A Journalist's Function and 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.

I. INTRODUCTION

Every person may come into contact with the news at some time in their lives, and it may be viewed as a source of information (Hughes, 1981). (Barker, 2012). Our progenitors used words and gestures as communication tools in the past, creating what is known as an imagination-inspiring communication system (Jablona et al, 2012). These might be viewed as the foundation for the way news is broadcast now. Although traditional methods are still used to transmit news and information, there has been a major improvement in the way news is presented throughout time. In fact, the development of communication methods is a result of technological innovation.

In the past, people's and society's perceptions of the value of journalism were bolstered by leveraging their position of authority and status: "share a feeling of mission with thousands of other journalists that I have only seen in two other fields. Teaching is one of them, while ministry is the other" . However, journalists must deal with some infringement on their status and influence, which might result in a big shift in their job.

Due to the growing social media, which has disrupted twentieth-century standards, the news industry has seen an irreversible and drastic upheaval in recent years. The internet, which enables individuals all over the world to stay connected, is largely responsible for the increased level of interest and effectiveness in social media. Similar to how in the news industry, readers, broadcasters, and journalists are now much closer to one another thanks to the internet and feel more at ease working together.

The audience's viewpoints, those of editors, media professors, newspaper managers, and others have been emphasised in previous research on social media and the news industry (Deuze, 2003; Chung, 2007; Hermida & Thurman, 2008; Domingo, 2007; Robinson, 2010). However, few research have focused on the traditional news sources' opinions and perceptions on social media. The present study focuses on the journalist's perceptions on how social media has impacted their career and their position in journalism.

This study aims to investigate how journalists see and feel about how social media affects their line of work. This study also offers insight into how changes in social media alter readers' perceptions of news as compared to earlier decades. Since journalists are active contributors and may need to adapt to the new changes, their opinion of how social media affects their career is therefore very important. The study might also be used to chronicle how social media has developed recently, what it means for journalists and for the future of the profession. Participants in the interview process must comprise both respondents and informants, and the type of answer might be based on facts or views, respectively.

The influence of social media on news transmission was highlighted in the recent research. The influence of social media on the evolution of the news transmission process and its implications for the theory underlying news culture are

also covered. In addition, does the growth of social media actually alter how we think about news in comparison to earlier ideas? Are these remarks from fresh contributors a new form of news?

1.1 Communication Flow within Journalism:

Habermas (1989) attacked media communication patterns as being one-sided since they fail to take reader meanings into account. Numerous more studies that focus on citizens' rights to political intervention and discontent expression draw attention to the same issue. The civic journalism movement started in the 1990s, and it firmly advocated that readers' opinions on particular areas of interest be taken into account (Rosen, 1992; Merritt, 1998). Today, civic journalism is translated into an online community of participatory journalism, which actively encourages two-way engagement between the public and the media (Bowman & Willis, 2003).

News credibility is a current issue that has emerged as a result of journalism's internet participation. After practically all newspapers adopted web-based or online journalism, reader interaction inevitably emerged from the media sector. The promotion of new media channels puts the conventional one-way communication under pressure. In contemporary journalism, audiences are welcome to offer tailored comments to influential authors and actively engage in the newsgathering process.

The web-based journalism chooses between interaction, selectivity, and speed. Links and newsletters let readers select the topics that are most interesting to them. This gives readers and newspapers a continuous forum where they may interact and offer commentary on the relevant stories. As a result, it marks the beginning of customised journalism. In the recent years, conventional journalism has moved in the direction of contemporary media, and the concept of collaborative news has clearly risen. The internet has shortened the gap between professional and novice journalists since they are collaborating to deliver the most accurate news in the shortest amount of time.

According to Deuze et al. (2007), news is released on a variety of platforms and readers are given access to a more developed public realm in contemporary journalism with interactive relationships. According to Deuze et al. (2007), the organisation initiated the interactive contact between the audience and journalists, which they refer to as participatory journalism. The conventional notions of gatekeeping and professional identity in journalism have also been examined by the two-way communication (Chung, 2007).

