

CHALLENGES AND OPPORTUNITIES FOR NEWS MEDIA IN DIGITAL AND SOCIAL MEDIA ENVIRONMENT ABSTRACT

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Abstract

Digital media, also known as "New Media," refers to the production and distribution of content using digital technologies such as personal computers, smart phones, and other mobile devices connected to the internet, and tangible forms of storage such as flash memory sticks, hard drives, and other similar devices. When defining "new media," some scholars choose to contrast it with "old media," "mass media," "digital media," etc. Digital media's history not only relates it to prior interactive technologies and media but also traces the evolution of computers from glorified calculators to instruments that are revolutionizing human communication, entertainment, and creative expression. For a democracy to thrive, it needs an independent media that can educate the public, hold the powerful accountable and foster debate on important issues. The fourth section discusses the judicial and legislative reactions to the current media landscape. The current research aspires to add to the body of work on Indian new media information and news assets. In 2020, social media is a vital promotional tool for businesses, much as newspapers have evolved into online news in the form of content accessible on websites. Sharing and promoting small businesses on social media is easier and quicker than ever.

Keywords: School Management, Transformation, offline teaching mode, online teaching mode

INTRODUCTION

For a democracy to thrive, it needs an independent media that can educate the public, hold the powerful accountable and foster debate on important issues. Journalistic quality has been shown to have positive effects on the public's awareness, interest, and involvement in politics; it may also help discourage corruption and inspire representatives to better serve their people. The institutional framework of a country's media environment determines the extent to which the news media may promote freedom, variety, and democracy. Today's media landscapes are evolving in response to changes in the marketplace and technology, which are in great part caused by the proliferation of digital media. The goal of this paper is to examine studies that examine the positive and negative effects of these changes on the news media and their function in democracies. The Reuters Institute for the Study of Journalism's findings, as well as those from other recent, similarly-focused academic studies, as well as data and analysis from the relevant sector, will form the basis of our investigation. Although Europe is where our attention is primarily focused, In addition, we consider developments in other affluent and middle-income regions where digital media consumption is quite high.

Even while each country's media landscape is unique, there are certain glaring similarities that create both possibilities and problems for journalists, news outlets, and public discourse. The three most significant changes in today's world are the result of technical and commercial forces, and they are Legacy media, as a result of the

shift to a digital, mobile, and social media environment with intense competition for attention, traditional media outlets, such as broadcasters and, especially, newspapers, remain very important news producers but are becoming relatively less important as distributors, and they are under growing pressure to develop new digital business models as their existing operations decline or stagnate. Because of this, a few of mega-tech firms now play a disproportionately big role in (a) the dissemination of news and (b) the distribution of digital advertisements. These companies are responsible for making digital media accessible to billions of users around the world through services like search, social networking, video sharing, messaging, etc. The rise of a high-choice media environment, where internet users have access to a vast amount of information in a variety of accessible formats and often for free, across a range of increasingly sophisticated personal and mobile devices, and in ways that enable new forms of participation; an environment where those most interested in news embrace these new opportunities to get, share, and comment on news, while a larger number of people opt for more catered news source.

Most developed and developing nations with widespread access to digital media have seen all three of these changes. However, although media consumers may be the catalyst for these changes, it is vital to note that technological advancements only allow them. Audiences and marketers are driving the technological transformation of the media and media markets. Transformation is made possible by technological advances. Individuals and groups bring about transformation. Implications for media diversity and informational pluralism, two pillars of free speech, are complex. The opportunity for consumers to utilize a variety of sources and encounter various viewpoints have grown as the media landscape has become more digitalized.

The variety of news output, particularly in smaller markets, less profitable specialist subject areas, and is especially susceptible to mergers and budget cuts in the national media landscape since it operates at the local level, which may ultimately erode media plurality, while a small number of very large players increasingly dominate the environment. Because of the internet, data has become accessible. The advent of search engines and social media has been instrumental in making previously inaccessible or uninteresting material more widely available and engaging. However, their popularity with viewers and advertisers poses a threat to many traditional media outlets, particularly the news media. Part two of this paper discusses the most significant recent technology and commercial shifts. The final section focuses on the media's reaction to these changes. The fourth section discusses the judicial and legislative reactions to the current media landscape. The last section provides a brief overview of the most noteworthy developments.

