# Journalistic Practices in New Information Arena

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**Abstract:** *Like other walks of life, digital media has revolutionized journalism altogether. The internet has made social media a crucial part of contemporary journalistic practices. Different media firms are becoming highly dependent on the content created on different social media platforms. Today media space is accessible to everyone, and one can create and publish their own content, which is available on online platforms such as blogs or social media. As a result of this opportunity, a huge amount of content is published and available on the web, which certainly lacks value and quality. This study explores journalistic practices in the new information arena. This study focuses on research objectives; to locate the scope of digital journalism in the contemporary media industry, to compare the difference created by the new information arena and traditional journalism and to assess the challenges created by the new information and technological revolution towards journalism. Purposive sampling was used to draw a sample from the population, and in-depth interviews were conducted to structure the results of the study. The findings of the study reveal that though a huge difference has been made by contemporary digital journalistic practices, there is a need to reconsider certain things to get full out of this huge opportunity.*

## Introduction

The concept of communication has broader aspects which accumulate a wide range of practices and frequently associate with the use of a specific language as a medium. It includes the transfer of information from one place to another in the shortest possible time without compromising on quality; therefore, its need has grown among people (Bielik & Višňovský, 2021). Historically, in communication, a significant area is to adopt and choose a satisfactory method which provides a large number of copies of a set of current information for a large audience in no time. Over the years, the selection of such a method has been a challenge. With the passage of time, communication has also been in transition by constant transformation with modern technologies such as the internet and online social media platforms, and it is adopting rapidly with reference to presenter or journalist and listener or reader. Moreover, needs have also evolved along with perception (Branislav & Pavel, 2018).

Media literacy has also played a vital role in this transition as the understanding of today's percipient in space media is different with respect to ten or twelve years ago. Media literacy is considered the understanding, knowledge and experience of recipients with different forms of media, including the critical thinking ability for various media forms and competency in their use. As it represents a certain level of skill and proficiency in the use of various media therefore, the key characteristics of a user are also evident, which include self-realization in the modern

dynamic society in relation to information mediation (RADOŠINSKÁ, KVETANOVÁ, & VIŠŇOVSKÝ, 2021).

Media literacy can be understood by dozens of different available definitions, which describe it generally as the ability to receive, analyze and evaluate media content, including the critical use and creation of media content (Livingstone, 2004). The competency in media usage must be associated with a particular level of skill in order to shape the media products and to develop an understanding regarding their process of creation, function, nature and impacts on the mass media. According to many researchers, media literacy requires understanding in terms of media pedagogy, with includes media education, media didactics, media research and media teaching (Koltay, 2011).

Many authors understand media literacy as an education in itself. In the literature of mass media studies, it appears as media education which is related to a wide range of educational, creative, developmental and practical activities to interconnect the different groups of people with media to promote the meaning of media content and its impact on the life of people (Tully, Vraga, & Smithson, 2020). If these definitions are transferred to the present media space, which is dominated by the web, then skilled users are required for meaningful functioning in online media environments. These skilled users must be experts in the relevant field and thinking. It is important for users to understand the way media transform their perspective and direct attention. For this reason, media literacy is about the development of the ability to perceive the media environment where issues of the world are highlighted and an impactful image is created (Potter, 2013).

In the field of mass communication, the role of media is to transmit information in various forms for various purposes, as defined by several experts in this field, to fulfil the basic functions of society, which are essential points for learning in this arena. These basic functions include information, entertainment and culture, but the mission of media is educational in nature, referred to as educational function. From an educational perspective, media is viewed as a significant means for learning, acculturation and a socializing platform for individuals. Moreover, some experts highlight the function of media as a means of various information (Turow, 2019).

