm that searches more than 4500 sources on the web to limit this activity. Although it seems that this service offers the necessary variety, many of these sources rely on the most influential western commercial media. This, of course, does not imply that there aren't a ton of other sources available if one searches.The simple fact that many consumers prefer them is another factor contributing to the popularity of dominant media. Sites are created and structured in such a manner that they ooze professionalism and impartiality, which is an apparent explanation for this phenomena. Developing confidence is a process that happens gradually over time rather than all at once.

Furthermore, when corporations rule, individuals are often treated more like customers than as thoughtful citizens. The practice of include the reader as part of the target audience often held steady during the transition from conventional to online media. One of the main sources of income for many websites is advertising. In addition to taking up a lot of real estate, it often takes the form of pop-up windows that obscure the content until the user closes the window. Despite the value placed on advertising income, they have not produced the anticipated profit. As a result, a lot of online news outlets start charging for their services. Another concern that arises in this context is if the products that come from user interaction may be a source of revenue for the websites. Although some editors have attempted to exploit this, the commercialization process is really rather complicated.

Public Journalism

Everybody may become a publisher, as McLuhan had previously observed since the photocopier's invention. In fact, if not everyone, then at least some had taken advantage of this

option. With the advent of the internet, this opportunity has increased. According to Tilley and Cokley, it is crucial to do a distinct examination of each of the parties involved in order to better understand the disagreement between journalists, academics, and citizens about the term citizen journalism. The first category consists of professional journalists, whose job description has changed as a result of their major focus switching from finding stories to telling them. The publishing industry, namely the businesses in charge of the global circulation of knowledge, is another group. Additionally, there are citizen journalists that possess the technological tools necessary for digital production and delivery, undermining the power of the current media monopolies. In addition to wanting to contribute to the information process, it is expected that some of them wish to transition from alternative to dominant media and become journalists. Academics, who have a brand-new area to investigate in citizen journalism, cannot be excluded from the discussion. And last, there are some who defend freedom of speech by speaking out in the public discourse as independent voices.

The number of individuals who provide information on events that editors or journalists do not directly cover is rising everyday, and in many circumstances, these sources are more reliable than what a journalist can report. The ability of the public to post and receive information has grown even more as a result of the development of blogs. There are reportedly millions of blogs online now, and that number is rising every day. There are several types of blogs. Some serve as personal blogs, some as discussion forums, and yet others serve as connections to other interesting websites. Sometimes they do all three of the aforementioned tasks simultaneously. Additionally, blogs are the most well-known place where authors go to start a conversation with their readers online since commenting is an option on blogs. The scope of the phenomena and the value that both amateurs and professionals have placed on both citizen journalists and their work have progressively led to the term citizen journalism being commonly used.

But can someone really be referred to be a journalist? What qualities distinguish a journalist from a non-journalist? While someone who attends an event as a witness and captures it on their phone does not always qualify as a journalist, their input should be considered. The user's identity, which is often anonymous, his possible immaturity, and the protection of intellectual property rights all come into play, which has a detrimental effect on the practice of journalism in terms of its dependability. However, one of the primary reasons for mainstream media to strive to assure citizen engagement is the rise in traffic that user-generated content might trigger together with the prospect of new information sources, which will serve as the foundation for new stories.

The management of user-submitted content is handled by specific employees at major news organizations like the BBC. The first stage in the process of maintaining credibility is to confirm the validity, correctness, and authenticity of the incoming content. As a result, avoiding false information is what is aimed for in this situation. Studying the content in question and eventually deciding what should be released and what shouldn't require a lot of time and effort. Additionally, there is a perception that, in certain circumstances, the information provided by users has to be expanded upon and adjusted to meet the standards of the profession [7]–[9].

There is no evidence of public participation in the journalistic process. What has to be done is to identify the most effective integration strategy. In a 2005 survey of 10 sites of major UK media,

it was found that there were seven basic ways for users to participate in user-generated content: polls, have your say, chat rooms, Q&As, blogs with commenting enabled, pre-moderated message boards, and post-moderated message boards. Additionally, a poll by Paulussen and Ugile found that while journalists acknowledge the complementing value of user-generated material, they also seem to concede that they only sometimes employ the alternatives that technology has to offer. Of course, it should be emphasized that a site cannot publish every message that it receives, and occasionally this might work against it. Additionally, the question of rewards for involvement might sometimes come up and serve as a driving force for users. It is important to bring out the South Korean instance of OhmyNews.com, which acquired a sizable following despite the little compensation provided to writers.

Broadcasting without Borders

The technical characteristics of its industry have an effect on online journalism output. Both journalists and the general public have access to a variety of technologies that may be utilized in the creation of journalism. Because of the convergence of technologies, readers in an online media environment now also act as watchers and listeners. Now, we'll try to describe and evaluate these traits. The first attribute is hypertextuality, which enables the use of hyperlinks to connect one narrative to other pertinent tales, archives, or sources. Interactivity is the second, which enables audience interaction. Since there have been various mediums with a more or less interactive quality, interactivity is not only associated with the Internet. We cannot ignore the importance of multimodality since it enables journalists to choose the format that best matches the current piece of material. The introduction of technology in a news organization is more of a catalyst for awareness of its potential influence on the development of journalistic culture than it is a question of implementing technical breakthroughs. The customisation of material to reflect each user's unique interests is a last characteristic.

An online medium has to adhere to well-designed ideas and have a well-thought-out financial strategy in order to succeed in the market. TVXS debuted formally in November 2008. Its marketing in the nascent Greek internet journalism market at the time was a hazardous venture. Its principal objective was to create an independent news dissemination medium that welcomed public participation in news creation. Additionally, one of the key goals was to introduce citizen journalism by making effective use of the medium's participatory aspect. Since around 5% of the employees are volunteers, the project typically requires between 13 and 15 workers. The organization also employs professional journalists and technologists in addition to the volunteers. It should be mentioned that a website runs continuously due to its nature. However, for a certain number of hours each day, its function is restricted to basic surveillance or the reporting of breaking news, much as with conventional electronic media.

According to Pavlik, there have been three phases for internet news material so far. The first stage concerns content that originated in a traditional medium; the second stage concerns the creation of original content that is enhanced with hyperlinks; and the third stage concerns content that was specifically created for the web, which is regarded as a new medium supporting an online community. Given that it permits interaction between the general public and journalists on the basis of hypertextuality, technological convergence, and content customisation, TVXS seems

to be in the third level in this classification. These three key traits enable the public to participate in online journalism while also combining the professional abilities of journalists.

Regarding TVXS's financial objectives, they have always and continue to be centered on the site's viability. They have not changed, despite the fact that some reduction was inevitable given the current state of the economy. TVXS is a privately owned media company, and the organization's independence is facilitated by the fact that it was first funded with equity money. However, the company's earnings cannot pay its operating costs. Advertising, which sometimes accounts for or even exceeds 80% of the revenue, is a crucial source of income, just as it is for every other conventional media. The sale of products, mostly DVDs of special productions, as well as modest contributions and subscriptions from a group of TVXS users known as members without frontiers, who are even permitted to post their own articles, provide some additional revenue in addition to advertising.

The financial information shown above shows an imbalance in the accounting criteria and the medium is unable to pay its operating expenses. Technically speaking, this indicates that given the current financial crisis, we cannot view TVXS as a financially viable firm. However, if we look at the situation from a medium-term perspective, these facts may alter, assuring its viability. TVXS hasn't thought about the potential of charging for access to its material yet, despite its present status. This obviously does not exclude out re-examination in the future, should new circumstances make it possible to produce unique original material on a significant scale. The technical aspects should also be taken into account, since there are currently no facilities in the infrastructure for charging for content access to websites. Important factors like transaction security are incompatible with the simplicity and directness that are ideal for low-cost transactions like those involved in distributing internet content. Such financial constraints limit the lifespan of a medium and, in a broad sense, decide whether it succeeds or fails based on the decisions made about its technical infrastructure.

