

**THE USAGE OF SOCIAL MEDIA IN TV JOURNALISTS FOR THEIR PROFESSIONAL:
AN ANALYTICAL STUDY**

Dr. Vilas Nandodkar, Chief Executive Producer and Input Editor, Tv9 Kannada Bengaluru
(Karnataka)

ABSTRACT:

Journalism is always established as a profession to serve society throughout the world. It is also true that only innovative technology is considered best in modern times. With the help of social media man is closer to the natives of faraway countries. Social media started and was used by some college students in a university campus for just being in touch with their friends. But now entire world including India, it is a common way for people to spend their free time. A few years back, social media was used as the gatekeeping process by the editors for selecting the news and its distribution.

Key-words: social media, TV Journalists, Media, New media, Technical Tools

INTRODUCTION:

We are living in an era of communication revolution. The communication revolution has not only changed the psychology of humans but has changed their lifestyle in offices and homes to a great extent. Journalism is always established as a profession to serve society throughout the world. Only innovative technology is considered best in modern times. With the help of social media man is closer to the natives of faraway countries. Social media has also changed the truth, elements, illustration and design of journalism. The explosion of social media platforms has created freedom of expression. Social media started and was used by some college students in a university campus for just being in touch with their friends. But now entire world including India, it is common way for people to spend their free time. A few years back, social media was used as the gatekeeping process by the editors for selecting the news and its distribution. Today journalists are using social media platforms for monitoring the content with more likes and share. The journalistic approach and view transformed as the prominent feature of social media. Journalists generally use social media applications like Facebook, Twitter, and You Tube as the primary function for exchanging information. The social media platforms are fast and short dominant the point of view quality rather than quality. These platforms expanded the scope and area of content creation in the mushrooming growth. Not just the part of influencing the news but also all the stake holders involved in the cycle of spreading the information. Because of technological advancement the profession of journalism also has changed and it's now more challenging because it changes the mode and methods of working. The growing influence of social media is clear from the fact that 4.62 billion people across the world use social media platforms equating 54 % of the total world population. The study is about the influence and impact of social media on media industry.

OBJECTIVES OF THE STUDY:

1. They explore the usage pattern of social media usage among journalists
2. Study the normal pattern of usage of social media.
3. To identify the major social media platforms used by the Professionals.
4. To study the reason for using social media platforms while news making.

RESEARCH METHODOLOGY:

The Paper used the method to mix survey with the people in two different Journalists. The first group belongs to the masses who generally use the different platforms of media including social media platforms. Another group is the pure hardcore journalists for the media Industry especially from the television. The researchers randomly choose the sample of 300 Working Journalists from the age group of 20 to 50 who are using the media platforms by their own choice. In this research, take the sample of 300 hard core journalists, especially for the TV media who have experience of minimum 5 years in

age group of 30 to 50. With the help of two different questionnaires, researchers conducted a survey. By asking survey questions related to the objectives face to face.

STUDY AREA:

The study is based on how the social media impact on the working and mode of journalism especially electronic media. Study packed with some surveys conducted with journalists as well as common masses to check the depth investigation on the impact of social media on journalistic view.

Importance of the Study:

Today journalists are using social media platforms for monitoring the content with more likes and share. The social media platforms are fast and short dominant the point of view quality rather than quality. These platforms expanded the scope and area of content creation in the mushrooming growth. Not just the part of influencing the news but also all the stake holders involved in the cycle of spreading the information. Because of technological advancement the profession of journalism also has changed and it's now more challenging because it changes the mode and methods of working.

REVIEW OF LITERATURE

Social Media News: Motivation, Purpose and Usage- Samanch Behesthi-Kashi and Baharak Makki-2013-The study found that social media platforms users prefer social networking sites as well as video share platforms. Social networking sites also rank first in the news production and distribution.