The media industry is in disbelief at its diminished power and influence, as it has been harmed by the pollution of information and is drowning in the din of digital technology. The information industry is seeing a change in every aspect: the creation, dissemination, and consumption of data. It would seem that professional journalism is under constant assault, and is increasingly seen as unnecessary and counterproductive. But journalism is the answer to the everyday "information deluge" that suffocates us. Don't forget that the answer lies in a different form of reporting, dubbed "augmented journalism," which takes use of the digital age's expanded tools, Value-added journalism, which is most prevalent in the internet realm but may be adapted to other mediums. Those who can't provide the public anything of value during the transformative crisis will be left behind. Now, as a digital reporter (as opposed to a print reporter), you have to go out and, depending on the situation, take images or video, interview people, and get the story. You'll also need to capture the information digitally and bring the data back to the office for analysis. Therefore, if you want to be a journalist in the modern day, you need to have the skills of an editor, photographer, videographer, reporter, page designer, and writer. Those who make it will provide a more accessible entry point into civic life for individuals and groups, while also improving and streamlining the lives of the general public.

The Economist reports that "News providers across the affluent world are eagerly casting about for new models" as a result of how digital technology has altered the playing field. There is a new consumer market out there, one that is fueled by educated people who are fluent in the latest technologies and are always on the lookout for new ways to use them. Just as the digital revolution was beginning, newspapers were figuring out how to change with it. In addition, newspapers are still trying to figure out how to create profitable and sustainable business and editorial models in the modern media landscape. The newsroom has lost its unique and specialized abilities with the arrival of new media technology. A shift in focus has occurred, though, and now journalists are encouraged to develop several skills. For a story to make it into the newsroom, a journalist must be able to do more than just write it; they must also be able to edit it, present it, and, in certain cases, film and create it. According to Sparks (1991),

the trend toward journalists having a wide range of skills is exploitative of their labour and dilutes the importance of upholding journalistic standards. Ursell claims that the decline of extraordinary news content and stories is a direct result of the widespread belief that journalists should be experts in a wide range of areas.

Literature Review

Isyaku Hassan et.al (2021) Subscriptions, readership, circulation, and advertising income are only some of the conventional media metrics that are affected by the rise of new media technologies. More specifically, the internet's ability to provide information and quick updates has jeopardized the survival of conventional media. It is the purpose of this article to examine the difficulties faced by newspapers in the era of digital communication and to provide suggestions for how publishers may make the most of digital technology to attract more readers and increase their income from subscriptions and advertisements. This study's findings showed that newspapers face a variety of problems, including a decline in the nation's reading culture, a lack of reader engagement, competition from online news sources, and the need to reduce production and distribution costs, and the provision of rapid updates. Nonetheless, publishers may increase their readership and appeal to more advertisers by using both digital and print versions to provide reliable news and information. The veracity and quality of newspaper articles cannot be replaced by technology at this time. This analysis aimed to shed light on how digital media have changed the dynamics of news transmission and reception for newspaper owners, reporters, advertisers, and consumers. Given the scope constraints of this analysis, it may be necessary to shift attention to other forms of media, particularly radio and television, for future study.

John Demuyakor (2020) Digital media, also known as "New Media," refers to the production and dissemination of content using digital technologies, such as computers and mobile devices, with the aid of the internet, and various other physical embodiments, a few examples would be a flash drive or hard disc. Some academics prefer to differentiate between digital and analogue media, between mass and new media, and so on. The evolution of computers from glorified calculators into tools that are revolutionizing human interaction in the fields of media, education, and the arts is chronicled in the history of digital media. Many professionals in the media industry in Ghana see digitization and media convergence as the key to the country's future economic and social success. Digital media and ICT have influenced and continue to influence Ghana's media landscape since their arrival in the early 1990s. However, there are still looming hurdles that prohibit poor countries like Ghana from realizing the full potential of digital media, despite the enormous benefits afforded by such technology. The first part of this article provides a literature review on the subject of the Internet and new media creation, as well as the definition of digital or new media in a global, African, and Ghanaian context. The future, challenges, and recommendations for advancing Ghana's use of digital media technology are discussed in the essay's last section. This article drew on a variety of print and online resources, including scholarly journals, news pieces, and blogs written by individuals and organizations, and the Internet as a whole.