Auxiliary Technology

The widely accepted theory that technology plays a crucial part in the creation of media is generally compatible with how people see how machines are used in contemporary industrial society. The instrumental role, however, weakens and technology has a much more decisive influence on the production process during transitional periods, such as the time needed for the integration of digital technology in media and especially the use of the web as a key distribution channel. This causes conflict phenomena with traditional methods. When these conflicts are addressed at the operational management level, either a successful resolution that converges excellent practices results, or there is no resolution, which has negative consequences on productivity and, therefore, competitiveness, and eventually, the viability of the medium. The backend technology of content creation, which plays a crucial role in the case of media created and disseminated only online, is at the heart of these operations. This transitional phase for Greek journalism, when both content creation and dissemination start to be done completely online, is exactly when TVXS was launched and during which its first term of operation began. Authors' involvement in the creation and maintenance of the content management system for the medium under discussion allows for insider observation and the formulation of opinions on the role of technology in the production of journalistic content. While these opinions are restricted to

this case study and cannot be applied generally, they should serve as useful launching points for the pertinent scientific discussion [10].

It is obvious that extensive web content can only be created using dynamic technologies, primarily server-side scripting languages, and with the support of relational database management systems. A satisfactory update rate, which in the case of journalistic content can be multiple updates within a few hours, is only possible with the use of dynamic technologies. The widespread adoption of content management systems, which are now the primary tool for managing websites with journalistic content and, in general, any website with a large amount of information that needs to be classified and managed, was sparked by the combined use of these technologies. Given the abundance of high-quality, multipurpose content management systems that were already available at the time TVXS was being developed, whether they were for sale or were open source and free, the first conundrum to be solved was whether to use one of these systems or to create one that was specifically tailored to the needs of this medium. The decision to initially go with the latter approach has clearly benefited the growth of the medium since it did the best job possible of addressing the challenges that journalists faced. The change from conventional operating methods to direct online content generation and administration presents issues, which increases the workload for editors and other editorial team members who act as gatekeepers through content management systems. In each of these situations, the shift from a produce once - consume many approach to a process of continuous editing and updating resulted in unanticipated conflicts, which were to a significant part resolved by the backend technology.

The key benefit of the customized system was that the administration area's interface was made to provide as much compatibility as possible between how content creators previously operated and how they now must cope with the brand-new, entirely online medium. The great majority of workers at the time this topic was being discussed were tech-savvy and were comfortable with Windows environments and WYSIWYG interfaces. This reality, which is shared by the majority of so-called power users, is one that content management system developers have taken into consideration. On the other hand, effective usage of any content management system-type software requires a time investment and the purchase of training services to ensure enough familiarity with the relevant environment. The intricacy of the choices supplied is directly proportionate to the functionality of a content management system. Making the management environment as easy as feasible is thus the main strategy for resolving the technical conflicts that content creators experience, which has observable consequences on the pace of online journalism. During the early stages of TVXS's operation, these issues were successfully resolved by building a unique management system that was suitably user-friendly streamlined. This in turn made it possible to gradually upgrade to a bigger and more sophisticated content management system after the main editors had gained the requisite experience with it.

It was possible for journalists to operate the medium without any technological barriers during the transitional period thanks to the administrative interface's high degree of usability and the team of developers' in-house support. This helped to support the technological infrastructure's crucial role over any conflicts caused by uncomfortable environments or the journalists' limited experience, who are understandably committed to producing quality content. Technology affects content distribution in addition to the administrative interface, which is the main problem. The

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innate hypertextuality of the web and the new distribution channels that Web 2.0 offered were the key causes of this influence, which is not seen in functionality or software but rather in content structure. TVXS used syndication technology extensively at the time, with a focus on RSS feeds and other cutting-edge methods for sharing via social media and content aggregators.

The impact of this factor on journalistic content results from publications being presented out-of-context, as occurs when the new building block of content, call it a post or story, is distributed via syndication in environments with very different contexts from the original, both in terms of text and in terms of aesthetics. The journalist has a common approach to the content environment into which his or her tale will be included in any non-hypertextual media. When internet journalism is practiced in a hypertextual way and sharing culture, the creation of journalistic work is distinguished and gains an autonomous character in order to be adapt to many locations with various circumstances that are unknown to the journalist. The present case study offers an explanation of the conflicts caused in a purely online environment and focuses on production, as far as production in the administrative interface, and on distribution, as far as the hypertextuality of the medium is concerned. The impact of the technological factor on the content, to the point that it exceeds its instrumental role, was distinct in this study. The discussion's experience, which involves a steady progression from basic to more complicated interfaces, as well as journalists' growing comfort with using hypertext elements to produce their work, enable the settlement of disputes and more effective use of technology tools at the production level.

CONCLUSION

In conclusion, At the production level, the link between technology and journalism is intricate and varied, marked by both tensions and convergence. Traditional journalism techniques have been challenged by technological improvements, which bring difficulties with automation, artificial intelligence, data analytics, and social media. But technology also makes it possible for audience participation, novel news production techniques, and creative narrative styles. By adopting ethical methods, embracing innovation, and respecting journalistic ideals in the digital era, journalists and media organizations need to negotiate these contradictions. By doing this, they may take use of technology's capacity to improve the standard, scope, and effect of journalism.

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AN OVERVIEW ABOUT USERS PARTICIPATION AND JOURNALISTS

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ABSTRACT

This chapter explores the relationship between users' participation and journalists in the context of online media platforms. It investigates how user participation, facilitated by interactive features and social media, has transformed the traditional roles and dynamics between journalists and their audience. The study analyzes the various forms of user participation, such as commenting, sharing, co-creation, and citizen journalism, and examines their impact on journalistic practices and the media landscape.

KEYWORDS: *Collaboration, Crowdsourcing, Engagement, Interactivity, Participatory Journalism, Reader Feedback.*

INTRODUCTION

Given the past expertise of TVXS's personnel in conventional media as well as the hard stance of its creator on the matter, investigative journalism continues to have a high priority in terms of content development. The hefty expense of investigative journalism may, however, sometimes be a deterrent. Up to 60% of the stuff available online is original. Another 30% of the information originates from secondary sources, which are instances of data being combined or syndicated from several sources. Volunteer effort produced the last 10%. Every day, there are between 70 to 90 postings, many of which are updated throughout the day. With the exception of around 5% of postings that additionally include video, all posts are text posts with accompanying images.

Let us provide a few instances of news articles that were first and only aired on TVXS and were afterwards reprinted by other media to demonstrate the uniqueness of the work done by the TVXS staff: the arrest of Dimitris Papachristou on September 26, 2009 - the broadcaster during the 1973 uprising at the National Technical University of Athens against Junt - on January 3, 2009, the old lady of Asklipiou street, original video footage from the beating of an old lady by men of the police force; on June 18, 2010, the video of the civilians with their faces covered under hoodies at the Exarcheia Police Department; and the arrest of Dimitris Papachristou on September [1]–[3]At TVXS, a variety of variables influence the agenda-setting process. Setting an agenda is very important since it is thought to affect how the public feels about certain very important issues. The agenda is essentially set by the medium's profile, which is determined by the TVXS creators' background. Additionally, the agenda follows the guidelines set down when the medium was first introduced and continues to be shaped by common use. Additionally, it is dependent on elements like the accessibility of the information and pertinent copyright constraints.

