

Exploring New Frontiers in Digital Journalism: An In-Depth Analysis

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Abstract: *Thanks to changes in audience tastes and technological breakthroughs, digital journalism has seen tremendous changes in recent years. This study examines the most recent developments influencing the field of digital journalism and how they affect the creation, sharing, and consumption of news. This study identifies and analyses major trends including data journalism, immersive storytelling, mobile journalism, audience engagement tactics, and the advent of AI-driven content production. It does this by drawing on a thorough analysis of the literature, case studies, and industry reports. It also looks at the potential and problems these shifts provide for news organisations, journalists, and society at large. Journalists may successfully traverse the dynamic digital media landscape and keep producing high-caliber, timely, and interesting news material by comprehending and adjusting to these changing patterns.*

Keywords: Trends, mobile journalism, audience interaction.