Today media space is accessible to everyone, and one can create and publish their own content, which is available on online platforms such as blogs or social media. As a result of this opportunity, a huge amount of content is published and available on the web, which certainly lacks value and quality. As anybody can engage in the media space, therefore, it becomes necessary for journalists to deal with those who are not real (Humayun & Ferrucci, 2022). The democratization of content publishing requires media education for schools to maintain social order and development of positive perception of content publishing. In this way, students would be able to identify false information or misinformation in the process of digitalization of media and media content by the use of certain explanatory learning methods. However, as the internet has brought rapid transformations, and they are increasing every passing year; therefore, we have to wait to view the changes it brings and then learn to respond accordingly. Digitalization is the transition of media from physical form to electronic form. Digitalization of media in the technological concept is considered the process of changing the creation of media content, its storage, sharing and distribution to the public from analogous to digital form (Saragih & Harahap, 2020).

According to a survey in 1964, about 80% of Americans were regular readers of the newspaper, while in 1994, the percentage fell to about 20%, and up till 2006, the number fell to less than 50% (Twenge, Martin, & Spitzberg, 2019). In the same way, the ontological approach of journalism changed with the introduction of new methods and formats for journalists in daily work

practices. These trends must be followed by both experienced and beginner professional journalists. These formats bring about certain challenges as well, such as the bulk of brief and quick information on online platforms with easier access for the audiences, but they are insufficient in content and inadequately communicated. In this way, the problem of media and information literacy becomes more complicated because the authors have to convey the information and its meaning as well for concise understanding (Mutsvairo, et al., 2021).

The sale of printed material is decreasing daily, and this is creating not only financial risks but challenges directed towards positive transitions. According to the statistics from the SR portal, the number of sales of printed copies from the year 2015 to 2020 showed a prominent decline of about 36%, which is worth considering over only four years. One of the dominant challenges of digitalization of the media and excessive use of the internet is changes in media content management systems and an increase in demand for skills of journalists, which includes knowledge of information and data that involves online journalism. Overall definition and evaluation of the term success have also been transformed due to digitalization. For instance, in traditional print media, profit through the particular medium was identified by several indicators, while in the online media space, web traffic is the only factor that determines success (Appelgren & Jönsson, 2021).

The advent of the internet was feared by most media outlets due lack of funding or payment methods for online platforms. However, the rapid growth of the internet and online platforms and the increase in downloading of the media took people from every field of life by surprise, such as older journalists, educationists, scientists, media theorists and academics. In this way application of online journalism became easier. The rapid transition of conventional media into internet form is considered a revolution. However, in order to provide a living for journalists today, it must be profitable for journalistic work, but unfortunately, we have not fully understood the economic, political and institutional limitations of media production (Hermida & Young, 2019).

Now the media is in a state of constant creation as they are focused on making their content more attractive and entertaining to gain the attention of the audience. This includes the more interesting and entertaining form of storytelling and provision of information which must be simple and fascinating for the public. Media is being used by various commercial models, which include sales, publication of PR content, sale of advertising space and charging from the recipients for the content for monetization purposes. Citation is one of the traditional ways to gain success in terms of content quality. Hypertext is used as a tool for referencing in the online web environment as the journalistic speech to which media or other journalists/authors refer is cited and becomes successful. Therefore, this new citation form provides new criteria for success in the media. The need for explanation arises for a recipient who uses a mobile phone device, and as of now, diverse information is available with few touches; therefore, hypertext partially solves this problem (Amazeen, 2020).

The advent of smartphones and tablets was predicted about twenty years ago when J.O Green claimed that before the start of the second decade of the 21st century, every individual would use a small and intelligent "agent" with the ability to connect and interact with everyone and every piece of information. According to him, this agent would easily gather the material and information from all around the globe. The work of online journalists has been significantly affected by the frequent use of smartphones and tablets, as they have the operating system with the capacity to install new applications and updates. Internet publications are considered to be the newest and most influential form of journalistic work. It developed gradually with the passage of time at first media, then innovative online services, and

the advent of the internet and online web to smartphones and this historical development has made it the most efficient branch (Ricoy & Martínez-Carrera, 2021).