Another element in shaping the topic is the desire and effort of TVXS developers to provide a platform for young people to showcase their work. Regarding the popularity of the website, let's first mention that ratings are crucial to the media industry, particularly when it comes to establishing agendas. However, because to erroneous data being given to the public, claims of unfair competition have been raised and its scientific legitimacy has often been questioned. Even if technology may still fail us sometimes, new and quickly evolving methods that measure and analyze web traffic might be helpful in addressing some of the illnesses common in conventional media metrics. In the case of TVXS, it is important to keep in mind that the website is associated with Stelios Kouloglou, the journalist who started it. Kouloglou has had a long and successful career in conventional media, earning the public's respect. His existing legitimacy has been a benefit for TVXS; this is not surprising given that, according to Pew research, people who are looking for information online often turn to the websites of well-known media companies. The public is more likely to accept a medium with a lengthy history and one they are acquainted with than it is to believe a newcomer whose work they have never heard of. Let's look at some statistics on the popularity of the site presently.

DISCUSSION

The Google Analytics tool, which TVXS promotes, tries to establish itself as the industry standard for measuring web traffic and has Google's reputation to back it up. In terms of the measurement technique used, capturing raw logs consistently yields higher than utilizing cookies and javascript data does. This is mostly because server-side logs capture all content requests from both people and web bots, while Google Analytics concentrates on the content requests made by human visitors to the website.In its first 18 months of existence, TVXS has had a high traffic rate with little variation, and its users often spend a lot of time there. More precisely, the daily average for hits comfortably exceeds 20,000, while the daily average for page views hovers around 80,000. The s that were previously stated apply to the whole time that the site has been operational, demonstrating a consistent trajectory devoid of the anticipated seasonal ups and downs in media consumption. When there was a stronger demand for journalistic information, TVXS saw a significant increase in visitors. For instance, during the election season in the last four months of 2009, there were generally 30 000 visits and 120 000 page views everyday.

It is important to note that roughly one-third of visitors may be linked to links on referring websites. This is due in part to the fact that TVXS has a content-sharing policy based on cutting-edge technology, but it can also be ascribed to the site's content.Since Google Analytics statistics or raw log data for other websites are not publicly accessible, it is difficult to compare TVXS quantitatively with other Greek news portals in terms of page visits or visitor numbers. It is not always acceptable to base a comparison on publicly accessible data from other parties, since these tools sometimes employ data from biased users or base their rankings on irrelevant connections from other websites.The active participation of its users, who bring in videos, fresh sources of information, and, in some instances, help publish a new article, sets TVXS apart from other news portals on the Greek web. However, given that rumors and a dearth of source research might jeopardize legitimacy, this topic raises ethical concerns about the media industry. Even though the date of the republishing is clearly specified, it is unethical to have a news article

reprinted without identifying its original source due to copyright and ownership laws that also apply to the internet.

The power dynamic between those who provide the information and those who receive it has changed, and the journalist's connection to the general public has also changed significantly. While communication used to be vertical, starting at the source, moving via the media, and then reaching the public, it is now horizontal, occurring amongst peers. Now that the source has taken on the role of the publisher, the audience may compare the original content to the news broadcast, and the same people can search for and give information simultaneously. Additionally, since the writer and reader may now connect with one another, comment on the news, and engage with even more individuals, the writer-reader relationship has changed.

Twitter has evolved as a result of the shift in how information is sent; it is an important tool for news delivery since it enables many users to communicate in real time. The events of December 2008, when a police officer shot and killed a 15-year-old student, serve as an illustration of how Twitter and other social networking sites like Facebook and MySpace function in Greece. The alternative media were used to first spread word of this event, and they were heavily used to organize the demonstrations that followed.

As far as TVXS is concerned, the public's involvement in the operation of the company consists primarily of leaving comments on articles. Since the website's launch, users have been drawn to this opportunity, which has resulted in the creation of a virtual community with more than 20 000 registered members who use the site as a point of reference. In the time that TVXS has been in operation, there have been user comments made on average more than 500 times every day; at other times, there have been more than 1300 comments posted per day. It should be noted, however, that the option for expression of the public's opinion is often limited to a formulation of dogmatic statements in the form of repetition without logic, according to the data gathered from the TVXS operation thus far.

While the media organizations on the one hand welcome the public inside, on the other hand, they continue to play the traditional gatekeeper function of journalists. It is evident that the gatekeeper position must alter if the general public has direct access to the original piece of information. When the people, assisted by technology, may even establish news dissemination channels tailored to their own particular interests, the unique prerogative of the journalist-gatekeeper ends. This is made possible by the use of RSS technology, which enables the user to modify the RSS feeds in order to have them get the information they need without having to visit several websites. RSS feeds provide details about the item in question, including the title, author, date, and a succinct synopsis. This makes it easier to distribute titles or a succinct summary of information created by one editor, as well as to gather feeds from several sources and republish them without causing damage to each party. This procedure does two things: it provides free exposure and makes it easier for ideas to spread over the Internet.

The significance of the function of journalists is not diminished by the tools that technology provides its consumers. Singer's study indicates that journalists still see themselves as interpreters rather than just information distributors. Furthermore, Bas made the point that the most important aspect of the job of the gatekeeper occurs within the news organization and is

divided into two stages: the first stage comprises news collection, and the second stage is news processing. In order to produce a conclusion that can be described as a whole product, intended to be provided to the audience, the second step requires editing and a synthesis of the material. Even while the process of news collecting in the first stage may be accessible to anybody, the editing step is still handled by experienced journalists, even when it is done online. We shouldn't ignore the fact that the material of online media is often produced by journalists who are already well-known due to their work in conventional media; this works to the advantage of the online media's appeal and legitimacy. The burden of credibility and impartiality is with the gatekeepers in the current social structure and unstoppable technological convergence. The gatekeepers at TVXS handle news with these obligations in mind in an attempt to consistently provide a high-quality product to the audience.

The findings of a statistical analysis carried out by Giannakoulopoulos and Varlamis, which took into account articles written by professional journalists on the one hand and comments made by users on the other in light of significant national and international events, revealed that there was an internal relationship between social upheaval and the public's commitment to journalism.Within the context of how contemporary media are operated, citizen journalism has a significant impact. Today's journalists themselves trust it considerably more than they did in the past. Additionally, interactions between users might indicate how much trust has been built between a medium and its consumers. A variety of significant events, including riots, elections, and natural catastrophes in Greece and throughout the world, were captured on camera during TVXS's first year of existence. These incidents led to a plethora of web stories, many of which received user comments.

The information accessible for each article includes the primary subject, the author, the number of hits, the number of favorable votes, and the number of times individuals sent the item to their contacts.The study looked at five major topics, three of which fall under the most popular categoriespolitics, international politics, and local newsand were active throughout the time the site was up and running. The other twonational and European electionsattracted public attention, but only briefly. The findings demonstrate that national events immediately increase the quantity of publications. Particular attention is paid to the increase in stories published in December 2008 as a result of the police officer's deadly shooting of a student. The outbreak of rioting was the first item on the agenda after the shooting and for over a month.

The investigation then looked at how the subjects affected the users. Users may indicate their interest in a subject by reading an article, voting for it, emailing it to a friend, or leaving a remark on it. Users have the opportunity to openly express themselves when they comment, which also makes the medium more collaborative. According to statistics, the public's participation in the activities in December 2008 was far more than it was throughout the election season. Additionally, there is a greater variation for consumers than for journalists when it comes to peaks. This means that the interests of professional journalists and media writers may not necessarily align with those of the general public. This discovery has implications for both the issues that media outlets and the general public choose to cover as well as their interactions. The data analysis also reveals that the public responds quickly to news selection characteristics like conflict and unexpectedness, as defined by Galtung and Ruge [4]–[6].