Social Media's impact on journalism: A study of media's coverage of anticorruption protests in India (Rodrigues, 2014) - The study involves the Anna Movement" which explains the power and use of social media platform for the campaign, "India against Corruption". The research shows the power of social media to strengthen the media

Social Media's Impact on Journalism (Squires, 2016) --The study reveals that effect of the usage of social media with broadcast journalism with the special reference that journalists have the special relationship with their readers with the use of social media platforms.

Impact of social media on Modern Journalism by (APEH, 2016) – The study emphasis on

WhatsApp	Other social media	Hike/ iMO	Messenger
284 (94%)	260(87%)	276(93.00%)	81(27%)

innovative journalism concept with the help of social media platforms. It's made a effective phenomenon in Nigeria. Using Dare (2011, p-44) where 86 journalists surveyed used the social media platforms as a supply of breaking information.

Advancement of social media and Future if Newspaper Industry- Koustav Mukherji-2016- The Study shows that more people participate on social media, and they will highly be inspired to become a citizen journalist. Yong generations are not much interested to read newspaper or switch on their TV sets for the information. They prefer to get the information through social media platforms on their mobile's screens.

The Impact of social media networks on society (Bossio, 2017) –In this study Bossio reveals that social media introduced a new type of journalism focusing on mean or woman journalist's practice.

Study of Influence of social media on Journalism Interference or Professional Advancement (Pathak, 2018)- The study reveals the character of journalism which has been strongly influenced by social media. It also discovers a solution to the development of social media technology in journalism is expert development.

A study on journalistic use of social media-(Dr Pitabas Pradhan, Nicky Kumari-2018- the study shows that social media services have a big role play for the journalists in their professional and personal life also. Twitter and You Tube and Facebook are the most common social media apps which are being used by journalists where they share and post their stories for more likes.

Data Interpretation The very first question was asked to both the respondents whether they use, and for which purpose they used the social media platforms. The respondents' analysis is given below:

Social Media Platforms Used by Journalists for Professionally

Social Media Platforms Used by Journalists for Professionally Facebook Twitter You Tube WhatsApp Hike/ iMO Others Total 284 (94%) 260(87%) 276(93%) 07 (28%) 81 (27%) 25 Table-2- In the second question, Maximum Journalists (94%) using the WhatsApp app, and Hike and IMO is the second in number that is 93% then Other Social Media (87%) and then the Messenger (27%) which are used by the Journalists only for professionally.

Social Media Platforms used by Journalists for professionally for the main reasons

Disseminating Information	Getting More Information	Sharing for Information	For Other Purpose
170 (57.08%)	124(42.02%)	109(31.01%)	185(62.09%)

In the most important question asked to media journalists about the use of social media platforms, they revealed that they professionally used the social media platforms for different reasons. But most options chosen by the Journalist are the Dissemination of their work i.e.,57%. It means maximum number of journalists use the social media platforms professionally just to circulate their stories, article features extra. 31% of respondents are interested in sharing their work to the others like friends, fellow, colleagues or industry people.42% respondents use this just to get other source for getting the new information. 62% respondents use this for other purposes.

RESEARCH FINDINGS:

After the deep evaluation of the data and figures, research proved that social media is the very common platform among the Journalists and the common masses where they get the information. It shows a routine pattern without any break. In another objective, Messenger and WhatsApp are the most common platforms for the both respondents wither by the professionals or the common masses. Another finding of the objective of why the Journalist used the social media platforms reveals that Journalist disseminates their stories or work to others. In other objective maximum respondents check the news authenticity from other modern media platforms after getting the news from nay social media platforms.

CONCLUSION:

In another conclusion, the Journalists and media professionals should be very much ensuring about sharing their news on any social media platforms about their contents, and facts. It shows that media professionals should be more professional in terms of the credibility of their content. Social media give many option to enhance the market of their contents with wider reach in a very short span of time. It is proved that social media is giving or reshaping the journalistic views and mode of presenting the contents. It also changes the performing duties of media journalists effectively in keeping people liking and choice.

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