Kheder Omar (2020) In this article, we examine the possibilities and threats that exist for journalists and news organizations in the current media landscape. It's evidence that the future will be dominated by digital, mobile, and social media, with increased competition for people's attention. The majorities of consumers now acquire their news from digital sources, read it on their smart phones, and discover it via social media and other intermediaries. Some very large tech companies are responsible for making it possible for billions of people all over the world to enjoyably and easily connect with digital media via services like search, social networking, video sharing, and messaging. This means that (a) news dissemination and (b) digital advertising are becoming more dependent on these firms.

Annika Bergström ET.AL (2018) many people's daily news consumption routines now include checking in on one's favorite social media platform. Public and private posts coexist in the social media stream, and the news is entangled with a wide variety of topics and actions. The actions of one's peers in a network may have an impact on the kind of information one encounters. Utilizing quantitative survey data and in-depth interviews with young people, this research examines how news is gathered through social media (aged 16-19), drawing on theories of opinion leaders and the notion of accidental news intake. The most important predictor of social media news consumption, as shown by regression analysis of survey data, is the frequency with which respondents' access online news outlets. Increasing interest in the news and the natural progression of time are additional factors. The qualitative research shows that news is regularly consumed by respondents through social networks. Even though this is just a side effect, people seem to rely on it as a primary source of news. Respondents' social media feeds are flooded with opinion leaders who alert them to stories they would have missed and, more crucially, provide

analysis and context. According to the results of the research, these prominent individuals are also considered fundamental to the news collecting procedure.

Kawaljeet Kaur Kapoor ET.AL (2018)The complex social structure of today would not exist without social media, which consists of several communication services that allow users to meet and build relationships with others from a wide range of backgrounds. The material provided by the users themselves stimulates thought and

helps them make better choices. It's no surprise that scholars in domains like information systems have paid a lot of attention to social media given its importance to so many different groups of people. Unfortunately, there is not yet a unified analysis that draws together and summarizes the research done on social media. There were 132 publications written about social media and networkings published between 1997 and 2017 that are discussed in this article. The majority of the studies included here focus on the social media platform's behavioral side, its evaluations and suggestions, and its integration for organizational objectives. In addition, other studies have looked at the effectiveness of social media and online communities as advertising platforms, while others have researched facets of social media including its hazards, benefits, and bad connotations in the workplace. Prior study has also examined the usage of social media for information sharing during critical crises and for seeking and/or delivering assistance. Comparing conventional with social media is another example of when this concept is useful. Overall, our research highlights a number of emerging topics in the current corpus, elucidating recent developments in the study of social media. Our study's unified perspective on the existing literature may assist future researchers avoid duplicating previous efforts while also providing interesting avenues of inquiry that can help guide future studies in this burgeoning subject.

Challenges to Research on social media and Democracy:We have experienced the best and the worst of social media's impacts firsthand in our research. The book's introduction demonstrates how far we've come toward grasping the nuances of the contemporary information revolution. Despite these advancements and the acknowledged significance of this study, a coordinated scholarly effort to solve the most pressing empirical problems has been hampered by unusual restrictions. However, there is a lack of ready access to the necessary social media datasets to address these critical challenges, in contrast to the political information of days gone by. In addition, there are special legal hurdles that hinder the examination of such data, and associated ethical and privacy issues have stifled academic investigation.

To begin, the difficulty of acquiring access to the required information cannot be overstated. The data required for social media research is generally maintained and "owned" by private firms, in contrast to the vast majority of politically important information. Administrative data generated by the public sector, such as election results and census data, or data collected by researchers themselves, such as survey or experimental data, have been the mainstays of political science data analysis. Data on the impact of the Internet on democracy and voting is locked away in companies like Facebook and Google. While some platforms have made more of an effort than others to open up their data for third-party analysis, it's safe to say that this is not and never will be one of these businesses' primary goals. In fact, it may frequently obstruct a platform's profit-making objective, particularly if independent researchers find flaws in the product or highlight possible harm it may do to society.