According to Tilley and Cokley, there is a middle ground between the views that only recognise the labor of professionals and those who think anything said is worthy of broadcasting when it comes to the involvement of individuals in the news reporting process. They outline a situation in which polyphony may be used in conjunction with news collection, analysis, validity checking, and information presentation abilities to provide viewers with meaningful, quality news that deviates from what conventional media mandates.

The main idea behind the audience's capacity to remark on TVXS is to allow the editors the possibility to manage the portal's structure and content architecture while preserving the audience's right to voice their concerns. In actuality, only those who have registered are permitted to comment on articles. Each remark includes the date and time it was submitted, as well as the member ID of the individual who wrote it. Additionally, users may post text and URLs that go to TVXS or other websites, but they are unable to submit HTML or images. On the one hand, the message board's control system permits the open exchange of ideas, but it also gives other users the ability to regulate the caliber of the remarks made. It is crucial to emphasize at this point that, in addition to the aforementioned funding sources, the success of this kind of media depends on audience involvement throughout the whole process.

The end product is a kind of hybrid media where features of online communities and operational methods from conventional media coexist. We believe it is critical to address the problem of rivalry with other online news sources at this moment. Although a number of other comparable attemptsmany of which, based on their formats, might be classified as news websiteswere made after TVXS, the company has not faced any particularly intense competition. This may be attributed to two things. The first is internal to TVXS and is directly related to its singularity, special traits, overall profile, reputation, and popularity of its founder. It may also be attributed to its participatory nature, which is upheld by its sizable community of commentators. The major area of media rivalry, advertising income, is connected to the second component. However, in light of the present economic crisis, where total online advertising spending is still rather low although increasing in contrast to conventional media, the financial statistics available prevent an assessment from which one might make a secure judgment.

We may be hopeful about TVXS's future because of how rapidly it established - and maintained - its position in the online news market. This optimism helps to temper our worry about TVXS's poor financial performance, which is mostly attributable to the global financial crisis. This optimism is combined with a commitment to the initial objectives established at the beginning of this enterprise, and, most importantly, a commitment to maintaining the credibility of the medium, to a never-ending fight for an honest portrayal of our daily lives, and to an operation guided by the principles of independent investigative journalism in the multiparticipatory environment that the World Wide Web currently constitutes.

How to Perceive Objectivity

Journalists are required to keep their personal beliefs out of their reporting, and objectivity has long been seen as one of the fundamental principles of journalism. However, the traits and culture of social media platforms enable journalists to be open and communicate their ideas in

public. In the early 2000s, when media outlets included blogging into journalistic procedures, the conflict between objectivity and opinion was being played out in blogs.

The inclusion of Facebook and Twitter in news routines has reignited discussions about the journalistic standard of neutrality on platforms that value individual speech. These platforms' organizational layouts could also provide journalists more freedom to express themselves. As noted by Lasorsa, Lewis, and Holton, blogs often follow organizational norms and regulations since they are frequently published inside the framework of a reputable news website. Platforms outside of these institutional systems include Twitter. Because they operate on a neutral platform, tweeting journalists do not face the same level of oversight nor the same necessity to stay on-topic journalistically, according to Lasorsa, Lewis, and Holton.

By developing particular editorial standards, news companies have attempted to address how their journalists behave on social media sites. The American Society of News Editors recognized that social media platforms offer exciting opportunities for reporters to collect information and for news organizations to expand the reach of their content, but they also carry chal- lenges and risks in its guidance on best practice standards. The main goal of social media policy is to prevent any conduct that can damage the reputation of the news organization, including statements of opinion. For instance, The Washington Post tells its employees that nothing we do must call into question the impartiality of our news judgment. The Los Angeles Times said in its recommendations that partisan expressions online are to be avoided just as political bumper stickers and lawn signs are to be avoided in the offline world. The habit of retweeting complicates matters further for the media since sharing a link or remark may be seen as an endorsement or show of support. The ASNE recommends journalists to make it clear that a retweet does not constitute an endorsement of the material.

One company that has gone above and beyond is the BBC, which warned its employees that a disclaimer would not be sufficient. As an alternative, it suggests that employees consider adding your own comment to the 'tweet' you have selected, making it clear why you are forwarding it and where you are speaking in your own voice and where you are quoting someone else's.For journalists, the public relationships made on social media provide a further problem. It's possible for a journalist's followers, friends, or even the Facebook sites they like to be seen as signs of bias. A diligent critic may quickly develop a picture of your tastes by examining your links, those you follow, your friends, your blogroll, and numerous other signs, according to Reuters, for instance. The ASNE standards advise avoiding adding sources as friends on Facebook, but they also point out that editors disagree on whether it is acceptable to accept or send friend requests. There are also worries about how choosing to like a page or join a Facebook group may be interpreted. The majority of news organizations acknowledge that there could be good editorial reasons to like a politician's Facebook page, for instance.

The Canadian Association of Journalists advises reporters to consider joining a wide variety of groups and accepting a range of followers - instead of choosing only a few while the ASNE found that there is general agreement that journalists need to balance the pages or groups they join.The diversity of social media policies demonstrates how news organizations attempt to strike a compromise between the personal nature of social media and established professional norms intended to safeguard the reputation of journalists. However, there is some indication that

journalists are using social media in ways that may go beyond what is deemed appropriate, much like what has occurred with blogs. By expressing viewpoints in their tweets, US journal- ists on Twitter deviated from the expected standards of neutrality, according to Lasorsa, Lewis, and Holton. They come to the conclusion that j-tweeters appear to be both adopting features of Twitter in their microblogging and adapting these features to their existing norms and practices Further investigation into how journalists utilize social media will help us understand how much they are modifying and adapting it to fit with established professional standards and practices [7]–[9].

The Harmony Between Work and Personal Life

Social media's personal side has made many wonder how journalists manage their identities. Being sociable, according to Currie, Bruser, and Van Wageningen, means showing one's personality. On social networking sites, users are expected to divulge intimate details about their life. The professional distance that journalists have sought to maintain with both readers and sources may thus be eroded by social networks. According to Lasorsa, Lewis, and Holton, journalists have far greater license to write about whatever strikes their fancy, including the mundane details of their day-to-day activities, in an emerging communication space like Twitter, which can be used for everything from breaking news to banality. In addition to reporting and disseminating news, journalists frequently use social media to pose queries, discuss their work, and make observations about daily life.

In order to navigate the hazy boundary between the personal and professional on social media, news organizations and individual journalists are now determining what to say, how to say it, and when to say it. In their examination of the usage of social media by 27 Iberian and South American news outlets, Garca de Torres et al. discovered that there was no uniform method for balancing institutional and individual perspectives. While some news companies, like Reuters, urge its personnel to create separate accounts for business and personal activities, others, like Bloomberg, concede that it is almost difficult to establish a distinction between the two due to the widespread use of social media. In any event, the public could still see a reporter as a representation of their news company even if they make an effort to maintain many online personas.

The study of what journalists post and do on social media is only beginning. Currie, Bruser, and Van Wageningen suggest that expressing opinions about certain matters and making light-hearted jokes can humanize one's profile in social media and build engagement in their best-practice recommendations for the Canadian Association of Journalists. There is evidence that at least some journalists tweet about both their personal and professional life. 20% of the communications that Lasorsa, Lewis, and Holton examined were solely about a journalist's personal life. According to a different survey, many of the most popular and active journalists on Twitter included comedy in their posts. According to the experts, adding a little humor may improve audience connections for traditional news institutions.

