

THE EMERGENCE OF ONLINE JOURNALISM IN THE WORLD

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Abstract

This article explores the emergence of new media in the world that how online media with the collaboration of social media is ruling over other media in the world and how people are adopting it. Online media deals with the nature of interactivity and immediacy on demand of availability because people find more flexibility with it. (Rajendran,2014). The online media form is as like digital media where it contains and combines integrated data, sound, text, photos, videos, gif files and a lot more. (Flew, 2002) As in online media, the style of storytelling has dramatically changed with the tool of hypertext, interactivity, immediacy, convergence, and multimedia. In the world, online journalism enhanced e-commerce expanded business and emphasized on career oriented and interesting things in an entertaining and infotainment way. New media invites people to come and join with the help of its versatility not only this but also rapid update and follow up as well, it has changed the environment with the vast help of convergence and enhanced technology. New media news or information is currently creating new space on the spectrum of information provision which also provokes general interest. In this theoretical context, the article pays attention towards the new evolution of alternative media in different countries.

Key words: *Multimedia, Interactivity, Hypertext, Social Media, Interaction, Online media, Environment, Peace, Technology, & Modernization*

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Introduction

Online journalism is all about interactivity, hypertext, multimedia, immediacy, convergence and social media. The internet has changed the face of journalism with the help of modernization, innovation, versatility, information, knowledge, news and above all, it has become infotainment platform. It has become a platform where one can be informed when he or she wants. A Web server is a special type of computer that stores and distributes information over the Internet.

In online or new media, the style of storytelling has dramatically changed and feedback is quite immediate. Moreover, there is always evaluation or alteration which is a need of society which goes towards development. Online journalism has also enhanced citizen journalism as it has an optional advanced search, background, powerful medium, a fine strategy, ideas, perception and a lot more. Online media now influence the readers or listeners to concentrate.

The revolution has begun the texts, hyperlinks, graphics, multimedia is going to its peak where the two flow of communication is also an important part of growing online journalism and the information is multidimensional. It is considered as customizable, self-generated and market-oriented which is altering the revenues of media houses magically.

Masses are choosing to get the information from online because it is search based or more it has the archival option. There is timelessness, permanency, gets updated around the clock and further, it leads to a diversity of contents but last not the least the element of global distribution means a lot for this new enhancing journalism.

Online Journalism in the World

Digital media have an impact on different dimensions of life, career, and relationship. New media news or information is currently creating new space on the spectrum of information provision which also provokes general interest. The nature of online journalism is quite friendly not only to a teenager but to younglings, elders, and professionals as well as compared to conventional media.

In the world, the new media appears not only to be transforming but also changing for newsrooms and for masses where newsrooms are espousing new technologies and the implications changes might be having on the purpose of news.

In India, the new media occurred when the evolution of the internet and the emergence of new trends have reshaped (Ram, 2011). In India “the concept of

news has taken a new shape” (Dr. Chandra , 2012). The attack in Mumbai in 2008 showed that how the internet has become quite persuasive like the eyewitness made, capture videos and share or post on different social media websites (SCHWITTAY , 2011).

Different characteristics of including speed have changed the receiving style of news and information. There is a huge relationship between credibility and media and new media or news websites have brought a change in journalism, especially in evaluating credibility (Kovačič, Erjavec, & Štular, 2010).

Internet journalism can be defined shortly as giving information to people via the internet using various methods of journalism (kuyucu, 2016). In Kuwait, the internet became a fine source and a platform of communication for many journalists (DASHTI , 2008). Especially with the tool of immediacy, as there are many people who are not using internet for sending and receiving E-mails but for other works as well (Neelamalar & Chitra, 2009). The new media is quite standardized but decentralized which demands low investments but provides immediacy, versatility, interactivity, and public participation too. New media is a way to be popular and to be accepted by civil society (Salman ,Ibrahim , Hj.Abdullah ,Mustaffa ,&Mahbob , 2011).

New media is all about sensationalism, curiosity, sparkle headlines and investigative reporting and more about yellow journalism. In last decades, the traditional arbiters have been ousted by new media due to renewed and advanced technology. The new media is a tool which was developed to communicate worldwide easily (kuyucu, 2016). Many online media enthusiasts trumpet their new tool or technology to change trends in journalism (BAUM & GROELING, 2008). In Turkey, it is observed that the legacy and conventional media has been losing its charm if it is compared with new trends and internet (kuyucu, 2016). The advent of new media has posed a challenge to conventional media but Malaysian print media still grab the attention of masses, they two media reinforce one another in Malaysia.