According to research by Zvi Reich, the foundation for new citizen-led media is the incorporation of civic engagement in traditional media. Due to these developments, journalism is going through a reformation period where established media authority may be disregarded or weakened (Reich, 2008).

1.2 The Impact of Social Media on Journalism

Steensen (2011) asserts that social media and the internet have only helped by quickly disseminating news from many sources. News that was once limited to a small number of stories, hourly broadcasts, and morning newspapers is now accessible with only one mouse click. The level of engagement has only helped by making it easier for producers and audiences to acquire information and by developing connections with the sources of news. Gunter (2003) came to the conclusion that the freedom of the audience to pick what they want to read and when they want to engage in the creation of news is tied to the investigative function.

The top-down, conventional communication approach does not work well with readers in online environments. By omitting the role of journalists, the material is directly delivered from the source on web platforms. Thus, the mediating function of journalists between the audience and the outside world has been eliminated in modern professional journalism (Gunter, 2003: 171). Newspapers can also use the current communication. Online newspaper readers may take part by offering commentary on the news and can communicate directly through blogs, chat rooms, and texting (Bowman & Willis, 2003). The shift in communication necessitates a change in the way journalists view their position and typical workdays. The traditional responsibilities of a journalist, which included gathering data, responding to reader input, and publicising their work, have undergone a considerable change.

Social media has several positive and negative consequences on journalism . Steensen contends that technology has changed journalism to the point where the only distinction between news reporters and journalists in the view of the general public is their job. Therefore, a journalist's identity is becoming increasingly important to his or her success.

The rise in internet usage and availability of user-generated content (UGC) online both have an impact on online journalism. Several studies have sought to quantify and assess the various contributions made by readers on the web pages and chat platforms of the newspapers with regard to journalism practises and UGC. Hermida and Thurman (2008) reported in "A collision of cultures" that reader engagement and comments in the news-generation process had risen exponentially.

The Internet in this new media culture "allows that] the public is no longer a passive consumer of information, but an active participant in the development of the media landscape," according to Paul Saffo (Hermida & Thurman 2008). When used in relation to news, it demonstrates how messages can be spread to a broad audience utilising various social media platforms online and how real-time updates from both the public and the journalists can be followed. In the case of the London bombings, for instance, social networking sites shared material with the BBC, which "received 22,000 emails and text messages, 300 photographs, and numerous video sequences on the day of the assaults" (Hermida & Thurman 2008). This serves as a fantastic illustration of how online platforms aid in the global dissemination of news and information. Furthermore, according to Douglas (2006), this was the first instance of its sort in which user-generated content from an online platform was deemed to be more noteworthy than expert content. Later, it became clear that the news site might employ information sent by users during regular news periods or at the time of specific events.

II. METHOD

The greatest method for obtaining interpretative and theoretical information from a source about their experiences and behaviour is qualitative research (Brennen, 2012). The goal of this study is to better understand the effects of the emergence of social media on journalists, the industry as a whole, and the effects that two-way communication structures have on viewers, broadcasters, and the news. To get the streamlined outcomes, the research used both theoretical and practical methodologies. Although there are various ways to examine the process, the mixed technique used in this study is a challenge to collect data by interviewing as many individuals as possible. Journalists from the Jordanian media sector are among the participants in this study. The reported difficulty in recruiting participants has led to the use of in-person and email interviews with frequent follow-ups. Additionally, researchers conducted ongoing reviews of pertinent literature.

In order to gather information, interviews were performed with the organisations and people who were interested and accessible throughout the research period. The responders that showed up for the interviews were of all sexes, ages, and backgrounds in journalism. Although involving the participants was a difficult process, the data from nine people was sufficient for a thorough investigation.

The selected strategy imposes several restrictions on the validity of the present study, including: the selection of the respondent, the small number of respondents, the use of a qualitative approach, and the likelihood of subjectivity in debate on particular subjects. Consequently, it is challenging to resolve these methodological problems in any research with a validity aim.