In her case study, Newman used Guardian writer Jemima Kiss, whose Twitter posts alternate between details about her pregnancy and her love of tennis as well as technology news updates. Through social media, Kiss claims to have a richness of connection with her readers: It gives my

audience a voice and a face and establishes a direct relationship with them. The release of information about Kiss is an illustration of how some journalists are erasing the distinction between the personal and the professional by publishing information that was formerly thought to be private.The general public is the opposite side of the privacy dilemma. Journalists have access to a wide variety of material that users of social media networks publish. According to Greenslade, when stories break, reporters often do everything in their power to learn as much as they can about the persons involved. For journalists, the openness of individuals to provide so much information about themselves online has made their job much simpler. Many of these facts are now accessible online, when formerly the media would have needed to ask family or friends for personal information or images of individuals who unexpectedly find themselves in the news. Digital content may be searched for, copied, and duplicated with ease [10].

What might be deemed public or private in the Internet era is a topic that is brought up by the way the media exploits the private information on social networking sites. Boyd contends that people are not interested in giving up their privacy just because they are adopting tools that radically reshape their relationship to privacy. Personal data may be publicly accessible without necessarily being intended for public consumption. The problem prompted the creation of social media content use guidelines. Even while material may be regarded as being in the public domain, the BBC admits that using it would expose it to a far broader audience. In accordance with its guidelines, the ease of availability of pictures does not remove our responsibility to consider the sensitivities in using them and the fact that material has been placed in the public domain does not necessarily give us the right to exploit its existence, disregarding the consequences are both true. Journalists and news organizations are being forced to reevaluate their professional practices and ethical approaches to privacy owing to social media's disruption of the conventional dynamics of privacy.

CONCLUSION

In conclusion, Participation from users has changed the dynamic between journalists and their audience, resulting in a more interactive and participative news environment. Online media platforms now include commenting, sharing, co-creation, and citizen journalism as essential features. In order to embrace the advantages of audience interaction, different viewpoints, and collaborative journalism while preserving professional standards of accuracy, verification, and ethical reporting, journalists must manage the problems and possibilities given by user participation. To promote a healthy and educated public discourse in the digital era, journalists, media organizations, and their audience must continually communicate and adapt to the changing nature of user engagement.

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SOCIAL JOURNALISM: EXPLORING SOCIAL MEDIA IS SHAPING JOURNALISM

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ABSTRACT

This chapter examines the role of social media in shaping journalism, focusing on the emerging concept of social journalism. It explores how social media platforms have transformed the way news is produced, distributed, and consumed, and the implications of this transformation for journalistic practices and the media industry. The study investigates the characteristics of social journalism, including its reliance on user-generated content, real-time reporting, audience engagement, and networked storytelling.

KEYWORDS: *Citizen Journalism, Community Engagement, Data Mining, Digital Storytelling, Fake News, Information Dissemination.*

INTRODUCTION

Citizens who posted their accounts of news events on social media throughout the first decade of the twenty-first century helped create some of the most recognizable pictures in journalism. The media has evolved into a shared environment between journalists and the general public, as seen by the shaky cellphone footage of the July 2005 London bombings, the aircraft in the Hudson River tweeted about on Twitter in 2009, and the YouTube films of the 2011 Egyptian riots. The way material is collected, shared, and consumed is changing because to potent digital communication technologies, which are sometimes referred to as social media. The inclusion of people in the observation, selection, filtering, dissemination, and interpretation of events has been made possible by a generation of Internet technologies known as Web 2.0. Citizens caught up in the news are now used to sharing their media on platforms like YouTube, Facebook, and Twitter in order to offer the first narratives, pictures, and videos of events as they happen in their immediate vicinity.

A certain amount of social engagement with media has always existed. Social interaction and media are now so entwined in modern digital settings that it is influencing how users engage with the web. Social networking alone has developed into what Pew Research terms a global phenomenon in only a few short years. Nearly half of individuals claim to use social networking sites in nations including the USA, Poland, the UK, and South Korea, and this number is significantly higher among young adults [1]–[3].

The variety of Web 2.0 services and technologies collectively referred to as social media is changing how individuals and journalists interact with the news. Social media has been avidly adopted by media companies all around the globe as a means of disseminating news and

interacting with viewers. With the quick creation of new tools, features, and user applications, social media is a topic of research and application that is always changing. Initial research indicates that news is important to an increasing number of individuals as a personal, social, and interactive experience, with social media playing a role in the development of journalism standards and practices.

Social media calls into doubt journalism's authority to report on the news. A system of editorial control has allowed journalism to flourish as a comparatively closed professional culture for the creation of knowledge. However, social media is distinguished by its collaborative and linked nature. Social media platforms enable new relationships that upend authorial hierarchies. Instead of just implementing established standards and practices that may no longer be useful for communicating, journalists need to be able to learn about and comprehend how news and information function in a social media ecosystem.

Social media presents journalists with a variety of theoretical and practical challenges from the perspective of conventional journalistic techniques. By challenging the institutional authority of the journal-ist as the authority who determines what is trustworthy or noteworthy, it alters the connection between the news provider and the consumer. As a result of the fragmentation and omnipresence of news created by both journalists and consumers, social media platforms like Twitter and Facebook have been referred to as ambient media. This examines how journalists and viewers are using social media and takes into account the ramifications for long-established journalism standards and practices. It tries to provide a framework for comprehending how social media may affect the journalist's function and raise concerns about the definition of what constitutes journalism. the identifies themes that Hogan and Quan-Haase claim are underlying long-term trajectories, persistent social practices, and discernable cultural patterns in order to better comprehend the broader context and influence of social media on journalism.

What Is Social Media?

Aside from the fact that all media include a social component, the phrase social media might refer to an activity, a software tool, or a platform, making it difficult to define. Donath says that the invention of letter writing is when social media first emerged thousands of years ago. She agrees that the development of new media forms intended to improve communication and the fostering of social relationships has been facilitated by digital communication technology. Donath accurately predicted that we are rapidly approaching the time when, for millions of people, mediated sociability will be with them at all times, no matter where they are or what they are doing in his essay.

Web 2.0 is often related to the fusion of digital media and social interaction.The phrase was coined by internet entrepreneur Tim O'Reilly to describe how the World Wide Web evolved into a platform that allows for dynamic online interactions and makes it easier to create, distribute, and share digital information. In contrast to passively consuming material that other people produce, O'Reilly views Web 2.0 as architecture of participation that allows users to actively participate in the creation, shaping, and dissemination of news and information. This new web is principally about participating rather than about passively receiving information, according to

Special Issue

Asian Journal of Multidimensional Research
ISSN: 2278-4853   Vol. 11, Issue 4, April 2022 Special Issue   SJIF 2022 = 8.179
A peer reviewed journal

Tapscott and Williams. In other words, Web 2.0 technologies enable users to engage in social interaction and actively contribute to the creation of media rather than just consuming it.

Given the research on how viewers actively make meaning of media, the word passive is dubious. However, historically, people have had very little control over how media messages are created or the capacity to interact directly with media producers. According to Harrison and Barthel, new media technologies have made it possible for a far larger number of users to experiment with a broader and apparently more diversified spectrum of collaborative creative activities.

The traits of involvement, openness, discourse, community, and connectedness describe social media. The foundational Web 2.0 technologies of social media provide an infrastructure for possibly geographically distant people with similar interests to interact and work together online without the need for centralized organization. Blogs, wikis, media sharing platforms, and social networking websites are just a few examples of tools and services. Social media are a group of Internet-based applications that build on the theoretical and technological foundations of Web 2.0, and that enable the creation and exchange of user-generated content, according to Kaplan and Haenlein. However, any analysis of social media must go beyond the current state of the technology. Hogan and Quan-Haase suggest the term social media practice as a means to overcome the transient nature of the phenomena encountered on social media and identify practices that are s and universal They contend that understanding social media's consequences is more important than merely becoming mired in a discussion about what social media is. According to Hardey, Web 2.0 is inherently social so that users are central to both the content and form of all material and resources and that individual have a greater degree of agency over how they interact with media.