However, government regulations aren't the only source of privacy-related barriers to study. In response to the Cambridge Analytic scandal and other privacy problems, a powerful privacy movement has emerged, as well as the legislative reactions of countries. Platform-specific privacy policies and government oversight are at the forefront of this trend. Changes in the digital landscape, it poses genuine threats to individuals' privacy, making this effort both important and beneficial. However, as privacy activists and platforms square off, academic research has taken a backseat. Some people believe that social media companies should not allow outside academic study since users do not contribute data to these sites with the intention that it would be utilized for purposes beyond merely sharing their postings with the intended audiences. Ad targeting, the real meat and potatoes of social media business models, falls under the category of "other causes", as well as possible socially beneficial applications of digital trail data like but not limited to academic study. Academics should only be able to access and evaluate data that has been made public by the user or is intended for research purposes.

STUDY AREA

One of Punjab's 23 districts, Ludhiana is located in northern India. It has the greatest population and land area of

any district in Punjab. The district administration is based out of Ludhiana, Punjab's biggest metropolis. Parts for bicycles and hosiery are the two most important industries. Ludhiana is home to around 10,000 factories that specialize in producing women's footwear. When it comes to population, Ludhiana easily takes the cake. There are a total of seven tehsils and seven sub-tehsils in the district, along with twelve development blocks. According to the Köppen climatic classification system, Ludhiana has a semi-arid climate with three distinct seasons (summer, monsoon, and winter). This environment has a dry monsoon season that lasts just a few weeks, a scorching summer, and a cold, dry winter. From around the middle of November until about the beginning of March is considered to be the cold season. In the days that follow, up until the end of June, temperatures tend to rise. The southwest monsoon occurs in the months of July, August, and the first part of September. It is possible to speak about a post-monsoon or transitional phase spanning from around the middle of September to the middle of November. Typically, June is the warmest month of the year. In the summer, blazing winds carry a heavy load of sand and other dust particles, making breathing difficult. Typically, the coldest times of year are December and January. The average annual rainfall in Ludhiana is around 809.3 millimeters (31.86 inches). Western Ludhiana is home to the city's official weather station, which is located on the grounds of the Civil Surgeon's Office. As far back as August 1, 1868, there are weather records here.

HYPOTHESIS

India's growing audience for internet news the number of people in India who consume news on a daily basis has increased dramatically.

SOCIAL's interaction with its users, as well as the psychological consequences on young people of doing what's popular, makes them more likely to visit a certain location or purchase a particular product.

RESEARCH TECHNIQUES

- a) Coverage of the Study: The scope of this report is limited to investigating Indian internet news sources.
- b) Source of Data: Secondary data from a variety of sources (books, journals, newspapers, websites, and other studies) was used to compile this analysis.
- c) Data Analysis: With these aims in mind, we analyzed the data and information we gathered from public sources.
- d) Data Collecting Method: Google Forms and the TikTok app are utilized for data collection.

SAMPLING TECHNIQUES

We polled 118 people on their interest in using the TikTok App to promote media businesses, surpassing our initial goal of 100.

DATA ANALYSIS

A third concern, cited by many experts, is the diminishing time people spend reading and the Internet's impact on print advertising earnings. Reading time has decreased from 32 minutes on average in 2000 to 28 minutes in 2012, despite the fact that the number of readers has grown from 232 million to 351 million. Thus, there is an increase in the number of Indians who read, but they spend less time doing so. A rise of 34% to 9.4 million average daily visits to the category has been seen across Indian news websites over the last year, as reported by ComScore in its research on online news reading in India. Even now, The Times of India is the most widely read English language newspaper in India.

