

Advancement of Social Media and Future of Newspaper Industry

by

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Abstract: *Journalism is one of the noble professions prevalent in society in the vast majority of the world. The rise of social media over the decade has seen a strong influence on the way in of news reporting and digestion by all parties within journalism, with so called journalists taking on a developed role utilizing social media as both ways to deliver and to promote their works. Several researches have been conducted on what the role that social media plays to journalism, and from the perspective of different aspects within the industry. With the meteoric rise of social media sites such as Orkut ,Twitter, Facebook, and Instagram, people claimed that we are entering to a new era where thoughts can be shared within 140 characters. It is like as if the golden era of Woodward and Bernstein, Edward R. Murrow, and Walter Cronkite is gone a long ago. Although, there has been little in-depth research into what journos 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.*

Key Words: *Journalism, Newspaper, Social Media.*

Introduction:

Since 1700 Ad newspapers have been working as a primary medium of news added by magazines in 19th century and media tile radio and television in 20th century. Internet followed them and took effect from the end of the last era.

Before the invention of the newspaper, there were two forms of periodical news publications: the handwritten news sheet, and single item news publications.

The Romans published *Acta Diurna* ("Daily Acts"), or government announcement bulletins, around 59 BC, as ordered by king Julius Caesar. They were engraved in metal or stone and posted in popular places.

In China the early news sheets were called tipao and those were produced by Government. Press was started by Willam Bolts in India in 1776 followed by Hickey in 1780. Bengal Gezette was the first news paper in India.

Technology started to change rapidly from the beginning of the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet.

CompuServe-the earliest forms of internet were developed in 1960s and home computers started to become common from 80s. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's

Social media began to explode in popularity after the invention of blogging. Social media sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube started in 2005. It created an entirely new way for people to communicate and share with each other across great distances.

By 2006, Orkut became available to users throughout the world followed by Facebook and Twitter.. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will remain authentic for the upcoming decades.

Research Questions:

Given below are some questions of which we will try to find the answers:

- 1/How bloggers and blogs affect the world of journalism?
- 2/How they create social awareness?
- 3/How Social Media leads to a social change?
- 4/Whether social media are affordable or not?
- 5/How it affects News paper business??
- 6/What should be the strategies of the newspaper houses?

On the basis of above mentioned questions the research objectives are given below:

- 1/To find out how citizen journalism/online journalism affects newspaper business.
- 2/To find out whether Citizen Journalism can create social awareness.
- 3/To find out how Social media take a leading part in the social movements.
- 4/Critically examine the social changes in India and the role of citizen journalism in it.
- 5/ To find out the particular age group of the people preferring social media.

6/ To find out the changed business policy of newspaper houses to handle the situation.

Methods:

To find out the prospect of social media and newspaper industry proper methods are needed. The methodologies which I have applied are given below:

1/ Historical Method: This method delivers some vital data about the past of press and the route of web journalism and social media.

2/ Case Study Method: This method shows how social media have played a vital role in the social changes by organizing political movements and what news papers have done in the past so that we can understand the influence of both. Besides that, we will find out the evolution of the newspaper houses.

3/ Cluster Sampling Method: This is the most vital method to show actually who can access social media and who still depends on the news papers. Advancement of technology has played a crucial role in making these clusters. Tech-savvy youth prefer social media as they as easily handle smart phones, gadgets. But the older generation still prefers to read news papers.

Content Analysis:

In last few years, citizen journalism become improved and many people become citizen journalist to share public information about the events and happenings is clear and detail. Citizen journalists are common people like us. They don't have the basic media training. But they can share news and pictures instantly with the use of internet on smart phones or laptops. There are two sides of citizen journalism-Pro and Contradictory. For example ,after reading a news in newspaper one can find out its factual errors and share it with his/her blog.

According to Peter Beaumont,(Peter Beaumont is the Jerusalem correspondent of Guardian. He has covered the conflict zones including Africa, the Balkans and the Middle East, and reported widely on issues regarding human rights and the effect of conflict on civilians. He is the winner of the George Orwell Prize for his reports from Iraq. He has authored The Secret Life of War: Journeys through Modern Conflict) the revolution in Egypt revealed more than the power of the mass in victory over repressive regimes;

Beaumont has integrated new technologies into his news-gathering techniques as they've emerged during the events in Cairo when the internet blackout in Egypt was like taking a step back in time.

Besides these Shahbag or Wall Street movements are such movements motivated by citizen's voices.

