A STUDY ON THE IMPACT OF INTERACTIVE MULTIMEDIA ON JOURNALISM

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ABSTRACT

As new media has emerged and has become an evident part of the daily media consumption, journalism is no *more restricted to news collection. A new type of journalism is emerging and its distinguishing features include ubiquitous news, accessibility to global information, instant reporting, interaction, multimedia content, and extreme content customization. This represents a potentially superior kind of journalism in many ways since it can win back a disenchanted and distrusting audience. It simultaneously poses numerous risks to the most valued principles and values in journalism. In a medium where anyone with a computer and a modem can become a global publisher, the authenticity of the content, source verification, accuracy, and veracity are all doubtful. The following study focuses on how the new media with its interactive features affects the consumption and future of news.*

Keywords: Interactive Media, New Media, Journalism, Content Customization, Ethics.

INTRODUCTION

In media studies, the term "new media journalism" refers to the combination of traditional media, such as film, images, music, spoken word, and written word, with the interactive power of computer and communication technology, consumer products with computer capabilities, and most importantly, the internet.

The potential for on-demand access to content at anytime, anywhere, on any digital device, as well as for interactive user input, creative engagement, and the development of communities around media content are all features of new media journalism. The 'democratization' of the production, publication, distribution, and consumption of media content is a benefit of new media journalism.

Internet users have access to more information through a variety of increasingly personal and mobile devices, frequently for free, and in ways that allow for new types of participation. The most interested individuals take advantage of these brand-new platforms for obtaining, disseminating, and discussing news, but a larger proportion of users prefer more casual and passive modes of usage and primarily use the numerous opportunities provided by digital media for activities that have little to do with news. Technology has always been crucial to the process of obtaining and producing news.

A pencil, a pen, and a reporter's notebook have been the essential instruments for journalists from the beginning of the profession. The typewriter and photography equipment were later added. These basic tools are still useful today, but because modern journalists must often handle multiple tasks at once, their equipment requirements have become more complex. The role of a journalist used to be cleanly divided into distinct roles. The roles of photojournalist and reporter have historically been distinct from one another, as have the roles of copy editor and makeup artist. Similar to how a journalist today is expected to be able to transition seamlessly from writing text to broadcasting, the specialization between print and broadcast journalism is unclear these days.

Journalists are used to using a range of technical tools to get the raw data they utilize to convey their story, whether it be taking handwritten notes, filming an event, or recording a phone interview. These technical tools are evolving as a result of developments in new media technology, providing fresh approaches to processing unprocessed news material in all of its forms, including handwritten notes, audio interviews, and video information.

While there is still room for traditional or mainstream journalists to cover Limited to print, television and radio, the space for such narrow tasks is getting smaller and smaller. Media presence became necessary as all media now resides on the internet.

Journalists become all-rounders to be able to produce an online version of the report. Online content that is accessible on demand is referred to as new media. With user comments and an uncomplicated way to share the material online with friends and coworkers, this content is accessible on all devices and offers real-time interaction opportunities.

In the 1960s, the term "new media" was first used. Digital versions of analogue media, such as chip and CD, are considered new media. Their primary traits include limitless, free access to data as well as its quality- and interactivity-unaffected copying. The ability to transmit has increased thanks to the use of radio, cable, and satellite transmission methods. Unquestionably, the internet qualifies as a new media.

News through Interactive Media
It has been argued that television is a producer's medium, whereas newspapers are an editor's media. Today, it can be stated that the Internet is a journalist's medium, to the extent that any of these claims is accurate. The Internet not only offers a wide range of new capabilities, such as interaction, on-demand access, user control, and customization, but also incorporates all the capabilities of the older media (text, photos, graphics, animation, audio, video, real-time delivery). (Pavlik, 2001, #)

Simple enough is how the debate starts: more room equals more news. According to reports, the sheer amount of space accessible online creates new opportunities for news presentation that are not possible with print media. The capacity to offer greater depth of coverage is exponentially improved by archiving facilities. The ability to update often is also much improved.

The availability of multimedia forms also enables the creative and engaging presentation of news.

(Fenton, 2010) However, many people do not believe that the open and iterative world of internet comments is elevating journalism to new levels. Instead, it is determined that the hard-won successes of investigative journalism will be replaced by opinion and venom as a result of the infinity of possibilities for everyone to voice their opinion on anything. Instead of thorough examination, one-off fragmentary comments are more common. It is suggested that "old news" ideals are being supplanted by populist shouting or those who care more about their own reputation than the ethics of public value. Online discussion forums merge with other news sources' news coverage. Concerns about verification, accountability, and accuracy are also raised because to the lack of accountability and anonymity of people that react online.

Across all facets of news creation and distribution, new ICTs have been widely adopted (or imposed). For the majority of journalists surveyed, the manufacturing process benefits of new technologies were quite evident. It was helpful to have access to and be able to distribute information and news outputs over distance via the internet. Most importantly, the internet has quickly developed into a priceless resource for study and planning. It was possible to rapidly obtain committee reports, government bills and speeches, information on specific MPs, local politics, and party internal affairs. (Pavlik, 2001)

The number of individuals using social media channels, also known as social media tools, as well as the variety of their environments are growing daily. The most essential characteristic of social media platforms with various technological substructures is allowing users to post material without any restrictions. Due to Web 2.0 technologies and improved access to social media, which greatly enhanced interaction, a participatory media process has developed in this setting. (Kir, 2019)

Customization of Content
As a new type of journalism, content customization is the automatic modification of text and multimedia components inside articles based on the reader's unique characteristics.

By making news material more individualized, readers can get information that interests them, limit information overload, and take fewer steps to find relevant items.

RESEARCH METHODOLOGY

For this study, the researcher has reviewed secondary data collected from various platforms. The study intends to understand the changing scope of journalism post the advent of interactive media where the user or viewer can now register a response. The study also intends to weigh the need for fac checking and how AI can be used in a sustainable manner to broaden audience reach.

FINDINGS

➢ Social media technology and conventional media both have size and the ability to reach a large audience. While social media is by its own nature more decentralized, less hierarchical, and distinguished by various points of production and utility, traditional media often use a centralized structure for organization, production, and dissemination.

➢ Production of industrial media or mainstream media necessitates specific knowledge and instruction. Contrarily, the majority of social media outputs just call for a minor reworking of already learned skills.

➢ Compared to social media, which can respond almost immediately, the period between communications created by mainstream media can be considerable (days, weeks, or even months). This fact may eventually cease to be noteworthy, though, as traditional media starts to use production techniques typically associated with social media platforms.

CONCLUSION

Journalists must adapt to playing the role of guide in the same way that educators are moving from being the almighty bearers of knowledge in the classroom to being a part of a constantly evolving knowledge environment where students are frequently both teachers and learners. In the twenty-first century, journalists will not always be the only or even the main source of news and information about current events. Today, a news consumer may easily find the "facts" from dozens of sources, including corporate, governmental, and other sources on Google. Fact checking is an added responsibility for journalists.

Ethical journalism practices should be incorporated as fundamental learning in media education. Source verification, authenticity and reliability of media content needs extensive scrutiny on a journalist's part.

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