On the other hand, in the United States of America, newspapers are not as hard hit as before (Salman ,Ibrahim, Hj.Abdullah ,Mustaffa & Mahbob , 2011). Old style and alternative media will progress on the base of struggle and integration. New media will actually not only be heightened by expertise but also relate to cultural progressions too (Sun, 2013).

The new media has become an important and integral part of modern society which is threatening the print media (Rajendran. 2014). In this Era, the deterioration of the traditional media occurred due to online publications which have continuously been developing high and high.

In New York, some websites tend to highlight traditional media in a new form, blogs but not in a limited way and every content to attract masses with more and more loyalty, but some websites target and attract the most loyal audience (BAUM & GROELING, 2008). "The web media has led some media theorist to argue that contemporary communication systems "create realms of social interaction that render place in consequential, if not irrelevant." (kozolanka, mazepa, &skinner, 2012).

On the other hand, in this age, many Malaysians have changed their views and have turned to new media to be informed of multiple ways where it has different characteristics (Salman ,Ibrahim , Hj.Abdullah ,Mustaffa ,&Mahbob , 2011). "In USA, the average decline 7% in the last and first quarters of 2008 and 2009 respectively, A/c to the latest data of ABC (Audit Bureau of circulation)." (Rajendran2014). There is a difference of technical distinctions between conventional and traditional media (Salman ,Ibrahim , Hj.Abdullah ,Mustaffa ,&Mahbob , 2011).

The online publishing industry is diverse not only for masses but for the commercial interest which is being organized in a standard way. "In Malaysia, the new media gained popularity and acceptance because of the need to have freer information flow as the mainstream media is perceived to be controlled by government" (Salman ,Ibrahim ,Hj.Abdullah ,Mustaffa ,&Mahbob , 2011). "The online media seem to be giving solution for every need possible, right from the humble beginning to the present, the new media has been a vast preference for the flexible features it provides." (Rajendran, 2014). The alternative media has change the style of communication, spare time activities, interaction and thinking of perception in Brazil (Alterman, 1998).

Online or new media changed lifestyles, career's orientation, thesituation of industries, information society and created new modes of journalism. Before the independence in India media was considered a mission which had a responsibility to make it free from rules and regulations but many things have changed. On the other hand, in India, the neo-globalization policies were implemented in the early 1990s which led to commercialization as well (Dr. Chandra , 2012). as due to the internet it just became possible that online newspapers are in operation and being

used because not high investment or too much amount is required (Salman ,Ibrahim , Hj.Abdullah ,Mustaffa ,&Mahbob , 2011). In the last 20th century an easy and an instantaneous change was seen where text and pictures became more powerful than ever but with the tool of hype and exaggeration (Alterman, 1998).

Online journalism enhanced e-commerce, expanded business and emphasized on career oriented and interesting things in an entertaining way. “New media is not strictly the subject of communication; they cannot decide the properties of communication by themselves. The broadcaster and receiver of information distinguish the authentic subject of communication, and they will need to use new media in reasonable and advisable ways. Hence, countries and governments should utilize new media to strengthen cooperation in politics, economy, and culture, while being careful to restrain hegemony, expansionism, and racism, and to lessen the widening gaps between the rich and poor.”(Sun, 2013). In Malaysia, the mainstream newspapers have gone towards uncertainty due to the emergence of the internet because it was fast, immediate and colorful as well (Salman, Ibrahim , Hj.Abdullah ,Mustaffa ,&Mahbob , 2011). New media in Brazil is going socially and in acultural phenomenon which pervades lifestyle but especially of young people. In Brazil, the internet has brought dignified changes where public policies may be converted into a tool of citizenship and through this people become participant ultimately of the digital age (Alterman, 1998).

Regarding Arab world, the internet and both online media have been enhanced a lot. Ac to the survey of 1998 by Arab internet – world magazines mostly the internet users in the Arab world is 29 years old. (Alterman, 1998).According to the Arab Social Media Report⁷, the Arab world (22 countries) had over 86.3 million Facebook users in May 2014 – 25% of whom were in Egypt – as compared with 21.4 million in December 2010, on the eve of the Arab Spring, that is to say, a 300% increase over four and a half years.