2.1 Results

The data is presented in the current section. An extensive analysis of the outcomes is given in the next section. Four of the nine interviews performed throughout the research period were face-to-face, while the other five were conducted by email. Few of the interviewees are affiliated with bigger organisations, thus their personalities differ, and they may be divided into writing for regional and national publishers. The information was obtained, recorded, and coded into the parts that follow, with quotes included into the text to support the conclusions.

2.2 Communication flow in Journalism

The majority of participants firmly believe that journalism involves two-way communication and that readers and journalists engage in some degree of engagement. One candidate stated that the extent of reader interaction in the early days of the internet, before social media, was unexpected since "people were phoning, writing letters, and coming to the office. You should pay attention to them. Others agree, saying that "journalism is by definition, meant to enlighten the public," adding that "It's two-way communication since it has to be depending on what the readers are interested in".

When interacting with the general public, the comments and responses are just as crucial as the message itself. Few participants, nonetheless, disagree with the aforementioned opinions. They said that the evolution of social media's role has transformed the nature of communication in journalism. "The audience's response is crucial because it creates fresh content that has to be linked to the article itself".

The simplicity of connecting with journalists through new platforms has helped to foster two-way communication. According to this statement, "journalism was a one-way communication in the past, but with the new technology and by shifting towards the online environment it has become a two-way communication, because people can easily tell their opinion regarding anything in the media," it has probably changed. Today, journalists are considerably easier to get in touch with since they don't hold onto their emails or Twitters. You may respond directly with them if you disagree with anything they say.

The public's response isn't really a big deal in journalistic types of communication, according to the one participant who advocates one-way communication and claims that journalists create the public agendas.

2.3 Social Media use within Journalism

In the following inquiries, the researcher looks at the participants' usage of social media at work and at how they are connected. This has to do with both how the journalist's job has changed and how they actually utilise social media at work.

When asked about their usage of social media, the participants gave overwhelmingly favourable answers that may be grouped into the following categories. First off, as was already said, social media is a major source for generating content. According to one participant who criticised Twitter for being unreliable, "people are like sheep," it may have a bad impact. They all only repost what they see or read on Twitter.

Social media may be utilised as a powerful tool to communicate with peers, however certain platforms seem to make this simpler than others. However, Twitter has also made it possible to develop professional relationships; "I've made a few pals purely through Twitter". The benefits of using social media to link individuals with other communities are numerous, as will be outlined below.

The interviewees claimed that one of social media's main goals is knowledge exchange. "I view it more as exchanging links and articles, not that personal stuff," "I use them to seek up trending things or check further information about a happening," "I use them to look up trending things or check additional information about a happening,"

Furthermore, journalists use social media as a marketing tool to promote their own content ("I'm glad when my work is shared, because it means that what I wrote there is a high quality writing and it interested more people"), periodicals ("I use social media to promote my publication's fan page"), or to direct viewers to their external websites ("it's also an important channel to draw traffic to the site").

The identity of a journalist is frequently in conflict because there is ambiguity about how to strike a balance between a different identity that emerges via personal or private connection and the professional identity on social media. Some participants, meanwhile, believe that their identities are preserved and that their online actions have little bearing on their professional roles: "On my personal social media sites, I do not feel constrained. Although I am conscious that I support my publication as well, I do not entirely agree with it. Others, on the other hand, are conscious of their professional identities and their capacity to project their work through social media: "I constantly recall that I'm a public person writing under my own name. Regardless of whether I write for the newspaper's printed or online edition. I never allow the quality to be bad since I sign my name to the articles"

The majority of participants, however, believe that both identities have been combined through internet platforms. "I'm careful online, offline, and any manner," the respondent said. "You have to be very clear if you publish on an internet profile where you are viewed as a public person or as a normal individual with own views". Retweeting some things that could appear amusing could have a professional consequence. It could also result in the promotion of subjects or restricting the conversation, which is often done in private. Another participant noted that journalists' behaviour is observed by their managers, adding, "My employer may verify what I'm saying and I'd get in trouble. In a way, I represent the brand while I'm on Twitter since I have my handle there indicating where I work, so I have to be careful.

