

CHAPTER 1

INTRODUCTION

1.0 Introduction

The journalism industry has experienced significant transformation to keep up with the most recent developments in newsgathering worldwide. Digital media is the way of the future, but it is hard to foresee what these changes will mean. The distinctions between conventional and modern types of communication are merging structurally. Traditional media organisations' ability to adapt to the digital era and sustainability have been questioned. News organisations must re-evaluate their goals, areas of expertise, the resources they need and have access to, and the environment in which they operate to adapt to these changes. These issues have management consequences and affect how well-informed and objective the news media can do their jobs, resulting in journalists and newsrooms transitioning from single-media reporting to multimedia reporting. Technology has evolved how people consume news and look for information (Chaffee & Metzger, 2001). The struggle for niche audiences rises as news audiences shift online and find additional media channels and services.

It is common to hear that the theory and research surrounding the use of technology in news production still need to be included (Cottle, 2003). Concerns about journalists' ability to multitask and have several skills are among the primary issues. When computers were introduced to newspaper newsrooms in the 1980s, specific traditional roles became redundant (Garrison, 1998). In newsrooms, multitasking is used to increase productivity and cut costs. It raises questions about the deteriorating quality of news output due to journalists' rising workloads, pressure, and "deskilling." On the other side, it has been linked to certain positive developments, such as giving journalists more flexibility.

Both established and news media organisations have been pushed by technology environments like the advancement of social media to consider content creation and delivery more seriously. Referral traffic to news websites is increasingly coming from Facebook or search engines due to the growing significance of social media as a mediator for news distribution. Most news organisations have reacted to these shifts by investing significantly in readership statistics and search engine optimisation. According to some studies, technologists may have contributed immensely to transforming traditional newsrooms into

workplaces with online and social media abilities (Nielsen, 2012). The way news organisations produce content and the kinds of positions needed to produce it have changed due to social media. The traditional “news cycle,” which was created by journalists, editors, and their sources of choice, is losing ground to an “information cycle”, which is a complicated network of relationships that combines audiences with the organisational processes of news production (Nielsen & Schroder, 2014).

The growth of organisational structures and work practices must be observed, and new roles with a technology focus are crucial to this process. While the organisational response to social media as a medium for news production and distribution has significantly impacted journalistic practice, these developments also called for the creation of new editorial strategies, policies, and job roles in the newsroom. The changing interactions between different managerial, editorial, journalistic, multimedia staff, newsroom culture and audience relationship in the newsroom represent an essential yet frequently underappreciated development. In the newsroom, journalists have traditionally been portrayed as having some degree of autonomy; aside from the fact that editors can assign journalists to specific stories, the sourcing, investigation, and method for producing a news story have typically been portrayed as an individual effort.

1.1 Problem Statement

Nowadays, journalistic content is produced, utilized, and disseminated across various channels. Technology is progressively complementing traditional mass media while expanding the communicative choices between journalists and their audiences. While changes related to the professional culture of journalism continue to present the most difficult challenges, the evolution of technology is also related to audience relationships and faces greater resistance. As stated by Lewis (2012) and Ryfe (2012), news organizations experiment with new business models, and journalists in the news industry must deal with some innovations, including an increase in the use of digital and social media technologies. Additionally, journalists can report breaking news whenever it occurs and include additional updates in their stories (Craig, 2010). As a result, researchers in journalism have emphasized how the new technology has altered how journalists produce stories. Also, they stated that these new technologies had remained a focus of journalism as one of the primary driving causes behind changes in journalists’ practices. Pavlik (2000) stated that technological advancements have impacted journalism practice, including how journalists work, the quality

of news creation, the news content, and the newsrooms' physical layout. This study considers the impact of technology on journalist and the adaption of technological changes in the newsroom to understand better the diverse revolution facing journalists and news organisations.

1.2 Research Objective

This study's objective is to observe of what are the changes that occur in news organization which divided into two research objectives:

- a) To observe the impact of technology on journalists in the newsroom
- b) To examine the evolution of technological adaptations in the newsroom

1.3 Research Question

Following are some of the research questions raised by this study:

- a) What is the impact of the technology evolution on journalist practice?
- b) How do journalists adapt to technology evolution in the newsroom?

1.4 Significance of the Research

This paper aims to publish a study of what changes occur in news organizations regarding of technological adaption in journalism practice. In this study, the researcher will look at how journalists and news organisation adapt to the technology changes despite the wide use of social media in everyday life. This study will also examine the effect of technology on journalism in news organization.

This study is significant, and it is hoped that the findings will provide benefit and subject-significant insight for directing, informing, and serving as a guide for the news organization.

1.5 Framework of the Study/ Theory

Innovation diffusion theory is frequently used to analyse how a particular technology or practice develops (Roger, 1995). Digital and social media technologies are growing among journalists in the news industry, and the relationship between journalists and their communities is being re-evaluated. The related changes which is, technology is considered in this research to provide a fuller understanding of the revolution.

The spread of broadcast television, cable, and other new forms of mass communication technology has been the subject of research conducted by some different researchers. The process of adopting and using mass media has been the subject of investigation for a great number of other recent projects as well. A significant amount of research has been done on using computers in various contexts involving mass communication. Other recent studies investigate the impact of desktop computers, Internet use, computer adoption and use, corporate website content, and Internet diffusion on the lives of adolescents (Singer, 1998). Some scholars use theoretical perspectives such as actor-network theory (Anderson, 2013) and an institutional approach to explain change in the news industry (Ryfe, 2012). However, diffusion theory's innovation qualities and implementation stages best describe how workers in this study respond to the cluster of innovations advanced by their news organization.

1.6 Conclusion

This chapter overviews the research area and explains why this study is important. In this section about the study's goals, the researcher has also written down the goals that need to be met by the end of the study. The general and specific goals of the research have been set up to ensure that the research will be successful.