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Name of Topic- “Changing Nature of Journalism in India: The Shift from Print to Digital Media Technology”

Keywords- digital transition, print media, Indian journalism, digital technologies , conventional journalism.

Findings-

This study focused on the digital transition of print media. In seeking to highlight indigenous discursive practices. Digital journalism has indeed changed the way news is produced and the way it reaches the audience. Researchers in academia, when examining the structure of Indian news media, present compelling evidence to substantiate their viewpoints, indicating that, since market forces were brought into India in the 1990s, Indian journalism has undergone a drastic transformation phase. There is also much discussion, though, about the degree to which these business forces have worked to form the Indian media's contemporary paradigm. Many who emphasise the relevance of digital technologies claim that, by questioning the framework, value and experience of conventional journalism, the Internet has precipitated, if not decided, the transition of the Indian news media. However, those analysts who are less enthusiastic about the internet's impact prefer to stress the unique economic and political background in which this modern technology functions. Within this thesis, the literature review offers a clear theoretical foundation for creating unique journalism models focused on multiple historical and cultural contexts. The significant contributions to the field include Siebert et al.'s Four Theories of the Press (1956) and Hallin and Mancini's Three Frameworks of Media and Politics (2004), which have had a profound impact on shaping the landscape of media in the democratic world. In 2005, these frameworks played a pivotal role in the Indian media system's transformation. This study broadens our understanding of the

evolution of the Indian media by examining contemporary journalism values and practices, highlighting the influence of the internet. It achieves this by offering insights from Indian journalists. This research examined the impressions of Indian journalists regarding their own experience of practice under the theoretical criteria described above, in order to examine the degree to which internet media has influenced conventional journalism in the sense of India. In pursuit of its research objectives, this study meticulously analysed 50 interview transcripts featuring journalists who have directly witnessed the transformation of traditional Indian media and the influence of the internet. Through the insights gleaned from these journalists, the research aims to address the following key inquiries:

- How have journalists themselves perceived the changes and continuities within traditional Indian media?
- To what extent has the internet exerted its influence on Indian news media, prompting shifts among Indian journalists?
- Specifically, in what ways has internet-based news media driven the evolution of traditional news media, as perceived by journalists?