Users may publish material such as status updates, links, photographs, and videos on social networking networks. These social awareness streams contribute to what Hermida has called ambient journalism by offering a combination of news, information, and commentary that are relevant to the present. With the use of networked, always-on communications technology and media systems that provide immediacy and instantaneity, ambient journalism conceptualizes journalism as a telemediated activity and experience. With contributions from both professionals and non-professionals, journalism itself becomes fragmented, pervasive, and embedded in consumers' daily media experiences. By allowing users to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system, social media spaces suggest the evolution of the public sphere online. The people who use these venues are mediated publics, where social media's affordances allow people to communicate and congregate in public via mediating technology. The concept of a mass media audience is subverted by a networked public sphere, where people share, debate, and contribute to the news. Our comprehension of the changing interaction between the journalist and the audience might be improved by looking at how networked publics are impacting news flows.

DISCUSSION

Participation in the News

With 140-character eyewitness comments on breaking news on Twitter and photographs uploaded on Flickr, social media has sparked a massive increase in the amount of people who participate in the news process. Users' desire or capacity to contribute to the production of media is not a novel idea, and it is not only a result of the development of digital communication technology. Harrison and Barthel emphasize that historically, active media users have accomplished radical and community-oriented purposes through the construction of media products organized in support of social movements and community initiatives in their study of media production. They do, however, admit that advancements in digital technology are enabling more individuals to take part in more capacities in the production of media. The new Web is primarily about participating rather than passively getting information, according to Tapscott and Williams. Whether people are creating, sharing, or socializing, the new Web is principally about participating rather than passively receiving information, they write.The idea of a participatory media culture, where people are seen as doing more than merely reading the news, is developed by social media beyond rhetoric. Instead of discussing media producers and consumers playing different roles in a participatory media environment, we might now see them as participants who interact with each other according to a new set of rules that none of us fully understand The words citizen journalism, user-generated content, and participatory journalism are all used to describe audience participation in news creation.

The capacity of news consumers to participate in the collecting, analysis, and transmission of news and information is expanded by social media. Audiences no longer have to depend entirely on media organizations to spread a word to a large audience. The development and hegemony of mass media in western liberal nations defined the twentieth century. The news was created by paid experts, who also chose what the public needed to know, when it needed to know it, and how it would learn it. Journalists' responsibilities included working full-time to obtain, pick, and filter news before producing and editing it before distributing it to network members through the media. A shift from a one-way, asymmetrical paradigm of communication to a more participatory and collaborative media ecosystem, where journalists and consumers share responsibility for the news, is signaled by the use of Web 2.0 technologies as a participation architecture.

For journalists who have been used to controlling the news for a long time, how to share authority has become a key point of debate. A glimpse into the challenges of integrating the participatory and open ethos of social media into historically strictly regulated and closed editing procedures is provided by the methods that media companies have developed to engage viewers in the news process. It is now uncommon to read an article without seeing a request for the reader to send in pictures or videos from a breaking news event, leave a comment, or share the story on social media. The involvement tools are still developing. For instance, the Guardian newspaper began using user forums in 1999. More than ten years later, it was allowing readers to contribute and share material with others by using social networks and a variety of other technologies [4]–[6].

In theory, the participation technologies enable people to actively participate in the journalism process. According to research, journalists have mostly adopted the same standards and procedures in new media rather than adopting the open and democratic attitude of Web 2.0 tools and services. Media viewers' opportunities to participate in the news-production process have been severely limited, and journalists nonetheless have editorial control. Despite a variety of tactics, there has generally been resistance to making key stages of the news process accessible to the public. Instead, audiences are presented as active recipients who are expected to respond to breaking news by taking action as it occurs. Although this general mindset has affected how social media has been incorporated into traditional professional practices, there are also signs that journalists are modifying how they produce news and engage with audiences.

Journalists now use the Internet as a regular element of their news gathering process to identify sources, investigate story ideas, and get story recommendations. Even if social media preceded it, turning to online audiences for news content has stayed essentially constant with the usage of Web 2.0 technologies and services. For the most part, audiences have been portrayed by journalists and editors as extra news sources that may provide firsthand stories, images, or videos, especially in circumstances when journalists are not yet present. According to a journalist at the BBC's center for user-generated content. We really shine in the first hour before you devote your energy to that particular topic. More quickly than any other news source we can get there, we will have access to individuals who are there and who are contacting us.

Social media has emphasized the importance of the public to the media as news sensors as well as news suppliers. Users of the social messaging site Twitter have assumed the role of social sensors of the news in cases of quickly evolving breaking news events, such as natural catastrophes. Twitter offers a real-time, networked platform for the quick dissemination of brief informational blips that is conducive to breaking news situations. The social messaging platforms may serve as an early-warning system for breaking news and subsequently as a source of real-time data as events develop. Major events like the Chinese earthquake in May 2008, the terrorist attacks in Mumbai in November 2008, the Iranian election protests in June 2009, the Middle East uprisings in the spring of 2011, and the death of Osama Bin Laden in May 2011 have all benefited from the breaking news and information that Twitter has provided. According to Matthew Weaver, a reporter for the Guardian, first the tweets come, then the pictures, then the video, and then the wires.

The news vacuum that occurs in the wake of significant catastrophes, like the disastrous earthquake in Haiti in January 2010, when there are no journalists present, is one of the reasons why social media has become a component of news gathering. Until experienced journalists got on the site, hours or even days later, real-time communications on Twitter, eyewitness reports on Facebook, images on Flickr, or smartphone footage on YouTube satiate the desire for information from the area. When foreign reporters are prohibited from reporting, as in Iran in 2009, or when communications fail, like in Haiti in 2010, news organizations resort to social media.

According to research, news companies put the most emphasis on reader feedback just after significant events like terrorist attacks or bad weather that affect a large portion of the population. The dependence on audience content tends to decline when journalists enter

impacted regions. Bruno identified what he dubbed a opportunistic model in his analysis of the coverage of the Haiti earthquake. Once they had journalists on the ground a week after the accident, the three news organizations studiedthe Guardian, the BBC, and Cable News Networkrarely utilized audience material after utilizing social media extensively. Most noticeably, CNN's usage of social media in news gathering dropped from 65% to 4%. According to Bruno, traditional media will need to fully redesign their operational structures in order to go beyond such a 'opportunistic' model.

Social media is impacting the speed of breaking news in addition to changing the flow of information during significant occurrences. Producing news quickly has always been important, whether it's to beat a publication deadline, get a program on the air, or to break a story first and have the upper hand on a rival. With the emergence of 24-hour news networks and the Internet, the speed of news has quickened, signaling a turn toward a continuous news cycle. The immediacy of social media services has resulted in a technical revolution that has boosted the pace at which news moves, if not driven it. The phrase the Twitter effect is used by Bruno to explain how internet technologies that make it easier to publish and distribute user-generated, in-the-moment information are changing how and by whom the news is covered. The Twitter effect allows you to provide live coverage without any reporters on the ground, by simply news gathering from user-generated content available online, he claims.

Presenting News

As a strategy to expand and improve their reporting, news organizations have turned to social media, especially to represent swift-moving, complex events occurring across time and in a wide geographic area. During the G20 meeting in London in April 2009, mainstream media utilized social media techniques to cover a significant event coherently for the first time. As events developed, reporters from prestigious news outlets like the BBC and the Guardian regularly updated readers from the streets of London. This kind of reporting allowed us to build a nuanced, full picture of the protests in real-time on a map, according to BBC News web site editor Steve Herrmann.