Additionally, the interviewees agreed that business pressured them to utilise social media. One's publishing can directly apply this pressure. There is a kind of peer pressure because other publications use it to promote their own content and

if one does not use it, he gets a certain degree of handicap in the matter of reaching out to one's public. "Our bosses expect us to follow what happens on social media platforms," or to keep up with peers and competitors. In addition, the participants said that not using social media would negatively impact their work, saying things like, "I'd feel very cut off if we didn't have it" and "it is essential we use social media within journalism, otherwise it would be completely out of date - which would be absolutely incongruent with its underlying purpose."

2.4 Journalist's Work Preferences

This section discusses issues pertaining to journalists and how social media has affected their preferences for various tactics and elements as well as how they have had to rethink it at work.

Sources:

"Writing in front of a screen, on the phone, or while browsing Google Maps without making any face-to-face connections is a disaster. When an article is based on this, it is obvious.''

Four ways for gathering sources were identified during the study, as revealed in the interview. Witnesses and informants are the most useful sources of information, and direct contact with them is the greatest strategy; "informers are always the best." You need to leave your workplace, put the computer away, walk the streets, and enter the city.

Some respondents noted that it was hazardous to use other material without citing the author or source

reference is frequently used to get ideas for research. "Many journalists will paraphrase what they've read" which is a bit dangerous, in other publications and regard them as gospel. Additionally, official information is verify information, frequently through official publications.

Last but not least, some participants claim that social media is now a source and occasionally utilised as a tool to find sources for important news or topics by "using trending hashtags, examining what business executives, politicians, and other people are posting about and debating." Some believe that "articles have been born of discussions on twitter.

2.5 Comments

It's beneficial because it encourages discussion. Many of the topics you're writing about are influenced by opinions, therefore you want to learn what people believe. If you receive nothing, your writing is probably not very good.

The questioner's attitude toward comments made on their publications and in general articles was the subject of the following inquiry. Three categories emerge from the participant's responses:

It has become simpler to communicate with readers thanks to social media, according to those who consented to receive reader feedback on their work. "It's an interaction with your readers, it's important to know what they think. There is probably more interaction now that you can simply tweet someone and say, "How dare you, I agree, I disagree, I have information on your story," "It's very important to know what our readers expect from us, whether they would agree or wouldn't agree," and "It's interesting how comments can become part of the news, it could almost be a dinner discussion of informed individuals." For those who choose not to leave comments on their posts, reader comments can often be useful in validating the news. According to one participant, "even if they wouldn't comment but they read the comments they would make sense that it's a reliable source, that people are discussing and making sense of the situation."

The majority of public comments, according to several respondents, "are merely insults to the journalist or to the manner he wrote the story, erroneous facts or invalid allegations." Feedback is always appreciated, but useful remarks are especially desired, they said. While I don't hate criticism, I like it to be supported by solid justification. If not, I'm not grateful for it. The major concern with comments is that there is a significant likelihood of trolling and hostility; "we have many issues with it on the internet. It used to cost us thousands of pounds a year to hire moderators to stop it. Trolling and provocations are a major issue. It's an occurrence.

People have the freedom to express themselves, but it can't be against the law. I don't want to permit anyone to commandeer a comment section and use it as a vehicle for misinformation. All significant news websites have had trouble with it. If there isn't a genuine dialogue, which is why they are there, it loses its function.

"Even though I vehemently object to criticism, I am entirely at ease with it. My first response is to dismiss them if they are utterly irrelevant since they are nothing more than a teenage offence that shouldn't be taken too seriously. It follows that trolling is never an appropriate reaction. If those remarks are wholly irrelevant to my stance, I just disregard them.

Not only is trolling completely simplistic, but it also labels the person who is doing it as a small speaker with no persuasive skills.

2.6 Social Media's Effect on Journalism

The internet is one of the greatest instruments available in the modern era of technology for disseminating the most recent news. It became a big issue as a result of the presentation of the most significant and intriguing news in written and visual form. There are a number of arguments in favour of the growth of social media, particularly in the field of journalism, according to the writers. These result in the development of the fundamental journalistic abilities, the expansion and growth of the audience, and ultimately the formation of news outlets.

