



THE USAGE OF NEW MEDIA AMONG KANNADA TELEVISION JOURNALISTS: A STUDY

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ABSTRACT

The growth of communication technologies, the impact of globalization and the liberal policy adopted by the government have brought in stupendous changes in the field of communication. A key change in news processing and reporting rooms has been the introduction of computer and laptops which have replaced manual typewriters in large number of newspapers all over the country. The technological change in news gathering have really increased the speed of news and helped newspaper managements to push their deadlines. The numbers of media organizations are well equipped technology now days. Journalists are also able to plan more number of editions and provide latest news to readers. A number of language news papers are using new technologies to bring out separate editions for each of the district.

The changing technology influences journalism in at least four broad areas: the relationship between or among news organizations, journalists and their many publics. Although new media such as the Internet, World Wide Web and digital video are perhaps the most visible examples of technologies that are transforming journalism, the history of journalism is in many ways defined by technological change. The article concludes with a proposed research agenda for the study of journalism and technological change, and finding the extent of use of web search engines by journalists. This paper aims to determine how they use the search engines as a part of their everyday life.

KEYWORDS : Communication technology, Web technology, New Media, Journalists

Introduction:

A new digital communications technology has made inroads in the field of mass communication. An electronic superhighway is beginning to girdle the globe as voice; video and data converge, bringing in their wake a new basket of digital, multimedia and interactive communication technologies. But it is not just the technologies that matter us. It is the social change that accompanies the technologies that is be the prime concern. The new technologies are doing much more. They are changing the way we live-the way we work, relax, manage our money, trade and communicate with each other. They are changing the way we perceive people, cultures, countries and companies and our expectations of them and also our expectations of ourselves.

Technology and Journalism

Adityan Senagupta (2006) observed that print media has enjoyed more credibility than any other media. But after the innovation of internet and concept of online newspaper and television channels and discussion forums, the concept has changed a great deal. People find the internet to be the easiest way to get information. Web journalism encompasses a whole range of things, from the websites and even blogs. Today's media is all about computers and new technology that is internet. Desktop publishing and designing in newspaper or magazines is not possible without using the computer and internet. The editing process is incomplete and almost impossible without it. There are several tasks which can't be imaged without using internet. It has become the most demanding technology in this era.

Internet has become the main and important part of print media industry. Web portals, e-papers or RSS feeds are common for every newspaper. The role of internet in Electronic journalism cannot be underestimated because such technologies present immense opportunities for information communication, storage and retrieval. The reach of Internet is enormous and it doesn't understand geographical borders. Connected society will always be well informed and most updated about the events. Even newspapers will have to be in the paper, electronic and Internet medium. Tomorrow's mergers and acquisitions will happen in this

space.

Objective of the Study

The purpose of the study is to determine the use of web search engines among journalists on their daily life. The main points of our study are as under:

- To find out the how much television journalists are used new social media in regularly
- Which purposed social media used regularly

Methodology

Study Area:

The study was conducted in Bangalore only. The researchers also used primary and secondary data was used for the study. Following the random sampling method was used for this study. In Bangalore two Television Channels were selected for study.

Sampling Method:

In the present study, cluster random sampling method has been used, in which two television centers are considered as two clusters. Later the researcher identified the number of two centers in each cluster. It was found that two television centers were functioning. Later, simple random sampling method with random number table was used. Based on the random numbers, the researcher selected 100 sample size used two television centers for the final study.

Data Collection:

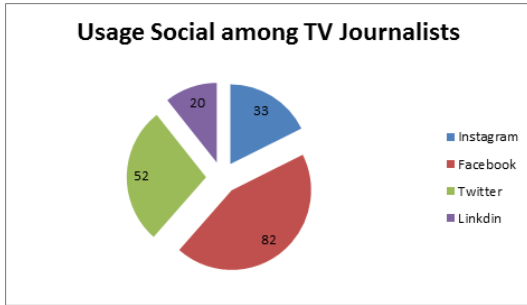
For the purpose of data collection, the reason for contacting 100 journalists from two television centers was that there were more number of journalists working for various departments and they were major positions. The two were mainly centre headquarters and had few journalists working.

Significance of the study:

Modern communication technologies have come to play a major role in the functioning of media professionals. Without their applications, it would be difficult to comprehend the existence of newspapers. Both writing skills and competence in using modern communication devices have become very essential for journalists.

In this context it would be interesting to examine their importance.

Study Analysis and Findings:



Usage of social media:

The following study present total data of the respondents, a significant number with 33.13 percent of them have accessed Instagram social network and 66.88 percent of them from are not had an Instagram account. These days Instagram is not much accessed the social network, therefore number of social networks are coming for communication. A significant number with 82.08 percent of them from had a face book account. And only 17.92 percent of them did not have face book account. This data shows that most of the respondents accessed face book because of number journalists uploaded their profile with their professional achievements in this social media network. Number with 17.71 percent of them had an account in twitter. And majority of 52.29 percent of them did not have account in twitter social media. The following respondents here, a significant number with percent are had LinkedIn account. And majority of 81.67 percent did not have account in link den social net work.

Role of new media in journalists Professional Assignments:

The first thing vast majority of journalists use social media to help with their jobs, whether as a channel for communicating with links or as an information source when researching articles. The fact that some journalists do not find social media channels to be as useful information sources as press releases and corporate websites suggests that businesses need to pay more attention to how these channels are implemented and whether they are being used as effectively as they may be possible. But it is clear that journalists are turning away from traditional communications channels and information sources in favour of social media are to some extent early. Press releases and corporate websites are still cited as being more useful information resources than social media channels, and more journalists said that public relation contact was welcome via phone calls and emails than through any of their social media channels.

Conclusion:

Social media has emerged as powerful medium to express and share their ideas. However, one need to have better access to the social media and should be familiar with their professional feature. The present study examined the use of Internet applications and new media by journalists. Further it looked into background characteristics, work activities, media platforms, and professional opinions about the impact of the convergence technology on journalism.

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