

Trends in Journalism: A Special Study on Twitter

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DOI: <https://doi.org/10.24321/2395.3810.201831>

Abstract

With the development of new mass media, the appearances and approaches of communication have become more specialised. In a country like India, so vast and varied, traditional mass media alone does not constitute the communication channels, even though modern mass media like websites, facebook, twitter, blogs, instagram and whatsapp plays a major role in communication. For the past two decades, information and communication technology activities have gained momentum in India. Efforts have been made from both governmental and non-governmental platforms to enhance public understanding of invariable information through various activities. But recently the impact is created due to the social media like facebook, twitter, blogs and forums etc. Many recent issues have created such impact in the society specially among the urban people and little effects among the rural community. Therefore the trend of making news and collecting information platform have been changed due to the convergence of media today. Thus the study is proposed to analyse and discuss the trends in journalism especially focused on collecting information by the reporters, journalist to make news. This entailed to analyse and find the drift of news making through twitter in the current scenario of digital communication.

Keywords: Twitter, New media, Social media, Communication, Culture

Introduction

We live in internet era. The world of journalism has changed its phases in the digital media era. The style of news making in the newsrooms are significantly varied and news is no longer a once-a-day creation of product, but as an alternative a constant flow of information. The rise of social media platforms has brought different connectivity to the journalist and the others. The choice of media among the audiences also converged to today's trend into a social media like you tube, twitter, face book, blogs, instagram and whatsapp for various purpose of communication and gathering of information. Now a days these social media platforms are more personalised with users and gratification of information is customised. According to the choice of media and different type of audiences, the media has transformed its style of producing the content to their audiences. Especially mass media producing news information is totally in different agenda setting to hold its audience always by giving instant breaking news and flash news. For these kind of effective producing social

media plays a major role in communication. Thus the study analyse the style and importance of twitter in producing news content.

Twitter-Effective social media

Twitter brought apprehensions within the media industry. Its plays a vital role by overwhelming source of direct raw information put professional reporters, journalist into more than a professional. Journalists are now faced with the confront of adapting their roles in this digital era, finding new ways and customs to add value to their content, and helping to ensure that the internet is altering our worldview for the betterment.

Twitter create as many things of communication and sharing to many people. For users it's a way to connect to friends, interesting people, like minded people and large brands. For celebrities to fame among the fans and for the political candidates it's a way to make campaign promises or embarrass themselves. For journalists, it's a way to keep a

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How to cite this article: Jothi PS. Trends in Journalism: A Special Study on Twitter. *J Adv Res Jour Mass Comm* 2018; 5(4): 154-156.

throb on and engage with communities, locate sources, and to report on the world new and unique ways by pulsation. Twitter has emerged as a powerful new tool, alerting the mass about natural disasters, sharing of thoughts, to make social revolution, riots, protests, hostage standoffs and even more revolutionary uprisings. General public or the users can also search the entire network in real-time for interesting topics, flash news or breaking news, organize their streams with "hash tags" and lists, even add photos or video to their posts as an instant messages.

Analyses on Twittering trends

Analysing on the social media network Facebook and Twitter have larger user and act as a most prominent network in communication and in transforming information among the community in urban areas.

While analysing various aspects of twitter it is understood that the twitter has more interesting graph with many followers for instant communication. When compared to facebook the twitter is not privacy with in interlocks and it is fully showcased for public just resembling other internet websites. The twitter account has wider reach among the twitter community which is brought to worldwide notice. Unless the share functions in facebook and lets people to view. But in twitter it performs as a news and information amplifier, which spreads the information very quickly. Twitter can tracked my many followers and reaches within few seconds after tweeting. This instant communication platform creates an easy pathway for the traditional medium to gather new information within very short time with textual and images. This facilitate the broadcast medium especially for television news channels to gather trusted source of information for their news producing. Since the content in the text format in the twitter creates timeliness and credible source of individual's opinion and statements. An incredibly vast section of these tweets were substantiates as a reliable source of information for today's other medium.

But Twitter alone could not give enough stories to the readers still the audience were going behind traditional news channels for getting the full story. Mostly twitter act as magnifying agent due to its immediacy. Due to this effect twitter always performs many big broken news stories during some events, crisis, disasters etc., with some real time efficacy.

Twitter: Tool for a communication

Case Study: Celebrity Twitter

When the word goes celebrity, reminds in mind about all the cine celebrities like actors, actress, comedians, directors etc. In today's trend all the celebrities have twitter account to create publicity among themselves and to have more fan

followers. These personalities tweets some social messages, release their first look images, trailers, music scores to attract their fans. This kind of tweets were followed by journalists and media to create gossips, special cine news to add an additional creative elements in feature news stories to bring up their channel TRPs. It is one of the easy way of meeting press and delivering their wishes and messages.

Case Study 2: Political Persons Twitter

It is one of the trendy among all the politicians tweeting their comments, protests, riots, giving opinions, conveying wishes, sending RIP messages, opposing the statements of the other political parties, politicians etc. These leaders find twitter as one of the shortest route to communicate their messages to the large audiences since it is followed by all other traditional medium. Arranging a press meet and communicating the media really lengthens the time, but the twitter communication concise the time and give more valuable to the written statements. Most of the political campaign were done through the twitter. Ruling government BJP have used effective social media communication especially twitter to have many followers, which in future turned as voters. Twitter is always used to give the instant breaking news by the television medium.

Journalist always want to be at both parties to give important news breaks. Since people need not to follow they can just see the content they post, journalists find Twitter a much better way to track down information sources, dig up more information on stories, crowd source content, search out questions answered, drive out quick news blasts, and to take the pulse of a community or theme.

From this case studies it is understood that twitter becomes mostly popular way of spreading news or information, which prompts the usual comparison of Twitter to a newswire, a service that transmits timely breaking news to the media and public.

Twitter has also served as a volatile component in digital revolutions among the political springs. However, the channels of news media cannot be ruled out of this equation. Twitter is used by many media organizations today as a platform for news briefs, gathering press not which closely resemble service of wires in terms of news distribution. News agencies are working to find a solution structure in which they can work alongside of the many other voices in the Twitter sphere (Schonfeld, 2009). With more than 1 billion tweets every three days, twitter is a live newswire, but to an even greater degree it has become the new newswire of our digital age.

Conclusion

The social media Twitter is playing a big role in the news forums these days. Presidential candidates get coverage

trading barbs through Twitter. Citizens' tweets from the actual scene of a protest or natural disaster can inform and even influence the coverage. News outlets often tweet first, then broadcast in audio visual format, then post online, then print. Twitter has transformed newsrooms, speeding up newsgathering and enabling recourse to wider ranges of sources and material.

Social media like twitter is having an ever more significant impact on our society and audience's desire for change. Thus the analysis of the study reveals and explore how Twitter is changing the news industry, how journalists use social media to connect to the story and how collaborative reporting is leading to activism and change in the setting communication trends.

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Date of Submission: 2018-09-13

Date of Acceptance: 2018-09-29