Table 1: Online News Readership in Ind

News/Information properties in India	Aug. 2019	Aug. 2020	% Change
Total visits (000)	259,686	364,592	40%
Average Daily Visitors (000)	7042	9,402	34%
Average minutes per visitor	31.6	41.6	31%
Total unique visitors (000)	40,044	45,902	15%

Source: ComScore, Media Matrix (2020)

Table 2: Newspaper Readership Behavior

Online newspaper reading behavior		
	Punjab	Ludhiana
Ever visit a paper site	35.4%	43.5%
Visit a paper site daily	9.9	11.6
% Of paper pages viewed per visitor	2.1	1.6

Source WAN IFRA/ComScore

Table 3: Quantity of Media Consumption Time and Audience Size (Weekdays)

Source	Year	2011	2012	2013	2014	2015	2016	2017	2018	2019
Internet	No of user (In millions)	3	5	8	12	12	14	11	14	42
	Time spent in minute. All India 12+	65	65	66	58	61	61	69	68	79

*Source: Hansa Research & IRS (*12+ refers to age group)*

Table 4: Ranking for Property

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
1	The Times of India	12,715	11	The Hindu Group	4,201
2	Yahoo!-ABC News Network	10,721	12	IBN Live	4,175
3	HT Media Ltd	8,219	13	The Indian Express Group	3,492
4	India Today Group	7,676	14	Bhaskar.com	2,537
5	India.com Sites	7,188	15	CNN Network	2,171
6	About	7,044	16	BBC	2,113
7	Jagran Sites	6,312	17	Sify News And Information	2,034
8	NDTV	6,258	18	HPMG News	1,965
9	OneIndia.com Sites	6,182	19	Navbharat Times	1,862
10	The Economic Times	4,415	20	FirstPost.com	1,832

Source: ComScore, Media matrix, (2020)

In August alone, there were 12.7 million visits; The Times of India maintained its year-over-year lead as the most popular news website in India. Over 7.1 million unique visits helped India.com Sites expand by 25% and enter the Top 10 for the first time. With the exception of those two domains, sixteen of the top twenty news properties are now operated by regional or local news publishers. The average time spent on news sites has increased by 31 percent in the last year, up to 41.6 minutes per visitor, according to the data. DivyaBhaskar.co.in and Bhaskar.com had the highest engagement rates. Many of the leading Indian News sites, like Jagbani.com, Punjab Kesari in, and Navara Times, continue to attract a substantial number of international visitors, a trend that began some years ago. Manorama Sites received 45% of its traffic from outside the US, whereas FirstPost.com received 51.3%. With 37.8 percent of its readership located in countries outside of India, The Times of India has established itself as the country's most well-known news brand. More than 30% of each network's viewership is located outside of India, including NDTV, India.com Sites, and The Indian Express Group.

Factors in the Spread and Consumption of Online News Based on Socio-Technical Factors

- 1) Page navigation and navigation to dynamic indexes are both simple and intuitive, and user preferences may be saved and recalled at any time.
- 2) There are options for viewing media and following links.
- 3) The format and appearance of online newspapers are much superior than their print counterparts.
- 4) One, a list of accessible sections with links to each one, and a list of additional parts with connections to important extra material
- 5) First, specialized communities have a unique and valuable opportunity to make use of news coverage in their industry.

Opportunities and Challenges

There have been a few advantages to using an online news source. It has helped save time and money while guaranteeing access at an unlimited number of places simultaneously. A person with a computer and internet access may read the newspaper online whenever and wherever it is most convenient for them. Even while electronic news services are gaining popularity, they still can't compete with traditional newspapers in many ways. There is no need for e-publishers to worry about things like seamless transitions between articles, page

scrolling, pauses in reading, hyper linking, or animations. The electronic media industry must invest heavily in the improvement of e-reading experiences and the provision of cutting-edge ICTs to remain competitive. In addition, e-media outlets and e-publishers need to do all in their power to capitalize on IT breakthroughs in order to improve the quality of e-newspapers by expanding their coverage areas and revamping their aesthetic.

Driving future Growth: Road Ahead

According to the CII-PwC research titled "India Entertainment & Media Outlook 2013," the Indian M&E business is expected to increase from its 2012 level to 2017 level at a compound annual growth rate (CAGR) of 18%, reaching a value of about Rs 224,500 crore (US\$ 35.8 billion). Increasing use of would be the primary factor in the expansion. According to the research, the E&M industry has been profoundly influenced by the widespread use of digital technologies such as the internet, smart phones. Due to poor Internet adoption rates in India, most advertising dollars are still spent on more conventional forms of media. But this merely shows how much more potential there is for digital expansion.