Media organizations have turned their concentration towards digital media as the interest of masses is going high and high. Media organizations are completely now dependent on different technologies to gather and collect information not in India but in the world as well. (Dr. Chandra , 2012). The new media situation alters the fuel to increase race between stories and disciplinarians.(Hellman & Wagnsson, 2015) As in India “the access of information” for users have changed dramatically as especially in India 20 million users have exceeded for using smartphones (Rajendran, 2014). Online is not possible without the internet, internet gradually helped communication to be altered rapidly. Generally, theinternet is creating a new version and form for different potential and strengths

which reform not only the national economy of but it is helping out to change identities and more over the perceptions as well (Alterman, 1998). “The potential of new media technologies to subvert such social stratification an associated norm has inspired much public debate, which is often carried out on the internet.” (SCHWITTAY , 2011). The technology is considered the most significant and important tool for social changes in last ten years not only in Brazil but in Italy and India as well (Alterman, 1998).

Multimediality changed communication culture, environment, anentire way of portrayal of news, presents different modes. China has been evaluating from an old China to a “new China” in different sectors but especially in developing an extensive or progressive system similarly it is going high and high regarding new media (Sun, 2013). The new field has attracted professionals and nonprofessionals also; it spread out wide-spread due to theinternet, where internet plays a strong role to potential to broaden the limits of freedom beyond the control of the government (DASHTI , 2008). In Germany, information and communication are the most important drivers for media developments which are expanding in society (Roos, 2013). Similarly, In Scotland, there is an age of new media readers where new media align more closely with youth as compared to traditional media (Stewart, 2016).

Innovation has also been added due to digital media, blogs also have become a huge part of online media. In Sweden, the platform of blogs enables citizens to encounter official defenses of political results that actually affect the interest of the country (Hellman & Wagnsson, 2015). “Internet journalism is the digital settlement of journalism phenomenon over the internet” (kuyucu, 2016). “In small non-English speaking communities, such as the Swedish one, social media platforms might not challenge strategic narratives to the same extent as in the Anglo-Saxon sphere” (Hellman & Wagnsson, 2015).

“The way the internet is being diffused in most countries, benefiting the most educated people to the determent of less educated ones contributes to causing a deeper digital divide.” (Alterman, 1998). Internet joints the rest of the countries altogether for a good bond (DASHTI , 2008). “In Us and Germany the advent of the internet gave hopes that it would make previously marginalized actors and arguments more visible to a broader public” (Jürgen & Schäfer , 2009).

In new media, new technologies are promising to change but to enable a fine operator and flexibility allows users to whatever they want to do. “The Arab world has joined in the global enthusiasm for the internet as it is available in

almost every Arab country” (Alterman, 1998). In Kuwait during mid-1990 the Kuwaitis switched towards the internet to get information (DASHTI , 2008). “Chinese citizens are enjoying greater prosperity and more personal freedom and access to information than ever before, achieving greater civil liberties and human rights” (Sun, 2013).

For online journalism, social media has also become a tool to generate more and more traffic for good revenues because social media websites help the company to upgrade rankings above all (Bhuyan & Rahman, p. 2014). New media house begins to make news and publish in a very short time with the help of new technology and advents where hypertext plays an important role in interactivity (kuyucu, 2016). In Turkey, per 2014 the online measurement company of USA, there are a total of 30,6 million internet users. Printed material has turned towards internet environment (kuyucu, 2016).

Media is now providing companionship and shaping the perception of masses so rapidly, it is playing a fundamental role in persuading, informing and altering lives. In the world, new media does not only alter the way of communication but also it transforms the culture in society (Sun, 2013). New media has changed or got enriched in a very short time where it also reached to high access to modernization and enriched environment as well (kuyucu, 2016).

It is all about the content which deals with one’s experiments or personal thoughts. Moreover, it is information which is updated daily and frequently of what is happening regarding any subject. On the other hand, the blog is an organized and standardized way where blogs on the website are also automatically archived and searchable. Blog users have started to believe and concern blogs as more credible for war than traditional or legacy media as it provides alternative perspectives as well (Hellman & Wagnsson, 2015).

In Turkey, in last decades the online journalism has changed especially magazine journalism with a lot of multimedia and information (kuyucu, 2016). Moreover, the relationship between alternative media and democracy proves very beneficial towards emphasizing the significance of new technologies in societies (Sun, 2013). The internet which has altered the actual features and tore of journalism has led the definition of journalist to change where turkeys the magazine journalism which emerged to lead a good pace is also active in social media (kuyucu, 2016).

But particularly in Tunisia, Algeria and Egypt the conventional media has been dominating masses towards online presence and concern about news websites.