By 2011, Twitter and Facebook were the two most popular platforms used by journalists. Garca de Torres et al. defined Twitter and Facebook as the 'kings' in the realm of social media in the newsrooms in their study of 27 Iberian and South American news outlets. By 2010, all but one of the top 198 American newspapers and television networks had a Twitter account. Twitter has been utilized by the mainstream media in Australia, where journalists are literally in a Twittering frenzy, to aid in reporting on disastrous bushfires and floods. Twitter has also been a feature in court reporting, with tweets from the courtroom delivering almost immediate descriptions of proceedings, as Farhi observes, reporters now routinely tweet from all kinds of events - speeches, meet- ings and conferences, sports events.

Both Facebook and Twitter provide journalists a platform to share quick bursts of text, images, or video with a large audience as the story develops in front of them. Information is supplied in real-time chunks that include observations, impressions, and behind-the-scenes comments rather than being packed into a self-contained packaged article that is generated and released later in the day. The tweets from New York Times reporter Brian Stelter from the tornado-ravaged town

of Joplin in May 2011 are notable instances of this style of reporting. Stelter said he was trying to tweet everything I saw when he first arrived in Joplin and later said, I think my best reporting was on Twitter during those early hours. Nicholas Kristof, a different New York Times reporter, utilized Facebook to provide updates, reflections, and short tales while covering the Arab spring. To cover the news, journalists are not, however, giving up on more established news items; rather, they are adding to them. In addition to their social media activity, the two New York Times writers in question were also penning pieces for the paper that would be published the next day [7]–[9].

According to Newman, real-time news reporting is developing a new grammar. The live blog or live page is a frequently used format for real-time, disaggregated news reporting, which is a method that is developing. A continually updated stream of text, audio, and video from both professionals and amateurs is provided via the online story-telling format, which is utilized to aggregate the disaggregated reporting that comes through social media. There are several signs that the editorial strategy for this kind of real-time reporting may deviate from accepted standards. According to Matthew Weaver of the Guardian, on a live blog, you are allowing the reader in on what's going on and saying: look, we're putting you in on the process of news gathering. The perception of what's occurring is more fluid.

A sort of pro-am journalism, where media professionals work with people to cover issues or themes, supplements current newsgathering, and improves output, is the inclusion of user-submitted content alongside journalistic reporting. Due to social media's characteristics, it is possible for a large number of loosely coordinated non-journalists to report the news. News organizations may either seek text, audio, and/or video from the audience or they can compile already-existing social media information.

As previously said, the use of social media material into news gathering is particularly crucial during breaking news, when the first reports are most likely to come from those on the scene who are caught up in the event. Realizing they no longer have a stranglehold on breaking news first is one way this is manifesting itself in newsrooms. Instead, the emphasis is on providing the finest news curation possible. The curator duty falls to the journalist, whose main responsibility is to browse, sort, choose, and interpret the massive volumes of material on social media streams like Twitter.

Andy Carvin, a social media strategist with National Public Radio in the United States, is the most well-known example of a journalist acting as a curator. He gained notoriety by selecting tweets on Twitter during the Arab Spring at the end of 2010 and the beginning of 2011. Carvin has created a vibrant and constantly changing mosaic of the region's convulsions, according to Farhi, by combining bits and pieces from Facebook, YouTube, and the broader Internet with a remarkable diversity of eyewitness sources. The work Carvin undertakes is described as another flavor of journalism The journalist as curator reveals the provisional process by which a news story is produced, as pieces of information are reported, debated, or validated in a continuous loop. This is different from producing a definitive narrative of events. Carvin is a prime illustration of how media professionals are reconsidering their work-related approaches and negotiating professional standards.

What Stassen refers to as a type of journalism in which the audience is much more involved in the news-creation process may be facilitated by social media. However, so far, it seems more uncommon than common to utilize social media to engage and involve people in the news-making process. Numerous research studies have shown that journalists have a propensity to normalize new communication technologies in order to conform to long-standing conventions and practices. Journalists welcome the net when it suits their existing professional ends, and are much less enthu- siastic about, and unlikely to promote, radical change in news work, as suggested by O'Sullivan and Heinonen.

According to research to date, journalists are more likely to normalize social media than to change their workplace culture in response to what Lasorsa, Lewis, and Holton refer to as a new media format that directly challenges them. Even while some journalists and editors are avidly using social media platforms to produce and distribute news, studies reveal that they are considerably less inclined to engage in Twitter or Facebook's conversational features.Few of the major US newspapers and television stations actively engaged people in conversation on Twitter, according to a research by Messner, Linke, and Esford. They came to the conclusion that traditional news media are not using their main Twitter accounts as a community-building tool, nor are they engaging with their audience on a regular basis, even if Twitter facilitates an open dialogue in many areas. Conversational communications are just a drop in the ocean, according to a survey of 27 Iberian and South American news sources' usage of social media. The study to far indicates that news organizations and journalists have not yet used the social component of social media technology to its full potential.

Instead, a key reason why news companies have embraced social media is to increase their reach. The most common use of social media is to advertise conventions and increase traffic by disseminating headlines that include a link to the news outlet's website. According to Garca de Torres et al., 50% of tweets and 68% of Facebook posts fit this description. Social media, according to the journalists surveyed for the research, provides the possibility to reach readers more quickly, to show what we do, as well as a way to connect with people living in a faster, more immediate world, and who are technology fans.

In their examination of the leading newspaper and TV organizations' official Twitter accounts, Messner, Linke, and Esford came to a similar result. The distribution procedure was sometimes automated without any editorial input. When an article was published on their website, Blasingame discovered that more than a third of the communications from newsrooms were mechanically created. It was common for reporters' and editors' personal accounts to utilize social media as a promotional tool in addition to the official account of a new organization. Lasorsa, Lewis, and Holton examined the Twitter use of US journalists and discovered that 42% of their tweets included an external link, with half of those links pointing to the journalist's own host news organization.

Social media provides news organizations with fresh opportunities to advertise content, broaden audience reach, and maybe even foster brand loyalty. News has always been spread via social contact, whether it is through workplace chats or postal delivery of newspaper clippings. A rising number of individuals use social networks to share and debate news and notify their networked circles of family, friends, and acquaintances to news that may be of interest. Sharing suggestions

and links on social networks is becoming into a type of cultural currency that broadens the audience for news.According to a 2010 Pew Internet research, 75% of Americans who read internet news have it sent to them through email or postings on social networking sites. Additionally, it was shown that slightly more than half of users of social networking sites claim to acquire their news from friends, family, and acquaintances they follow on websites like Facebook. A study of Canadian news consumers revealed the increasing significance of peer endorsement. According to the report, 43% of social media users on platforms like Facebook rely on links and suggestions from their friends and family to acquire part of their daily news.

Although social media plays a significant role in how people get the news, the news homepage is still very much relevant. As a major source of traffic to news websites, social recommendations may soon challenge direct trips to the main page or visits made via search engines like Google. In a 2011 Pew research that examined the traffic patterns to 25 of the most popular US news websites, Olmstead et al. came to the conclusion that Facebook is beginning to join Google as one of the most influential players in driving news audiences. They discovered that, with an average of 30% of the traffic to these sites, Google remained the leading entrance point for visitors. But Olmstead et al. also noted that social media, especially Facebook, is proving to be a potent source of visitors. The top five news websites' second- or third-largest source of traffic was the well-known social networking site [10].