Online journalism can be dated back to the last decade of the 20th century, during which the internet was mainly used for commercial purposes. Therefore the first half of the 1990s is reflected as the beginnings of online journalism. On the other hand, the 1960s is considered the beginning of the internet and the 1980s is marked by the emergence of the global network, while in 2000, serious web journalism was born. Methods of journalism were adopted to the respective medium when electronic media swiftly replaced print media with the emergence of the internet (Haller, 2020).

New types of journalism developed as the media world has transformed with digitalization. An investigative journalist M.Vagovic considered this transformation in the form of feedback, the approach to a speech made by journalists and the response coming from the readers in the form of comments. Another Czech internet TV presenter, F.Horky from the channel DVTV, made similar comments as he mentioned that within just seven seconds, he has to attract viewers, or else they leave the stream on the web, which is a short interval to consider. Therefore he has to adopt a tabloid appearance so that viewers do not lose interest or feel frustrated. Internet and social media are posing new challenges for journalists and tend to transform their conventional journalistic practices as well. Now they have to directly indulge with the audience as compared with previous methods due to use of various social platforms. Now audience can share their views and opinions on the web following the journalistic speeches (Min & Fink, 2021).

A journalist who works in the filed or focuses on the investigative speeches, it has now become mandatory for such journalist to master several online platforms and tools to convey the information in more fascinating way and appealing for the audience to consider. An

impressive number of podcasts are recorded in the newsrooms which are getting positive response from the advertisers. Digitalization has affected the journalistic expression, correlation of media expression with the journalists. Moreover media literacy of the viewers has also been influenced as they have to constantly develop their understanding of the media and its setting (Li Y. , 2019). In order to bring profit to the media journalists have to adapt to the new media conditions and environment. The fragmentation of the media content is another aspect where media companies alter the content for the sake of stakeholders while for the viewers this content is fragmented accordingly such as print and online newspapers, podcasts, videos, posts on the social media platforms posted by the official media accounts and info graphics as well. In media convergence today, expansion of content production and its publication is a significant consequence. As media is departing from its original platform therefore it is causing it to dematerialize (Grubenmann, 2016).

New trends of media include increasingly diverse form of news and innovative ways are being adopted for the attention-grabbing stories to keep the percipients well informed and interested in digital world. Therefore such phenomena are need to be addressed to gain the maximum benefits. New channels have opened up in large number for faster and efficient access. The interaction between editorial team and the readers has been enhanced which is providing an efficient course for the journalists to learn about the reading habits and interests of the public. In the case of Germany digital technology has given journalists the ability to reach for more sources and the details for the stories to improve their script. Background knowledge is now available at the reach of few seconds with precision from the large databases and archives as compared with analog world where retrieving the basic information was time consuming (Planer & Godulla, 2021).

On the other hand due to digitalization journalistic standards has to face certain risks and challenges. Journalists are more likely to commit plagiarism in their stories due to internet and in many countries journalists do not pay much attention towards verification of sources and facts for their reports. As a bulk of published material is now accessible for that reason news stories comprising of rumors have become the most "pervasive threats" to the journalism by digital era (Lewis & Zhong, 2013).

Copy paste journalism has emerged in the current online age and decline in the original content is more prominent. This deterioration can be observe not only in developing countries but among the reporting of developed countries as well. Prevalent plagiarism, quoting without citation and copyright violations are noted journalist practices. Fast paced journalism with time pressure have made reporting prone to errors as editorial workflow prefers speed over accuracy. A race has been developed for deliverance of news as fast as possible in the form of "breaking news". In this way the quality of news has been compromised and inconsistent fact checking with deficient revision practices are common. Content is reproduced as soon it is received in the form of press releases without checking the sources or proper investigation. In short, digitalization focuses on the news gathering and its distribution rather than quality of the news (Ramírez–Plascencia, 2015).

Working conditions have worsen for the journalism in digital world. News production has become more frequent and faster along with the creation of higher volumes of information, for that reason reporters have to work for more hours than expected. Diverse digital skills have become a criteria because journalists are not confined to just article writing in fact they have to shoot videos, capture images with proper editing and managing social media official pages or accounts. In practice all these skills are increasing work load for the reporters. Increasing competition and narrowing financial resources are pressuring the

normal working of journalists as they have to accommodate the demands emerging from the digital news dissemination.