But all of the research questions are the main emphasis of this phase of the study. The first concept that surfaced from in-depth interviews is that social media forces news stations to embrace it in order to appeal to their younger readers and take advantage of online branding potential. Nowadays, social media is mostly implemented to promote online content on publication websites and increase page views.

There is more pressure to come out first thanks to the delicate rivalry that social media has brought about. That alters the way you operate. "Be the first to present the hot news on a platter, otherwise it turns cold and no one will be interested anymore," should be the first two sentences of any piece that we think could be read.

The respondents claimed that the most significant feature of social media impacting journalists is their technical literacy. The pace at which information may reach the general public and journalists alike is increasing, and the journalist is now increasingly concerned with both sides of the equation: how to break the news first and how to reach an audience. Everything is now moving quickly. Therefore, developing these abilities is crucial for a journalist if they want to increase their relevance in the field. Furthermore, one participant assessed that it is expected that you "have to be able to advertise oneself like a commodity to a certain level" and that you "had to be literate in social media". "Interns are so sophisticated with social media because they've grown up with it and are far better than I will ever be," an employee said of the firm's social media culture. Because they've grown up with technology, it's simple for them to think, "Let's create a small movie about this or put something out on Facebook." They don't only think linearly; they may think in many other ways.

According to the third research question, every interviewee was talking more about the intensification of citizen journalism, and the majority of them were focusing on its advantages as a method of journalism, saying things like, "Everything can be eyewitness news, that's what you want if you write about a story". Reports from the ground" , "I think that with the development of social media, anyone can bring some news material online and create an almost decent news material" (P6), and "everyone has the potential to be a journalist today, with the condition to be in the right place at the right time". No journalist can simultaneously be everywhere. Others, however, focused more on what they saw to be its shortcomings: "self-emerging news, anything for free, and unconfirmed news? "News can be conveyed without them, for example as a chain of shares on Facebook started by an ordinary user, but it cannot escape the nuance of gossip, not to mention that denaturing of facts is almost unavoidable in this case". "If you get something for free you can't complain about its quality."

The emergence of social media as a classifier of news and a news source has a profound impact on the authority of the audience. They are more free to choose what they read because "people should be able to choose what they read about [even though] there may be things that they overlook," they are also more likely to offer constructive criticism and have the freedom to use trending hashtags to challenge the news and have equal access to it. To the point where "readers may become producers [particularly] when the established media isn't doing its job like in the Arabic spring or in Turkey," this has developed to such an extent. Twitter and Facebook are platforms that have given the audience such total control because "news from a newspaper to its public travels far slower than that which is delivered by simple users."

It had been determined that the interviewee's intrinsic journalistic duty had not changed. But it is true that social media is only another technique used to discredit qualified, experienced journalists.

III. DISCUSSION

The helpful data gathered from the data gathering has encouraged a number of fascinating debate areas. In order to address the emergence of social media and its substantial consequences on journalism via the journalist's eyes, this discussion will present essential variables to examine the study issues. The link between theory and communication

models will be examined in order to understand the ramifications of this and how it fits into communication as a whole. Pay close attention to the communication flow that relates to it in particular. The fact that journalists have their own perceived objectives, models, and preferences surrounding the concepts should also be taken into consideration during analysis. Additionally, it is discussed independently in light of stances impacted by conventional and social media.

3.1 Communication Flow in Journalism

Journalism as a form of communication is quite natural. Simply put, we may characterise it as a communicational exchange between the audience and the journalist who sent the message. However, the reader's need to have influence over the journalist's message is not met by this basic example of one-way communication. Additionally, readers can recreate the transmission of the massage according to their own viewpoint. Through this procedure, the audience's communication process and the sender's receipt of information or feedback will change.

The majority of participants thought that journalism involved two-way connection with readers. The public's response to news might be used to gauge or interpret its engagement. Direct remarks or other types of interpersonal communication provided through internet platforms, mail, telephone, mobile texts, or in-person encounters would be capitalised. Additionally, a few interviewees saw a change in the communication patterns. They made the argument that traditional journalism relied solely on one-way communication. However, modern citizen journalism holds two-way communication flow since the last two decades.