The significance of social recommendation was further highlighted by a research on the dissemination of news links on Twitter. An et al. study discovered that a tweet from a journalist or news organization generated 15.5 retweets on average. Users that share a news link to their network distribute the news material via the social messaging platform. The researchers came to the conclusion that social recommendation might greatly boost media providers' audience reach by up to a factor of 28.News organizations have embraced the use of social networks to exchange news and information. To make it simple for users to exchange links, social networking capability has been incorporated to websites. According to studies, sharing is crucial for news consumers. While Hermida et al. discovered that over two-thirds of social media users thought it crucial to be able to readily share material, Olmstead et al. discovered that share features that appear alongside most news items were among the most clicked-on links when users leave a site.

But for established media, social recommendations can present financial and editorial hurdles. While social networks like Facebook provide the news media new opportunities to engage viewers, they also compete with one another for the attention and money of users. Facebook advertises itself as a tool for news outlets to reach your readers directly on Facebook, an audience of more than 500 million people around the world on its website for journalists. Large, aggregate audiences have been delivered to marketers as the foundation of mass media business models. Facebook's viewership and the advertising it sells both grow when conversations are posted there or when it hosts them. As a consequence, even while a media outlet may broaden its audience, doing so does not guarantee a profit since the activity happens elsewhere rather than on the media outlet's own online space. Newman cautions that history may be about to repeat itself, with social networks reinforcing the trend towards disaggregation and placing greater pressure

on the financing of journalism in conventional news organizations, much as Google became a significant middleman in the news industry.

In terms of editorial oversight, the traditional role of the media's gatekeepers is undermined since a sizable part of news consumers rely on their friends, family, and acquaintances to inform them of noteworthy stories. According to Hermida et al., individuals they knew were twice as likely to share links to news stories than news organizations or journalists. In essence, a person's social network is playing the part of a news editor by selecting whether articles, videos, and other types of information are noteworthy, entertaining, or significant enough to suggest. Traditional hierarchical ties between media consumers and producers are weakened by social suggestion. It undermines the journalist's authority as the expert who determines what the public must know and when it must know it. The user is rephrasing the message and informing their audience about the content by removing a news piece from its original context. According to Olmstead et al., knowing what content they are likely to pass along may be a key to how stories are put together and even what stories get covered in the first place

The effect of a tailored news stream, where the news is filtered by a social network of friends rather than by conventional media, has raised some worries. According to the homophily principle, individuals prefer to associate with those who will support their main views over those who would provide them with other points of view. The news and information users get as well as the attitudes they adopt are affected by homophily's existence in social networks.The degree to which this is occurring on social networking sites like Facebook and Twitter is unknown, however. According to Purcell et al., news consumers who have access to the most internet sources are far more likely than the average person to have tailored their news experience. Similar to this, Hermida et al. discovered that many social media users think their social networks provide them with access to a wider variety of news and information than if they just depended on conventional media.

Twitter research has also cast doubt on how much homophily is encouraged by social networks. Yardi and Boyd found both homophily and heterogeneity in their analysis of abortion-related tweets. They draw the conclusion that people are actively engaged with those they disagree with, but they were more likely to interact with others who share their same views as they do. An et al. observed in a study of news flows on Twitter that users often received information from several sources, with persons exposed to six to ten media sources via friend retweets. Users are exposed to information they did not know they were interested in, serendipitously, An et al. said.

Editorial Challenges and Ethical Issues

As social media increasingly permeates the media environment, it poses a number of editorial and ethical issues regarding standard working procedures and practices as well as the foundational principles of journalism. Media tools like Twitter and Facebook disrupt established concepts of communication, prevalent notions of space and time and the distinction between public and private spheres, according to Arceneaux and Schmitz Weiss. Numerous studies have examined how the professional standards and practices of journalists from the mainstream news companies were impacted by blogs, an early form of social media. On more recent social media

sites like Facebook and Twitter, some of the same conflicts about verification, objectivity, and participation are present.

The Verification Procedure

The news cycle has accelerated thanks in part to social media platforms like Twitter that enable the rapid broadcast of news and information. The rushed news cycle poses serious problems for news organizations, especially with regard to the fundamental principle of verification. Kovach and Rosenstiel stated that the constant news cycle was eroding the traditional role of journalism to deliver an accurate and trustworthy account of events even before the rise of social media.The discipline of journalism's verification is challenged by the emergence of social media as a source for breaking news and the speed at which information is shared on the network. The journalist's claim to objectively analyze reality and assert a certain level of status and authority rests on verification. Gowing refers to this as the tyranny of real-time, and he contends that professionals must make a difficult decision about when to take on the tyranny of the time and intervene with real-time information, even if it is incomplete, potentially flaky, and most likely cannot be verified with 100% accuracy.

The shooting of US Congresswoman Gabrielle Giffords in January 2011 was one such incident that sparked a heated debate on whether Twitter should be used for breaking news. Major media outlets including the BBC, CNN, NPR, and Reuters wrongly said she had passed away and tweeted the information. Later, the first story was amended in tweets, but not before additional users had resent the initial remarks over the social media network. Safran observed that people kept discovering the original tweet that she was dead, retweeting it to their friends without seeing the update for hours after it was reported she was alive.Being first and being correct may be a difficult balance to strike. Finding the right balance between speed and accuracy, between being comprehensive and being merely interesting has always been a challenge for journalists. Social media's networked structure may exacerbate these conflicts by accelerating the spread of information, which often arrives as a data fragment and may be removed from context, as in the case of Gabby Giffords. Furthermore, the public contributes a lot of the information on social media. When there is a news vacuum and smartphone images, videos, and tweets are the first to report a breaking news incident, this situation is very critical.

According to Newman, news organizations are already abandoning attempts to be first for breaking news, focusing instead on being the best at verifying and curating it. there are signs that the real-time flow of information from the public is transforming news methods. There are several hazards associated with this method for the news media's credibility and reputation. In its live online coverage of the Mumbai bombings in 2008, the BBC came under fire for broadcasting unconfirmed Twitter tweets alongside stories from its correspondents. Steve Herrmann, editor of the BBC News website, encapsulated the challenging juggling act that news organizations must do in order to convey the unfolding truth in all its guises without sacrificing fundamental editorial ideals.

In the live reporting of events as they happen, new narrative techniques are emerging that combine unreliable social media information and reliable expert reports. Major news organizations including The New York Times in the US and the Guardian in the UK provided

frequently updated coverage during the Iranian election demonstrations in June 2009 that relied on unconfirmed tweets, images, and videos along with updates from journalists in Tehran. There are signs that newsrooms are using various standards of verification while covering active, swiftly moving events in real time. According to remarks made at a social media conference the BBC hosted in London in May 2011, the mainstream media has a view that audiences have lower expectations of accuracy and verification from journalists and media outlets' social media accounts than they do from appointment TV or the printed page.

Further study is needed to determine the degree to which a rapid news cycle is undermining norms of veracity and accuracy. A study of the BBC, CNN, and the Guardian's media coverage of the 2010 Haiti earthquake revealed that only the BBC consistently tried to confirm material on social media before publishing. CNN and the Guardian sometimes prioritized speed above accuracy. This tactic, according to Bruno, seems very dangerous for one of journalism's golden rules: each news story must be verified first The work by NPR's Andy Carvin in sorting through the social media streams out of the Middle East in 2011 offers a prototype of the journalistic function of curating the news, but he goes on to suggest that the opposing models that pit publication against verification may combine into a single strategy through a reporter-curator.

CONCLUSION

In conclusion, A new age of journalism marked by social journalism has been ushered in by social media. By using the social media platforms' ability to engage audiences, access user-generated material, report in real-time, and promote networked storytelling, this kind of journalism increases the reach of its stories. While social journalism offers many chances for innovation, it also has problems with accuracy, veracity, and the proper use of user-generated information. To improve the caliber, scope, and influence of journalism in the digital era, journalists and media organizations must traverse these difficulties and seize the opportunities presented by social journalism.

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