Digital world is as effective for the journalism as globalization has become for the middle class. A crisis for average and good journalism is due to digitalization. In the near future journalism profession will be divided in the form of two groups. A majority of under paid reporters referred as "blue collar" will be confined for the minor tasks while journalist with unique style and digital skills might even become brands (Vos & Ferrucci, 2018).

## Objectives

1. To find out the scope of digital journalism in contemporary media industry.
2. To compare the difference created by new information arena and the traditional journalism.
3. To assess the challenges created by the new information and technological revolution.

## Research questions

*RQ1. Has digital media replaced the traditional journalism practices?*
*RQ2. What are the challenges being posed by the new information practices?*

## Review of Literature

In current advanced communication routines mobile instant messaging (MIM) applications have replaced the SMS or short message services form a decade ago. Whatsapp is among such applications which allows the interaction among people and up to 250 individuals with in a group. Individuals in the media particularly journalists have engaged themselves to receive, share and manage the information with users by using this platform. Moreover, they can maintain regular and private contacts to remain in touch with their sources. In the case study of two Chilean newsroom causes that avert the decision of journalists to use this applications instead of

conventional method and its impact on the news making practices. Consequently, it was suggested that the use of Whatsapp have influence the relationship between the information sources and journalists on professional and private level. Journalist who use this application have developed the sense of trust, obtainability, companionship and intimacy. According to the study socio professional aspects and technology seem interwoven firmly therefore these observation help reporters to navigate media environment in current time using ethical and professional implications (Dodds, 2019).

Traditional quality journalism has been compromise as newsroom are adopting to media convergence. In a case study of China where data collected from the Beijing News for ethnographic study, a convergence and de-convergence model has been proposed. It was represented that even with modern trends and challenges faced due to them, this Chinese paper has still preserved the legacy of critical journalism; in the transformation of newspapers, working routines along with well-established organizational culture play an important role. Therefore, the reformation of the newsroom and redefinition of journalism with technological advancement alone becomes impossible. Moreover, for this Chinese newspaper, political concerns have mediated in its response towards the economic impacts of technology due to the internet (Li, 2018).

Various types of research have been done on journalism studies for more than a decade with the advent of social media. The research was made to investigate the ways journalists have adopted Twitter, Instagram and Facebook, which are the most growing social media platforms. In the same way, normalization and professional ethics have also been influenced by their use. Five different analytical dimensions are crucial to examine the forms of journalistic practices and norms. These dimensions were structure and design, aesthetics, genre convention, rhetorical practices, interaction mechanisms and intentionality in the media space. For this analysis, the social media

accounts of five Chilean journalists were selected to illustrate the impacts (Alfred Hermida, 2020).

In order to get a comprehensive image of journalism, it can be defined in junction with technology. A study suggests that the correlation between journalism and digital technology represents a change in journalism of detrimental nature. Digital journalism is expected to have certain advantages along with shortcomings. It was evaluated that digital journalism is expected to be more transparent, democratic, participatory and novel. However, the study argues that instead of technology, it is journalism, in fact, that gives purpose, perspective, meaning and shape along with significance (Zelizer, 2019).

Economic sustainability is gaining the attention of journalism stakeholders as they are reaching philanthropic foundations for funding. As the role of such foundations is growing rapidly for news publishers as a revenue source, it gives rise to certain questions, among which is the influence of these organizations over the newsroom. In the search for a satisfactory answer to this point, a study was conducted in which the hierarchy of influence model was used. More than 40 reporters from the news associations considering their digitally native and nonprofit nature, along with staff members of philanthropic organizations funding those news foundations, were interviewed. The influence of funding organizations on journalistic practices was investigated in this way. Consequently, two explanations were formulated at first throughout the 20th century; the influence of advertisers on the news industry was forbidden as editorial decisions were made independent of any pressure as it has been considered unethical and disreputable. However, outside funding often influences the editorial assessments, which as a result, complicates the efforts made by reporters to establish and maintain hindrances between content production and news revenue (Ferrucci & Nelson, 2019).