There the majority of the traditional media, particularly newspapers do not appear to be capable of taking on new digital challenges like the world.

Analysis

Journalism is a standardized profession in any society which interprets and informs where new and social media influencing all spheres of society. For online journalism, social media has also become a tool to generate more and more traffic for good revenues because social media websites help out the company to upgrade rankings above all (Bhuyan & Rahman, p. 2014). "Social media is growing and becoming an extended and branded tool for the journalists; the presence of social media establishes credibility, transparency, and likeability" (Auxier, 2012).

Old media has been challenged due to pre-existing styles and on the other hand, online journalism has groomed the whole political and social scenario.

Online journalism grew rapidly from its beginning in the developed countries which prompted the content of news other multimedia and blogs category to be live and informative and helped to open a new industry in masses.

Technology has always been a tool to have a change in society it has influenced and fetched changes in journalism because the genre of this new media is different from traditional media. The internet usage involves person to person communication, global publishing, and information provision, through electronic mail, newsgroups, chat rooms, mailing lists and WWW (World Wide Web) (Flew, 2002).

Global networking and versatility of online media have helped it to be enhanced and advertised not only in developed countries but in undeveloped countries as well. It is helping to grow third world countries. Many news websites have become a proper and vibrant example of its influence.

As according to the summary (2015) of online media overview in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Syria, Tunisia has been increased a lot.

Online media has affected the world in a different way as the world has entered in a digital age and the technology itself is accelerating it rapidly. News organization has realized from all over the world that how this fast, updates, entertaining and exciting platform has been enhancing and adopting by the world and how faster placed it could be.

This platform allows the user to interact and provokes freedom of expression and to participate as well.

Conclusion

It was found that in developed or undeveloped countries masses are taking it as they are adopting modernization. People have found online journalism as a fine source and dealing with it as it is a game changer or revival of society as it led masses to argue and to coordinate their perception and point of views.

It is found that online media in the world does not only mean news but more than news or other “context” which includes multimedia and with the collaboration of social media professionals are utilizing it and masses are expecting a lot more than a news from this news media. “Online journalism not only changed journalist’s norms, perceptions and practices but it has played a vital role in enhancing and increasing the freedom of increasing press” (DASHTI , 2008).

The personal diary of individuals “blog” has taken a great place in the world of online journalism. The forum is considered compulsion just like the coverage of national, international and other categories in the world. Professionals are considering the pieces of content from masses are very important whether on current topics or usual ones.

The dramatic and persuasive change was found in India, regarding online media, kuwaities considered this new media is the fine source, in turkey the conventional media is losing its charm but magazine journalism is still quite effective. Similarly, in Malaysia print is still alive but it has started to get challenges from online media as masses are switching towards information by internet.

On the other hand, in united states of America, the news media is going high and high, there is a transition of print media but is still being converted to a new form like digital.

Online journalism brought dignified changes in Brazilespecially socially connected with social networking websites. In Arab world countries, online journalism has been enhanced and providing information. In the Arab world, the modern technologies are enriching and revolutionizing the way the people receive information where the media is helping to shape different public opinions in different ways (Edmund , 2000).

In China, the journalism is moving fast with different techniques and it is getting popular and enhanced. Youth is highly conscious about new media in Scotland as

compared to traditional media. Similarly, online media is considered to be very important in Germany as masses are switching from conventional to digital media.

Online media in Sweden reshaping the conventional media especially people are highly conscious about blogging on multiple topics.

It was also observed that online journalism was boosted with the collaboration of social media and its multimedia techniques which cater masses interest and attention both. It leads to companionship and promises for a better time. Social media is about content, community, connection, and conversion where this technology did not only alter the style in which masses go about their everyday lives but also simplifies multiple imagination of the future. It has become a platform for development as new technology regarding thinking and wondering and speculating about the future.

Online journalism has enhanced the modernization and social media has been now furnishing online media. Journalists of online journalism regarding social media are not working alone, they are only the creators of news content or any media content but the readers too who share and comment. The social media's trend is affecting consumer's relationship due to interactivity (Barthelemy ,Bethell ,Christiansen, Jarsvall, & Koinis , 2011). Social media serves as the easiest yet fastest entertainment and news at platforms for promoting news organizations or any brand as for liking commenting or even showing and discussing user-generated content moreover it is leading the concept of e-commerce for revenues. New media is giving chance for growing social, economic and cultural importance and significance which created social interaction between and among people through the internet (Halvey & Kaene, 2007).

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