The online effect on news reporting is considered the most clear evidence that this is a revolutionary technology: News editors and the government do not act as the gatekeepers to

information because costs of distribution have almost completely become nil. If knowledge is power, the web is the greatest tool in the history of the world.

The process which happens before a story publication has also been transformed. Internet has become the reliable source for the globe when it comes to getting information. Online, the reporters find a multiplicity of perspectives and a library of available knowledge which provides the materials for stories. Increasingly, the stories are coming from the web.

The Prospect of CJ depends on two basic things-1/advancement of cell phone technology and its usage and usage of net through laptop or pc and reach of internet service providers. Gen y are preferring smart phones and tablets than pc land laptop and thus these two devices(tablet and smart phones) are playing crucial role.

Advancement of cell phone technology and its usage:

Social media is pervasive online, but it's also starting to get more and more popular in the mobile realm. As smart phones continue to increase their market penetration, it becomes easier for users to access their favourite social networks through their mobile devices. Social media goes hand in hand with the accessibility of mobile devices, and the biggest the influence that mobile has, the more it's going to change the way the social media field is played.

One of the primary reasons that social media works so well with mobile devices is the integration of live posting. Instead of waiting to get home to upload pictures of your outing to Facebook, you can add new pictures as the events occur. Live blogging and tweeting at events is another way to provide real time updates to your social networks. Once you get used to instantly posting while the thoughts are on your mind, it would be hard to go back to using social networks outside of the mobile realm.

Social media continues to grow with a focus toward the mobile platform. A few effects from this include users relying on chat more than texting on the phones, VOIP options for calls through Skype integration and similar services, and many other ways to utilize social networks for functions that used to be handled through other services.

Smartphone are going to continue dominating the market, and social media is going to be a big part of it. Everyone is looking for the next viral sensation, to share funny pictures with their friends, and to shout far and wide exactly what they're doing and when they're doing it. When you make it easy for everyone to share their lives on social media, you're providing a way to promote your business without being obtrusive about it.

Unique mobile users exceeded 50% of the total population of the world by the last quarter of 2014 and the current year-on-year growth rate of 5% plus suggest that the number of new mobile users might touch 200 million in between a year.

According to GSMA Intelligence and Ericsson, the 7 million active mobile users mainly uses two types of active connections.

According to Ericsson smart phones share 38% of world's active connections.

Fast mobile data access varies from country to country although the ratio of broadband users- i.e, 3G or above is nearly 40%.

Reports suggest that Japan and Korea's **2.8 million** mobile connections are 3G or above, although this is a real fact that the internet – or at least the internet as we know is not available to the country's common citizen. However, at more than 10% penetration – 60% plus up on the same period last year – the role of mobile in Korea may be the reason for optimism.

In case of fixed internet access, South Korea is way ahead of the rest of the world in case of mobile internet speeds. The country's mobile operators delivering an average connection of **18.2 Mbps** – while the following countries like Singapore and UK deliver the speed of 9.1Mbps and 8.1 Mbps respectively. Lowest among the lot is Vietnam with 1.1 Mbps. Countries like India, Brazil, and Argentina delivers mobile data speeds below 2Mbps. .

Newspapers have also been changed their business strategy to combat with the growing prospect of social media. Since, this business is based on advertisements; the houses are publishing the online version of the entire news paper. Some advantages of this e-version are given below:

- a/ A soft copy of newspaper normally gets more costly ads than the hard copy of a paper.
- b/ It can be said as a double benefit scheme for the houses. They get their profits from both the hard copy and soft copy.
- c/ People using smart phones can easily access the e-version, so that the impact factor remains high and ads keep coming.
- d/ Lastly, an online version of a newspaper, seems more authentic than a online media as it has a valid RNI number.

Conclusions:

- a/ With the spread of smart devices ,more & more people will participate on social media and thus they will be inspired to be a citizen journalist.
- b/ As today's young generation are the future of the nation therefore the future of Blogs and citizen journalism is very bright as a large portion of them uses smart phones, tablets or laptops therefore they hardly will wait for the newspaper of the next day or switching on TV set when they will be on their work. They will browse their device and get the information or news.
- c/ As it is a growing field therefore leading business houses will invest on this trade and thus to compete the leading media houses will shift their focus on this.
- d/ As people will be trying to give the information to the best of their knowledge therefore we will get more objective news.
- e/ People will have more options, therefore, leading houses will try their level best in presenting news, to maintain the reputation.

As Television is an audio visual medium, therefore social media at present is not harmful for 24x7 news channels. But it can affect newspaper business if the houses don't get updated.

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