News media has been reshaped with technology not only in developing countries but in

developed nations as well. Automatic artificial intelligence processes are introduced for the production of news and its distribution. Countries with large-scale economies are using these forms, due to which journalistic practices have been influenced to a great extent. Journalists have indulged themselves as communicators, but now devices and machines are replacing them. It is important to know the impacts of artificial intelligence in altering the conventional route of journalism in developing or economically low-income countries. It is a common observation that such nations are feeling the ripple caused by artificial intelligence in newsrooms and reporting practices. An investigation based on the case study of Pakistan has explored the issues like the perception of Pakistani reporters regarding this technological advancement and the role of artificial intelligence as a communicator. Human-machine communication framework represents the extent of changes it can bring to low-income nations in the field of journalism (Jamil, 2021).

Digitalization has enabled audiences to participate and express their opinions in the news production process. Online participatory journalism poses a challenge for journalists as it affects the relationship of the audience with journalists as the boundaries between the audience and authority has blurred. In order to develop an appreciative understanding involving theoretical, empirical and conceptual approaches, research depicts that influences on the audience-journalist relationship are global and interdisciplinary in nature. The participation of audiences from Europe and North America at the interpretation stage of the news production process instead of the distribution of the formation stage was considered. The results have shown that b 51% of the population believe that journalists have control over news production, while 42% of them see that power is shared between reporters and the audience, while 7% couldn't find a definite answer. Depending upon the perception of recipients. The news production

stage and region of the world under study power structure differs accordingly (Engelke, 2019).

Moreover, social network sites are crucial in journalistic fields, and their role is important to understand journalistic practices better. These non-conventional actors are rapidly growing and engaging in journalistic work. Facebook and Twitter are among such social sites which are sponsored by funding organizations and Instagram have received comparatively less attention in spite being an active visual platform for lifestyle journalism. Professional lifestyle Instagrammers were examined in this regard to construct comprehensive journalistic boundaries and their role in audience perception. It was evaluated that their approach was similar to that of conventional occupational ideologies of journalism in terms of their functional understanding and key values (Maares & Hanusch, 2020).

At the present time, everyday life is media-saturated, where viewers are well informed by the research, but to clearly understand the role of journalism, it is important to combine two corresponding analytical perspectives in the cultural viewers. For this purpose, interpersonal communication practices followed within social networking sites and comprehensive practices about the way individuals use media need much attention. Therefore, a case study of Finland suggests a moderately positive impact on the viewer's everyday life in the modern era. Both online and offline social network users consider journalism meaningful. Moreover, discursive or comprehensive patterns practised by the viewers highlight the significance of news to create a political sense among the public, along with providing orientation to society. On the other hand, such potential is not known to the political institutions and reporters as activities of users occur far from them (Heikkilä & Ahva, 2015).

In a study, data journalism practice was represented by the field theory approach in the Arab world. In 2017 a survey conducted by the Data journalists Network (ADJN) of Arab

journalists showed that the reporters are interested in implying data journalism training and fellowships. However, this positive response was overshadowed by the struggling Arab media organizations. Following particular political and financial agendas, Arab media showed less interest in upgrading the content quality for the sake of viewers. They showed disinterest in presenting in-depth and data-driven content to the public and did not care about adopting new methods for journalistic practices. Therefore, Arab states are needed to develop and adopt new practices in journalism (Fahmy & Attia, 2021).

Similarly, another study represents the impacts of digital era on a group of Chinese newspapers. It suggests that smartphones are posing a complex and extreme financial crisis for print media. The fall of the number of readers and advertising revenues has negatively influenced the structure of provincial-level newspapers. Commercial-oriented newspapers have faced severe downfall due to a decline in financial viability. On the other newspapers based on political agendas have found new ways to maintain the sponsorship. Such funding sources result in the tight interconnection of politics and economic power with journalism, and consequently, the journalistic objectives of media are replaced by commercial goals. Therefore, the possibility of critical and independent journalistic practices is affected by this shift in financial and socioeconomic power balance (Wang & Sparks, 2019).