By bridging the gap in communication between sender and receiver, this new method of collaborative work between the journalist and the reader is creating a two-way natural conversation. It has created a brand-new, intricate method for disseminating news (Deuze et al, 2007). Since readers may now actively engage in the transmission of messages thanks to contemporary technology, the focus of journalism has switched from the person who delivers the information to the reader. Additionally, the audience's direct input is more important, even if they can provide criticism in real time. This dynamic shift in communication demonstrates the functioning of online publications across platforms and the development of an interactive interaction between journalists and their audience (Deuze et al, 2007)

3.2 Social Media use within Journalism

Using Social Media

For the journalist, social media has shown to be a fresh, dynamic tool with the largest network for news gathering. According to those who participated in the interviews, social media is not just a tool for building relationships with stakeholders; it also serves as a complete system for knowledge exchange and the creation of specialised societies through the dissemination of information. The majority of respondents emphasised this as a crucial function of social media. Social media may be used as a marketing tool. They underlined notably the possibilities for personal branding on new media platforms like Twitter and Facebook. This new social media trend encourages users to establish their identities by providing important information on personal blogs or Facebook or Twitter accounts, and to position themselves as independent journalists working in the media industry.

Social media's prominence in our lives is amplified by our continued usage of it. Since the majority of the respondents are frequent users of social media, they have a direct line of communication with their target market. Additionally, social media provides a wealth of news and diverse tales, all of which are easily accessed with a single click. This is therefore a specific type of broadcasting since it exhibits these qualities.

The social media, however, completely altered the dynamics of the conventional journalist by enabling anybody to express their knowledge or viewpoints via a worldwide sharing system. Some academics believe it to be the downfall of journalism.

3.3 Social Media Identity

The journalist's online profile combines both personal and professional aspects. Given the tremendous degree of sharing on social media, it is actually hard to protect one's identity, especially for those who work on media platforms on a regular basis. The journalists who were questioned described their professional selves as a fusion of their personal and professional selves. They said that their professional and personal views, habits, and beliefs overlap. This synthesis phenomena may be attributed to the daily, focused use of social media, which includes the sharing of opinions,

experiences, and information as well as the formation of particular social communities with the assistance of family and friends.

But that doesn't mean that one's professional identity is any less important or relevant. In actuality, they promote and raise awareness of ethics and professionalism anytime they post or remark on social media. Journalist that grows up via this activity must acquire professional ideals in order to thrive in the industry as a news spokesperson.

From the perspective of the respondent, it is also very challenging for a journalist to maintain a balance between their professional and personal identities. Personal and professional identities are increasingly merging on the social networking site. Social media, on the other hand, offers a wonderful canvas for creating or promoting any virtual persona.

Social Media Pressure

Some interviewees emphasised that the writing style, language of content, size of article, and construction of article are adapted features of journalism and are altered according to the communication platforms in the context of comparing traditional methods of news transmission with new advanced technological broadcasting. They also emphasised how everyone is under societal pressure to utilise social media because of the quick shift in our social behaviour. Therefore, journalists are concerned that some individuals may be reluctant to adjust to the new media material.

3.4 Journalist's Preferences
Sources

Every interviewee has a different taste for a variety of sources, sometimes known as new media in the context of journalism. They identified Twitter, Facebook, other publications, online reports, information from websites of reputable schools, information from a personal facilitator, or information from witnesses as their preferred sources of information.

Traditional journalism has been significantly altered by the current communication dynamic. The previous informational chain is no longer operational, and journalists are no longer the intermediaries between the audience and themselves. The internet is important for both public and news providers. They can interact immediately thanks to modern technology, which eliminates the need for a journalist to act as a middleman (Chung, 2007). Some professional journalists, however, continue to trust sources that are supported by well-known public or political institutions and that show a convincing level of authority. These top source journalists completely based their research methodology on government information. They reject conventional methods for gathering information by verifying and searching for it.

