

## Explosion of Digital Journalism Through Social Media

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### KEYWORD

*Perspective, Interaction,  
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### ABSTRACT

This paper deals with how Digital Journalism has risen against all odds on social media from the stand point of various people and their positions in the society. There was once a belief that Digital Journalism would change the minds and ideas of audience interaction through social media in unusual ways and it has almost become a reality. The use of Digital Journalism is to convey valuable news and information to increase consumption of news. The rise of social media over a decade has strongly influenced and set minds thinking on how news was previously reported and digested. Social media has drastically altered Digital Journalism. It asserts through the aid of e-mail, chat rooms, message boards, online newspapers, twitter etc. and has strongly fascinated the audience minds and made them almost glued to their seats. Currently Digital Journalism has spread all over the world and plays a vital role in day to day life and also grabs the attention of young and old alike especially students to educate them about the world happenings. In Digital Journalism, the way of exposing the news was to totally influence the minds of audience and to make them think creatively and with wit. This paper communicates in length on how Digital Journalism through social media communicates with audience and helps them to be updated with day to day incidence.

## 1. INTRODUCTION

Digital journalism is also known as online journalism. It is a modern form of journalism where editorial content is distributed through internet as opposed to publishing through print or broadcast. It has democratized the flow of information that was formerly controlled by traditional media including newspapers, magazines, radio, and television. Nowadays the digital aspect can be central to journalistic message something which remains within the creative control of the writer and editor. Teletext is called as the first type of Digital Journalism invented in UK in the 70s. It is a system that It was invented in UK in 1970. Teletext is a system that allows viewers to choose the stories they wish and watch it immediately. Through this information viewers can understand the stories in brief as it is in the Digital journalism.

Over a decade social media has seen its growth in the most incredible way. It has in fact altered the day to day life of people across the globe. Its overwhelming growth has in fact overcome the ancient media of digital journalism. Exploring the confines of digital journalism through social media has now become a much debated research to understand the influence and the future of digital journalists and journalism as a whole. Social media can be a great place to get

breaking news, as a lot of stories break first on social media. As people now live in a fast paced informative world, everyone can have the facility to update all news from all over the world within a minute at any time. Social media helps people in terms of publishing the news and also to collect information on the variety of news spread through various domains.

The pros and cons of social media are discussed hereunder:

## 2. PROS

- ❖ One major task of a journalist is to connect audiences with the relevant information. It helps people to get a clear idea about the news.
- ❖ Social networking sites like Facebook and others are gearing up for immediate information to keep their hype going. Facebook has now become like a prominent news channel as the number of viewers keep increasing day by day.
- ❖ Compared to print journalism, Digital journalism has a vast reach to largest audience from all over the world.

- ❖ People who access the internet may receive news more quickly than print journalism.
- ❖ Reading the news becomes an interactive experience among the readers and they are at liberty to voice their views too.
- ❖ Instead of simply looking through black and white copy of the news article now readers can read the news through online while watching live streaming videos. This has terribly paved way for improvement of digital journalism and has posed a major challenge to other forms of journalism.
- ❖ Social media allows for quick circulation of public health and safety information and this may also be taken as a welcome change.

### 3. CONS

- ❖ Fake news spreads through social media like a raging fire compared to real news as it is not accessed by a single person.
- ❖ Social media, one cannot deny, is rapidly changing the way people look at news. People are almost addicted as it gives news every single minute while media and newspapers worked according to time.
- ❖ Nowadays Social Media is considered as a wild jungle. It has the power of changing the real news into fake and fake news into real news.
- ❖ Criminals can use social media to commit and promote crimes. It can drain minds marring the capacity of self-thinking.
- ❖ Advertising practices of social media sites can create an invasion of privacy.

### 4. IMPACT ON SOCIAL MEDIA

There are two sides of impact caused by social media i.e., positive and negative. Social media has definitely brought people from the universe closer where they can be connected to anyone anytime. Face book and other social networking sites like Twitter and LinkedIn and you tube channels are cost effective means of spreading news and getting support from audience. One of the greatest impacts of social media has been its addiction and spreading fake news. Fake news stories can have real life consequences. Images and videos that carry violence can damage the behavior of kids and adults and make them involve in criminal activities. There is also lack of security with personal information and chances are that they may leak on social media. They don't know that they are playing with emotions of other people.

Social Media has significantly shifted the way of journalists to do their jobs from changing the way they receive information. All of this makes Social media a great place for connecting people through online. Nowadays readers are no longer waiting for the next day newspapers they are on the twitter or face book and immediately go through the content and share stories with the help of the many groups that they are involved.

### 5. MISINFORMATION AND DISINFORMATION ON JOURNALISM

Misinformation which means unintentionally spreading news all over the world and at the same time, disinformation means intentionally spreading with the permission of administration to all over the world. Here are some examples for Misinformation and Disinformation. Disinformation is something in which the fake news spreads through Social media like face book WhatsApp etc.

#### FOR EXAMPLE

- One day, several readers notified that a site called the Conservative Daily Post had published a number of false stories, including a report that President Obama and Hillary Clinton had both promised official pardon to undocumented immigrants. Who voted on the Democratic ticket? Neither person has made this promise to immigrants.
- The daily newspaper that were fliers left on the campus of Bates College, in Maine, told students that if they wanted to vote in Lewiston, they would have to pay to change their driver's licenses and re-register any vehicle in the city. These sorts of cheating are common on college campuses.
- Jefferson Riley, the Republican mayor of Mansfield, posted a message on his Face book page: "Remember the voting days: Republicans vote on Tuesday, 11/8 and Democrats vote on Wednesday, 11/9. He son deleted the post. Jeana Hyde, the city clerk in Mansfield, confirmed that Mayor Riley had made the post on his personal account. She said that while she couldn't speak for the mayor, she believed that the post had been a joke, "but I really don't know."
- There was recent news that a BJP lady slapped a priest but the actual news was a Christian lady slapped a priest for some other reason but news was delivered in order to defame a BJP party.



In this Disinformation the news gets spread all over the world with the permission of administration through social media.

Misinformation is additional falsehoods spread by apparently well-meaning article corporate accounts and misinformed individuals. Who declares claims that turn out not to be true? There are two types Misinformation they are decision to omit the relevant information and the second one is out and out lie. According to first kind, a report that congress passed a 1.3 trillion tax cut, but leaving out the information that it won't have a significant impact on the taxes paid by virtually all taxpayers is misinforming most of the people who are hearing the story. According to second type of Misinformation a purposeful expression of something the speakers know to be untrue. Misinformation and rumors are spread like a smell in the air and someone's life is tarnished overnight. Here some examples for misinformation. They are:

- In Indonesia they announced about the earth quake which made people rush to the streets. The rush was so severe that half of the people lost their lives in the crowd itself.



- Because they wanted to prevent the people from earth quake many died in the rush.
- Thus information carried through face book gets spread all over the world and changes everything overnight which sometimes is not true.

## **6. CONCLUSION**

The paper proposes to bring to light that digital media gets spread like wildfire most importantly through social media and this in turn helps audience to be updated by the recent happenings. People should also be aware of the numerous fake messages that it spreads which emotionally harms people's reputation and trust.

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