

The Impact of Changes in Journalism Technology Platforms on the Development of Journalism

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Abstract: In the first ten years of the 21st century, technological innovation brought tremendous changes to the media landscape. The arrival of the information age has brought benefits and development space to many industries, but it gives traditional journalism more challenges and impacts. Whether the journalism will continue to decline under this kind of impact is a topic discussed by many scholars. Some people think that the direct news provided by the Internet will end critical journalism (Bar-doel 1996), and others think that news will improve itself and better adapt to the times. Traditional journalism has always held absolute rule over the sovereignty of the media industry. It is good at isolating itself from social discussions in other cultures and regards itself as the centre (Conboy 2009). However, the Internet and satellite TV have broken this situation, delivering timely, efficient, and huge amounts of news to viewers through technology platforms. Such technological changes have brought disaster to the journalism industry, but they may not completely destroy the journalism industry. Because such a challenge is also an opportunity, it may be able to help the transformation of journalism to adapt to the contemporary social environment. For example, the press can transfer from the previous commercialization to audience dominance, as a mass media survival. Contemporary journalism should consider how to better cater to the current environment. Under the impact of technology platforms, it first bases its heels, and then attempts to use these technologies to better create and spread news. For example, many elite newspapers (The Guardian, The Independent) and tabloids (The Sun) have opened User-generated content (UGC) to online newspaper platforms, trying to make changes and progress.

Keywords: Journalism; Media; Technology platform

1. Shocks and challenges

As a long-term profit-driven market media, journalism has gradually declined in recent years under the injection of new technologies. Mainly reflected in the decline in advertising revenue and the dispersion of the audience (Conboy 2009). The boundaries between news and entertainment are also blurring. In addition to the downward trend of the press itself, the new platform for information transmission has also given the press a great deal of collision and impact. Below I will discuss two new media formats that have impacted and challenged journalism under the technological revolution - blog (the impact of the Internet) and satellite TV.

Technological innovation in the Internet age is considered to be an objective challenge to contemporary journalism and how journalists control and disseminate news (Lowery 2006). The biggest feature of the Internet is interactivity, participation and sociality (Conboy & Steel 2010; Singer 2007). An increasingly number of news participation appear in front of the public. The birth and rise of blogs have undoubtedly brought turbulence to the journalism industry, and even shaken the long-standing “sovereignty” of the journalism industry (Rosen 2005). At some level, bloggers have become strong opponents of professional journalists. With the advent and development of the Internet era, people gradually find that they have the right to speak online and try to express their ideas on the Internet. This phenomenon “invades” the field of journalists to some extent and blurs the line between professional journalists and audiences (Singer 2007; Peters & Broersma 2013). Blog authors not only express their opinions on the platform, but sometimes do the work of collecting and disseminating information that professional journalists should have done. Compared with journalists, these bloggers have more freedom in expressing and publishing articles.

They often establish connections with readers through the collection and integration of materials, information and opinions, and ultimately build readers' trust in them (Lasica 2004). This form of blogging that blogs have adopted is basically mature, and people can easily communicate on the blog at low or no cost (Jewitt 2009). No matter what their social status and occupation, they can put forward their arguments and opinions on their personal blogs. They have attracted the attention and interest of many people with new forms of diverse and open comments that injected a lot of vitality into the media industry. However, sometimes these bloggers are not fully responsible for what they have said. Even if they can utter ridiculous words, these can only be constrained by their own moral qualities (Singer 2007). Moreover, bloggers can not only express their opinions, they can even criticize and censor certain actions of journalists. Lowery (2006) believes that bloggers are much less constrained than journalists who must compromise with certain rules of journalism and company. They can get to the bottom of any social issues reported by journalists and express their pursuit of in-depth and comprehensive social issues.

The challenges brought about by these new technology platforms will make the "survival space" of contemporary journalists narrower. The audience's choices for receiving and participating in news are becoming more and more diverse, which also means that it is more and more difficult for news to retain and attract the attention of long-term audiences.

2. Advantages of professional news

Although from a macro perspective, journalism, especially traditional journalism, is in a downward trend, it cannot be denied that journalism still has commendable advantages. These advantages can also enable journalism to play its own role today in the choice of diverse media platforms. The platforms and models for disseminating news are constantly being reformed, but the essence of journalism from ancient times to the present will continue to exist and continue.

Professional journalists require the development of diversified skills, which has certain requirements for their ability to collect, organize, write and edit news. Surveys, fact-checking and accuracy standards are what professional journalists think are the biggest differences from amateur journalists and bloggers (Phillips 2010). Although the Internet media has a tendency to gradually replace paper media, according to ONS data, print journalists still account for the highest percentage of journalists collecting news in the UK in 2018 (up to 44%). This shows that many online news media still use print journalists' news surveys as their main source of information, which also proves the importance of mainstream media in the news industry.

Another important point is the brand of the media. The brand determines the value of the product, especially in the news media brand. It depends on whether a media can be trusted by the public. Many old British media have always emphasized that they can be trusted in their operations. For example, The Telegraph has always emphasized that it is "The paper you can trust" in the advertisements (Wilby 2006). Cole and Harcup (2009) believe that the brand plays a key role in the integration of media and new media. It can be said that once there is the support and trust of a fixed audience, regardless of whether the media chooses to cross-platform (paper newspaper or online newspaper), they will be followed by these audiences because they recognize the value of the product. In comparison, there is no long-term accumulation of new online media, and it is much more difficult to obtain a fixed audience, especially in an online environment full of fake news. It will take a long time to cultivate slowly.

3. How the press uses the internet platform

Technological innovation has both advantages and disadvantages for the press. Taking blogs as an example, Lowery (2006) believes that blogs will not only bring challenges to the press, but also opportunities. For example, bloggers rely heavily on mainstream media sources when publishing articles, which also proves the importance of mainstream media from the side. Conboy and Steel (2008) also pointed out that for one of the representatives of the traditional news media - newspapers, the Internet is both a competitor and a medium to encourage transformation. After the impact, the press chose to explore how to respond to technological changes, how to adapt to the current era, and make corresponding changes.

In order to meet the changes of the times, the British newspaper media have started the model of electronic newspapers. The Internet provides channels for newspapers to go abroad and attract international audiences (Steenenson 2011). For example, Times' electronic newspaper has experienced several setbacks, from paid to free, and has successfully won the favor of overseas audiences, especially American readers (Thurman 2007). Under the conditions of the global online media market gradually stabilizing, many media have opened different sectors and operated a dedicated team to create international news, such as BBC's British sector, European sector, American sector, and World sector, aiming to make personalized, regionally strong local news for audiences in different regions, or provide a clear channel for audiences who want to get the latest information from different regions.

4. Conclusion

In summary, the role of the diversification of news technology platforms in the news industry has its advantages and disadvantages. The news industry is struggling to adapt to the changing times and to accept the new technology after a short transition period, and use the interactivity of the Internet and the advantage of participation to combine their own advantages to make certain changes in the form of communication, so as to meet the needs of the times and the audience. However, many aspects of new media platforms are not perfect enough. Whether they can be used as a reliable platform for news dissemination in the long run remains to be discussed (Jewitt 2009).

Overall, this essay believes that at present, journalism is trying to improve itself. The news industry will not be terminated by changes in the news technology platform. Instead, it will absorb new technologies and actively seek out more suitable new models for news dissemination.

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