In addition, as opposed to traditional news sources, citizen-based journalism introduced a citizen-based news source. Literature emphasised that the information source should change depending on the kind of news a journalist is presenting. He will utilise conventional sources for political and economic news, but he has a wide range of internet and offline sources for entertainment news.

Journalists may more easily acquire information and witnesses thanks to social media. The material is simple for journalists to evaluate and identify potential article ideas. The main problem with social media is the ambiguity of the potential narrative sources. Social media does have the potential to simultaneously reach several sources, though. Many interviewees claimed that social media is an effective way to communicate with a variety of professionals, including religious authorities, politicians, artists, and football analysts.

Comments

The degree to which journalists are interested in reader feedback varies, as has been seen. While some like casual talks, others will only accept precise, helpful criticism. However, the majority of responders valued helpful criticism and stimulating discussions. While negative remarks are sometimes seen favourably in terms of news interaction on internet platforms. As a result, some respondents found it to be useful. Indicators of newsworthiness and standards for viewership are often reader comments. The majority of journalists ask for the opportunity to connect freely with their audience. On the other hand, the audience's involvement might be perceived as a disturbance of the journalist's established persona.

Additionally, the idea of reader interaction is focused on reader-generated material in connection to the dissemination of news. For the purpose of analysing this problem, we define interactivity as the capability of altering or transforming the content of a message by adding or deleting any portions of it or by replacing any existing material as a member of the audience (Robinson, 2010). The conventional perspective of journalism is now in jeopardy because of these real-time dialogues between readers and journalists.

3.5 Social Media's Effect on Journalism

The majority of the respondents emphasised the pre-social media era and the current social media age in order to examine the impact of social media on journalism. One of the responses provided an incredible model with variables for news and source availability as well as message kind to help people comprehend the differences between these two eras. The availability of social media makes sources and news more approachable for both the audience and the journalist. However, the message quality is poor. Additionally, this low degree of interpersonal connection when learning information, the adoption of a new writing style owing to the competitive haste to report, and the low identity of the job all contribute to the cheap quality of the massage.

On the other hand, social media has altered the landscape of this business. The standards of traditional journalism have been significantly altered by social media. It is creating a new generation of young people and giving readers the freedom to transcend conventional boundaries.

The professional identity of a journalist is seen to undergo a transitory transformation as a result of the changes social media has brought about in the news sector. Social media diminishes the distinctive status that a conventional news broadcaster formerly enjoyed. This particular kind of media effectively equips the audience so that they may engage in active participation, play a significant role as a source of information, and produce news or reports at various stages.

Due to social media, the public has abandoned conventional journalism. It builds a body of knowledge and empowers readers to publish original stuff outside of their conventionally defined boundaries. With its capacity to provide users with unlimited access to the information stream, social media has the potential to threaten well-established, conventional industries like journalism. Traditional journalism, however, continued to emphasise the importance or calibre of the journalistic message. Additionally, one of the effects of social media transactions is quality deterioration.

The respondents' responses served as the foundation for this particular study. The participants are of the opinion that the actual strength of social media that comes with the growth of collaborative platforms is the audience voices. Since these platforms permit real-time input, citizen journalism has grown on them. The internet plays a key part in uniting people as well as enhancing their capacity to stay linked to information.

 The Steensen made a crucial point when he drew interactivity as the new features of online journalism (Steensen, 2011). The general public's involvement in news gathering or the gathering of important news items, which mainstream journalists distribute on internet platforms, led to the emergence of a significant controversy.

This increase in social media traffic creates a chance to launch business ventures, such as advertising new items or focusing on potential clients (Bruns, 2007). The growth of social media has also benefited journalism's communicational stream. Traditional media still employs the top-down approach, but it has evolved into a decentralised method of information transmission. The audience now has greater power over the communication process, which also actively contributes to the news-feeding experience (Chung, 2008).

Social media serves as a centralised platform for information collection, but when used improperly by professionals, it may significantly stifle communication. One of the most crucial aspects of internet media is the availability of networking options, which allow us to create communities and exchange knowledge. Additionally, social media has eliminated all physical, religious, and ethnic barriers and has created a virtual world where everyone has an equal chance of interacting.