Brands who are trying to reach a younger audience are coming to realize that digital ads may be more precisely targeted to that audience at a lower cost and with better metrics. It is predicted that by 2015, over 220 million people in the nation would have access to the internet. India's government has also stated its intention to double the current number of internet users with broadband access by the year 2020. According to analysts, the popularity of online news and information sites in India will only increase. CEO of London-based Mob Ilium Global Ralph Simon predicts that social and mobile technology will be the primary forces propelling information websites. In the current state of mobile internet access, "online media houses must opt for particular design and applications for mobile and a multi-device strategy that can reach both the users of tablets and smart phones," The future of online journalism in India is promising, however, provided that digital marketers and corporate leaders can fully use the platform's capabilities.

Table5: Demographic Data of Respondents

Variable	Data
Age	<15 years old (n=4 ->3.4%)
	16-18 years old (n=18 ->15.3%)
	19-21 years old (n=83 ->70.3%)
	22-24 years old (n=8 ->6.8%)
	>25 years old (n=5 ->4.2%)
Occupation	Student (n=102 ->86.4%)
	Government employee (n=3 -

	>2.5%)
	Private employee (n=9 ->7.6%)
	Teacher/Lecturer (n=1 ->0.8%)
	Freelancer (n=2 ->1.7%)
	Lawyer (n=1 ->0.8%)
Social media user	Yes (n=112 ->94.9%)
	No (n=6 ->5.1%)
Social media platform	Facebook (n=74 -> 62.7%)
	Twitter (n=70 -> 59.3%)
	Instagram (n=104 -> 88.1%)
	YouTube (n=87 -> 73.7%)
	WhatsApp (n=91 -> 77.1%)
	Tik Tok (n=54 -> 45.8%)
	Line (n= 94 -> 79.7%)
	Pinterest (n=50 -> 42.4%)
	Tumblr (n=13 -> 11%)
	Snapchat (n=1 -> 0.8%)
	Smule (n=1 ->0.8%)
	Discord (n=3 -> 2.4%)
	Telegram (n=1 -> 0.8%)
	Reddit (n=2 -> 1.6%)

There were 4 responses younger than 15, 18 respondents aged 16-18, 83 respondents aged 19-21, 8 respondents aged 22-24, and 5 respondents aged 25+. Thus, the majority of the 118 respondents (83 out of 118, or 70.3%) are between the ages of 19 and 21. The majority of respondents (86.4%) were students. This was followed by a distribution of occupations in which 3 people worked for the government, 9 people worked in the commercial sector, 1 person worked as a teacher or lecturer, and 1 person worked as an attorney.

Table6: Factor of People Shopping Online

Variable		Data
The Usual Place To Online Shop		E-commerce (n= 95, (80,5 %)
		Social media (n= 51, (43,2 %)
		Website (n= 35 (29,7 %)
		Lazada (n= 1 (0,8 %)
		Amohn Gus (n= 1 (0,8 %)
		Zalora (n= 1 (0,8 %)
Info About Products		Word of mounth 54, (n=45, 8 %)
		Tv (n=18, 15.3 %)
		Social media 99, (n=83, 9 %)
		Rekomendasi Oshop (n=1, 0.8 %)
		Youtube, Sekolah (n=1, 0.8%)
		Internet 1 (0,8 %)
		Youtube 1 (0,8 %)
		Wiki 1 (0,8 %)
		Search Engines 1 (0,8 %)

Product Purchasing Factor	Price (n=72, 61 %)		
	Quality (n=83, 70.3%)		
	Uses (n=74, 62.7 %)		
	Needs (n=87, 73.7 %)		
	Interesting	promotion	(n=35, 29.7 %)
	Attractive	appearance	(n=1, 0.8 %)
	Hobby (n=1, 0.8 %)		

Results from a poll with 118 participants showed that 94.1% of internet shoppers had

Results from a poll with 118 participants showed that 94.1% of internet shoppers had previously been reluctant to disclose their behavior. The aforementioned survey asked its sample of 118 people where they typically shop online, and Although eighty-five percent (95 individuals) confirmed engaging in e-commerce and as many as fifty-one people (0.8%) confessed engaging in e-commerce through social media, just one person (0.8%) admitted engaging in e-commerce using websites like Lazada, Amohn Gus, Zalora, etc.