The emergence of the digital age has transformed the sports media practices and journalism just like democracy and culture. When the reporting pattern of Canadian sports journalists was examined, it was evaluated that they were adopting new journalism values to make sense of their role and practices in convergent sports journalism. For the study, many sports journalists working in digital sports channels worked to continuously cover the major sports leagues. Post media has transformed the work routines of such reporters and challenges the quality standards as well. The modern digital promotional networks that cover major sports leagues have contributed towards the emergence of opinion-driven and derivative analytical content by losing the traditional status and influence of sports journalists (Daum & Scherer, 2018).

## Methodology

The researcher has constructed a questionnaire to conduct in-depth interviews of the 5 top journalists who have successfully built a narrative on social media more effectively than on traditional media.

## Findings

| Themes | Sub-themes |
| --- | --- |
| What difference do you feel while practising journalism on traditional media and digital media? | ▪ Traditional media<br>▪ Digital media<br>▪ Journalistic practices |
| Do you think that digital platforms provide unverified/false news? | ▪ False news/ fake news<br>▪ Dissemination of unverified news |
| Which platform (digital or traditional) is more convincing to the audiences? | ▪ People believe in evidence<br>▪ Source of news<br>▪ Credibility of the news personality<br>▪ Social media viral content |

What edge does digital media has got over traditional media?

- Personal identity of the reporter
- Subjective opinion
- Individual narrative

What are the hurdles posed by new information arena while practicing journalism?

- Viral content
- Bulk of news
- Persistent production of content

What are social media regularization challenges?

- Hard to regularize
- Mass reach of the audience

## What Difference do you Feel while Practicing Journalism on Traditional Media and Digital Media?

Journalism accumulates a wide range of practices and frequently associates with the use of a specific language as a medium. , in journalism, a significant area is adopted, and a satisfactory method is selected, which provides a large number of copies for a set of current information for a large audience in no time. Over the years selection of such a method has been a challenge. Moving from the traditional way (print or broadcast) to contemporary digital media has a huge influence over the way journalism is practiced. When asked about the differences, a sample of the study responded in accordance with their certain individual experience. For instance, one of the respondents related that digital aspects of information handling and dissemination have become easier yet trickier at the same time. Journalists are at greater liberty o share their personal instances than simply reporting objective news stories as previously done on traditional media. While at the same time, it takes huge efforts to grab the attention of the mass audience being exposed to the bulk of online content. Similarly, some of the respondents also related that people are more likely to believe in traditional media than social media, which is why thing needs to be reported supported by much stronger evidence or reference to the more authentic source.

## Do You Think that Digital Platforms Provide Unverified/False News?

Despite the mass exposure of digital platforms, especially social media, it is often decreed that unverified content is disseminated through such media. Most of the respondents believed that this is quite a relatable allegation towards internet-assisted sources of information. It is the age of scrolling media, where viral content gets the most exposure and public reach. In most cases, people just don't focus on the nature of the content; they simply like and share it to be viral. However, the respondents also opined that the viral concept is more applicable to entertainment base content as for as news-related content is concerned; only verified content is disseminated. Since there is a number of sources available to verify the news, therefore false news is more likely to be disapproved by consumers. Consequently, online journalism needs to be more accurate to grab the attention of the audience.

## Which Platform (Digital or Traditional) is More Convincing to the Audiences?

Based on more systematic ways of reporting, traditional journalism is thought to be a more effective one. People are more likely to believe in the news reported through print media tools or broadcasted through the radio or television. However, social media platforms are more popular among people. Social media addiction is disengaging consumers from traditional media outlets. Since people are less engaged with radio, newspapers or television, they are less exposed to

the information being reported on such platforms. The popularity of internet-assisted media is becoming more convincing to people. Especially when they see some of their favourite and already renowned journalists on such platforms, they tend to believe whatever the report.

