Emerging Role of a Journalist in Trending Era of Social Media

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Abstract: *Numerous studies have talked about the effects of the increased usage of social media on journalism and various roles within the field. Contemporary study, however, does not offer any noteworthy qualitative research on the perception of journalist involvement with social media. The current study focuses on the views of Jordanian journalists on how social media has impacted their career and position in the media. A number of interviews are performed to gain insight into how journalists understand their relationship with readers. This research looks into the use of social media by journalists, audience involvement, and the emergence of tailored journalism. Contrasting opinions are presented by the inquiry. With some participants stating that social media has helped them grow in their professions, and others considering it to be an interference with their professional duty, a result verifies the significant influence of social media on profession.*

Keywords:. Contemporary, Jordanian journalists, Contrasting opinions, professional

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