Similarly, journalists like the convenience of social media and make use of this online community, where each member is reachable with just one click, to gather useful data and organise trustworthy news sources. The ability to participate in discussions and arguments that are taking place in real time is the most engrossing feature of this online world. In actuality, social media is all about interacting with people, forming connections with them, and looking for those who are interested in the same values and viewpoints as you (Grensing-Pophal, 2010).

Based on the information gleaned from the interviews, it is clear that every research topic has been amply addressed. During the interview, participants certainly acknowledged a variety of ways that social media has altered their roles. Due to social media, it is now much easier to obtain necessary sources. Every piece of information can be found online with only a few clicks, and there are several reports accessible for institutional reporting.

Maintaining contact with a source is crucial for a journalist since it allows the audience of the story or report to stay in touch with the author by leaving comments and sending personal messages with favourable, critical, or negative feedback. If the citizen journalist continues to have an impact on the news scene, it will change perceptions of their suitability as a traditional journalist. The majority of respondents said that while they could see this as having some validity, their own professional backgrounds and experiences set them distinct from citizen journalists. The fact that news websites provide additional mechanisms for author involvement is also quite intriguing and turns out to be an ongoing process.

IV. CONCLUSION

The data gathered from the journalists is studied, and the results show and confirm the idea that social media has a persistently significant impact on journalism. It has been noted that a journalist has moved away from the conventional news reporter position due to constant connection with readers and possible sources. The paradigm of conventional journalism has completely altered as a result of the fact that current period belongs to social media. In the social media era, it must now perform a completely different function. The roles and tasks have completely altered. Because social media is dynamic, they now need to build strong networks, chase stories more swiftly, understand the article sharing trend, and sustain connection with their viewers. They also need to accomplish all of this in real-time.

In online social media, it has been noted that citizen journalists have grown in power and impact. News is disseminated via social media, and no one can predict what the future may hold for journalists and their publications. Social media has greatly increased the audience's power since it no longer just concerns the audience's ability to provide comments, but also their ability to disseminate news. The local news market has already been impacted by these internet journalism phenomena; the majority of small publishers are unable to keep publishing. Similar to how huge publishing firms are threatened, it's likely that they may disappear or will only be available online. Given the current situation, it is extremely likely that conventional journalism's function will soon be replaced by social media writing.

The quantity of interviews included in this particular study is sufficient to confirm the findings. Additionally, it would be preferable to get information from multiple highly regarded journalists or diverse journalistic demographics. However, it is also true and a truth that, regrettably, journalists have a very busy work, making it very difficult for them to find much time for such requests given the current situation. From this point forward, it could be challenging to undertake this kind of inquiry without a solid substance.

The business has been seen to be progressively veering away from conventional forms of journalism. As the younger generation of journalists enters the field, they will be better able to take use of social media opportunities and expand their perspectives and markets. As it is difficult to halt this new social media revolution, those who continue to adhere to old parts of the industry will receive nothing from it and will soon be eliminated.

4.1 Proposals for Future Research

Future research has additional avenues to explore thanks to this work. According to the research, young journalists who are more computer savvy and who spend more time on social media in both their personal and professional lives have a more tolerant attitude toward social media journalism. Even though this was beyond the scope of this particular study, it has been noted that the time spent on social media has a substantial impact on journalism. An extensive social media analysis might improve this parameter.

Engaging the audience in the investigation of this issue with journalists should be another area of weakness that is addressed. In fact, this study specifically inquires about audience responses to news articles shared on social media. Future updates might provide information on how the audience feels about this exchange with the news author. The opposing perspectives on this new dynamic journalism would add to the literature.

The interviewees also contributed recommendations for the future and suggested new issues that needed to be covered. For instance, the significance of moderation and its role are fascinating topics. The majority of the interviewees

proposed using a moderator to prevent conspiracy and improper use of this feature between the journalist and reader. There are several topics that should be discussed from the perspectives of journalists, audiences, auditors, businesspeople, and social media users. Additionally, trolling should be discussed with some physiological elements as it is a fascinating issue for social media.

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