CONCEPTUAL FRAMEWORK

Many people's conceptions of what "the press" is in 2011 have been shattered by the advent of the digital revolution, it has led to the development of new forms of media and the proliferation of social networking sites on the web. From rampant fraud to digital retouching, the media sector is dealing with an unprecedented number of

serious concerns right now. Not just because of the emergence of new media but also because of shifted dynamics in the workplace. There seems to be an overabundance of options and possibilities that journalists and the general public aren't aware of, given the exponential proliferation of new gadgets and technologies that occurs every day. These innovative forms of media have expanded access to news and information, redefining the role of the print media, broadcasting, and news agencies. Using the Internet and other digital media to their full potential without violating people's privacy is difficult. By reimagining traditional means of public communication and, at times, bypassing traditional media and challenging its privileged role as gatekeepers of news and entertainment, digital technologies have mapped revolutionary changes in journalism and fundamentally altered the nature and function of media in our society. From the tools used by reporters to the organizational structures of news outlets, journalism has been profoundly altered by the advent of digital technology. With the rapid development of digital technology, new forms of media and methods of expression have permeated many aspects of modern life. Because hypertext, multimedia, and hypermedia are now integral parts of most professionals' daily lives, educational institutions must adapt to accommodate them. If we look into the future of media, we envisage a future with a geographically scattered yet actively involved audience, intense media competition, and few marketing resources. Professional journalism and media have an opportunity to maintain their roles as information lifelines and the instrument of a well-functioning democracy with the help of cutting-edge technology.

The news media, often known as the news business, is a specific kind of mass media that aims to inform the public at large or a specific demographic. The Internet, radio, and television news outlets also fall under this category. Digital media refers to any and all communication medium that use some type of machine-readable data encoding. Digital electronics devices allow for the production, display, distribution, modification, listening, and storage of digital material. The term "digital" is used to describe any information that can be represented by a string of numbers, while "media" describes the many channels via which this data is disseminated. All forms of media that transmit data digitally and display or play it audibly are included under the umbrella term "digital media." The phrase "social media" is used to describe a wide range of Internet-based platforms that facilitate user-to-user and user-to-community engagement and sharing of information and resources. Keeping in contact with loved ones and participating in online communities are just two of the many reasons why people use social media. Companies now utilize social media apps to advertise their wares and monitor client feedback.

Living in a "filter bubble" (Pariser, 2011) has been linked to the use of social media, where users seldom see anything that challenges their own worldview. Those who have reservations about the usefulness of social media often point out that its users tend to cluster in communities that share their political and social perspectives (Friesen & Lowe, 2012). In his article "The Social Media Sites Are Inherently Designed for Conviviality," Nagle (2018) claims that social media platforms were created with community in mind. To remain in such communities in this manner is to live in a virtual paradise, free from the abuse seen and experienced by others outside of that group. Taking any of these stances seems to be a contradiction in terms. While the implications of limiting one's exposure to information outside of one's own "filter bubble" of like-minded people have received a lot of attention, the often-nasty debates that have been broadcast on social media have gained just as much notoriety. In order to provide each user with a personalized experience, the giant centralized social media corporations utilize secret algorithms to pick the information they see. A user cannot know or directly influence the algorithm's process of personalizing their information stream. The programme chooses what I see next. Before the advent of consolidated social media platforms, I had my pick of several individual online profiles, including blogs, feeds, and emails. We have been reduced to nothing more than consumers and producers of material for the benefit of media conglomerates and the people like myself who follow these topics.

CONCLUSIONS

Transformation is made possible by technological advances. Individuals and groups bring about transformation. Implications for media diversity and informational pluralism, two pillars of free speech, are complex. Because of the internet, data has become accessible. The advent of search engines and social media has been instrumental in making previously inaccessible or uninteresting material more widely available and engaging. According to the survey's findings up top, the most common internet shopping destination is Companies may make commercials with the expectation of widespread distribution at no cost. Mass media that focus on reporting current events are called the news media or the news business. Information portrayed as a string of numbers is said to be "digital." Online social networks are often referred to as "social media."

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