

A STUDY ON MODERN JOURNALISM WITH SPECIAL REFERENCE TO SOCIAL MEDIA

Karin Paul Teaching Associate Department of Law CMR University Bangalore, Karnataka India
Amal Antony Audio/Premix Engineer, Aries Vismayas Max Entertainment Pvt Ltd, Kerala India

Abstract:

This paper is all about the importance of social media with respect to modern journalism. Social media now is considered the most popular platform for any- thing that's happening right now. It has become almost close to a priority for journalists to exit off social media, especially on the global stage. News instantly gets available when it's published seconds after an event happens. We always come across hearing the word "fake news" and we usually blame and argue on social media. Well, social media does have a lot of good too. It does give access to a huge volume of content to journalists across the world and puts a platform news distribution at their fingertips. This paper mainly focuses on how social media affects the world of Modern Journalism practice, enhancing the productivity of journalists. Social media even affects the bond between journalists and their audience.

Key words: Media market, Social media, You tube, smart phone, globalization, modernization,

1.1 Introduction

"Journalism cannot live without social media, but social media can live without journalism."

The world of media has changed drastically with the boom in information and communications technology over the last two decades. Today, Mass media provides 24-hour news and updates us daily with news and information from even the most distant areas of the world. This rise of social media has drastically changed the nature of journalistic reporting, giving rise to so-called citizen journalists.

In 2014 study of journalists in the United States, 40% of participants claimed they rely on social media as a source, with over 20% depending on microblogs to collect facts. From this, the conclusion can be drawn that breaking news nowadays often stems from user-generated content, including videos and pictures posted online in social media. However, though 69.2% of the surveyed journalists agreed that social media allowed them to connect to their audience, only 30% thought it had a positive influence on news credibility.

Although, there has been little in-depth research into what journo's themselves actually feel about their professional interaction with social sites. This study investigates the perspectives of the journalists on the effects social media has had on their profession, and on how they perform. Interactivity with the people, and the rise of blogs and bloggers, as well as the journalist's preferences for working with social media, are examined and implemented as part of the study.

1.2 Importance of Study

India has grown into one of the world's largest media markets. With time, the media methods of disseminating its views, viewpoints, evidence, and knowledge have expanded. Nowadays, knowledge is exchanged in a variety of ways including blogs, WhatsApp groups, YouTube channels, television channels, newspapers, magazines, smartphones, and desktop apps. This paper explores the significance of journalism and the impact on structural, functional, and professional aspects of social media in relation to modern journalism.

1.3 Hypothesis

This hypothesis was formulated as an assumption of the research or study to find out:

1. Whether Modern Journalism practice is taking advantage of the virtual world.
2. Is there any difference between journalists who use social media networking tools and those who do not?

3. Social media is both constructive and destructive in the field of journalism.

1.4 Research Questions

1. How does social media affect the world of Modern journalism practice?
2. How have social media enhanced the productivity of journalists?
3. How has social media affected the relationship between journalists and their audience?

1.5 Objectives of the Study

1. To know the perception of journalists about social media.
2. To study the role of social media in journalism.
3. To analyze the impact of social media due to modern journalism practice.

1.6 Research Methodology

This paper primarily employs on the mixed method of research and presents a picture of the current scenario and widely discuss the matters and issues related to the field of social media as well as how it is assuming the shape of a big problem due to modern journalism.

As part of the secondary Data Analysis, this paper employs books and journal articles that amply demonstrate the seriousness of the issue and the various ways it is posing a significant impact to modern journalism practices. Further, based on primary data analysis a structured questionnaire, containing few questions relating to social media use by journalists was used as the tool of data collection. The questionnaire was administered among sample respondents seeking their responses. The responses so collected are codified and presented in tables and charts. The data is analyzed using plain statistical tools. The findings have been interpreted in the context of the research setting and generalized conclusions were drawn for wider applications of the research findings.

1.7 Scope and Limitation

This study is focused on modern journalism i.e., a new era in journalism where the internet and computers are used in almost every journalistic activity and not necessarily conclusive on social media. Since modern journalism and social media share common characteristics and skills, data generated from this study and the result obtained thereof, can be applied to all journalism practices.

1.8 Conclusion

Today's young generation is the future of the nation therefore the future of Blogs and citizen journalism is very bright as a large portion of them use smart phones, tablets, or laptops therefore they hardly will wait for the newspaper of the next day or switch on TV set when they will be on their work. They will browse their device and get the information or news and the next generation of journalists come through there will be an even greater capability to exploit social media in order to report news and to market and distribute it.

As industry seems to be moving away from traditional aspects of journalism with increasing fervor. Citizen journalists gain more power and influence in online media and as an outlet for news, one can only wonder what will happen to the journalist and their publications in the future. Thus, the data obtained and subsequent data analysis certainly emphasize the fact that social media has and continues to have a strong influence on the field of journalism.

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