## What Edge does Digital Media has Got Over Traditional Media?

Though it is quite clear that digital innovations have facilitated overall journalistic practices in number of ways but journalists have also been strongly affected. The respondents of the study related that for them digital media is an open platform as if is their own news channel where they can share their views without any hesitation. Moreover they do not need to follow a particular agenda of a particular channel. Here they are free to build their own identity based on their own views. Similarly they are free to build a narrative of their unlike the traditional media where they have to propagate agenda of particular news channel.

## What are the Hurdles Posed by the New Information Arena while Practising Journalism?

Despite being of great assistance and advantage, new information technology has brought certain complications for journalists. When asked the defined respondents of the study, most of them believed that having the ability to get viral in no time, digital media content is accessible to everyone. Moreover, there are no boundaries to stop the sharing of the content; therefore, there is no way to stop the information while it just gets shared on any social media platform. In other words, it is very difficult to trace the origin of the information before it gets reaches millions of people. In this way, if false or unverified news is disseminated, it becomes really hard to get with it. Moreover, working conditions have worsened for journalism in the digital world. News production has become more frequent and faster, along with the creation of higher volumes of information; for that reason, reporters have to work for more hours than expected. Diverse digital skills have become criteria because journalists are not confined to just article writing; in fact, they have to shoot videos, capture images with proper editing and manage official social media pages or accounts.

## What are Social Media Regularization Challenges?

Media has always been subjected to regularization and censorship. Different regulatory laws have been to overlook the nature of media content disseminated to consumers. The implementation of such regulatory laws has been easier in the case of traditional media like newspapers, radio and television etc. The cancellation of a license has always served the purpose of leading to the circulation of approved content. Contrary to it, the current digital atmosphere of the media has surpassed such regularizations. Content distribution is so abrupt and in bulk that laws cannot control such flow of information. Respondents of the interview viewed this notion in this way that although there are certain regulatory laws created by government to direct digital media content, it is very hard to find its effectiveness as the damage is already done when the law reaches out to censor such objectionable content. Speed and quantity of the content distribution is huge problem in this regard. Mass content production and its rushed distribution has posed challenges to the media regulators.

## Discussion

Digitalization has enabled audiences to participate and express their opinions in the news production process. Online participatory journalism poses challenge for journalists as it affects the relation of audience with journalists as the boundaries between audience and authority has blurred. At present, everyday life is media-saturated where viewers are well informed by the research, but to clearly understand the role of journalism, it is important to look into digital journalistic practices in detail. Freedom of speech seems to be more fulfilling in terms of social media expressions, where consumers are content

creators as well. Despite being a platform of free access, such freedom has been accompanied by certain challenges. The abundance of content is questioning the quality of the stuff being disseminated through internet-assisted platforms.

## Conclusion

News media has been restructured with technology all around the world. Automatic artificial intelligence processes that are introduced for news production and distribution are affecting the overall journalistic practices not only in developed countries but also in developing as well. Countries with huge economies are using new information handling techniques, due to which journalistic practices have undergone huge modification. Journalists have presented themselves as communicators, but now they are being replaced by devices and gadgets. It is very significant to locate the impacts of digital media in changing the conventional route of journalism in developing or economically low-income countries. It is a common observation that such nations are feeling the ripple caused by digitalization and artificial intelligence in newsroom and reporting practices. Human-machine communication framework represented the extent of changes it can bring in low-income nations in the field of journalism. The findings of the current study reveal that journalism has undergone a transformation with the introduction of new information handling techniques based on digital and internet-assisted systems. It has provided a platform for not only journalists but also many other common people to have a new voice and construct their own narratives. Since regularization is extremely challenging with regard to digital media, uncensored and unverified content is more likely to create certain problems. Although censorship in digital media is not the systematic one, it has been witnessed recently that in developing countries like Pakistan, where a particular narrative is constructed and disseminated through different forms of media, digital media is also being subjected to strict regularization and journalists are exposed to consequent circumstances.

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