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Original Article

Impacts of Digital Journalism on Modern Communication

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ABSTRACT

Digital journalism has essentially swept the scenery of the contemporary communication as it has transformed the manner in which information gets created, distributed, consumed, and perceived. The ability of the journalism industry to merge with digital technologies including the internet, mobile systems, social media, data analytics, artificial intelligence, and multimedia tools has both increased the speed of news dissemination and the performance of the job and role of a professional journalist. This paper discusses how digital journalism relates to the contemporary communication systems in terms of structural, technological, social, and ethical aspects. The paper discusses the impact of digital journalism concerning news credibility, speed, interactivity, personalization and global reach as well as challenges including misinformation, algorithm bias, downward revenue models and loss of traditional gatekeeping functions. A literature survey is carried out systematically to highlight the prevailing theories and research results in the recent studies. The research approach is a mixed approach of qualitative and quantitative in character, i.e. it uses content analysis, comparative measures, and conceptual modeling to analyze the result(s) of communication in the digital news ecosystem. Findings point to the fact that digital journalism increases the level of participatory communication and immediacy and poses serious threats associated with information overload, lack of trust, and accountability. The conclusion of the paper is that digital journalism enhances democratic communication and inclusiveness to the maximum, but regulatory frameworks, ethical standards, and technological literacy should be sustained to ensure that its beneficial effects on the society are fully realized. The results have a contribution on the communication studies and media research by providing an integrated analytical model that complies with the IEEE scholarly standards.

KEYWORDS

Digital Journalism, Modern Communication, Online Media, Social Media, News Consumption, Information Technology.

1. INTRODUCTION

1.1. Background

The journalism as an upholding principle of the people communication has always been very vital in informing the citizens, influencing the societal opinion and aiding the democratic processes and systems by spreading the verified and believable information. Journalism in its conventional shape was mostly applied in form of print newspapers, radio broadcast, and television news which all played in a well thought-out production timing and under a centralized editorial control. This organization guaranteed professional control, accuracy, and regularity at the cost of a slow and rigid flow of information. Traditional journalism had a rather one-way and linear pattern of communication, in which the journalists and the media houses performed the role of primary gatekeepers and the audience roles were occupied by the passive end consumers with few chances of instant feedback and involvement. This pattern of communication was radically reorganized with the advent of digital technologies at the end of the twentieth century, the beginning of the twenty-first century. With the introduction of the internet, mobile gadgets and social media channels, instantaneous, networked and interactive ways of communicating were established and this transfigured the journalistic practice and the role of the audience. News would now be manufactured and circulated real time and it cut geographical borders and time limitations. The digital communication created a shift of information transmission through one-way into a multidirectional process through which audiences actively consume information and share news and give their own opinions. This revolution did not just change the relation between journalists and audiences but also broadened the scope and dimensions of the communicative process by the people, and it became a great evolution of the role of journalism in the contemporary society.

1.2. Emergence of Digital Journalism

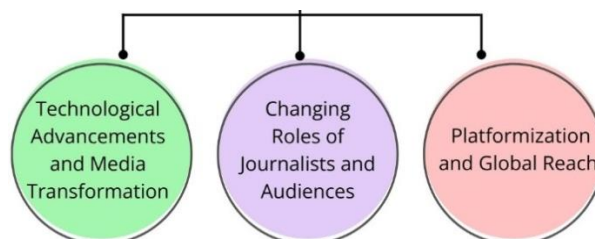


Fig 1 - Emergence of Digital Journalism

1.2.1. Technological Advancements and Media Transformation

The phenomenon of digital journalism is deeply connected with the intensive development of technologies in the first place, the popularization of the internet, cell technologies, and digital publishing resources. These inventions revolutionized the way news was produced and distributed as they allowed instant publishing, integration of multimedia and updating of news. Digital journalism is not as scheduled and relying on the physical distribution as traditional journalism which exists in the real-time environment. The news houses started to shift to the online platform to stay afloat, and new digital-native platforms developed with new formats of storytelling that included text, audio, video and interaction.

1.2.2. Changing Roles of Journalists and Audiences

Digital journalism has had a great influence in changing both the role of the journalists and the audiences in the communication process. Journalists are no longer in the business of being mere gatekeepers to information but also curators and moderators in a lightning fast digital ecosystem. The audiences, in their turn, are now active participants commenting on news, posting content in the social media, and providing user-created content in the form of photos, video and eyewitness testimonies. This culture of participation has broadened the horizons of journalism and increased citizen participation which has also come with its own set of problems with regard to verification and content moderation.

1.2.3. Platformization and Global Reach

The emergence of social media and searching engines have also increased the pace of development of digital journalism even further as these avenues have enabled it to reach people globally. News is now being accessed via websites, mobile applications and social networking services thus enabling the information to cross national and cultural borders in real time. Algorithms influence the news exposure and consumption habits and determine what audiences see and consume. Consequently, digital journalism is now a force that is leading communication in contemporary times and is changing the way news is consumed, distributed and viewed in a world with connections of a continental scale in the media environment

1.3. Digital Journalism as a Communication System

Regarding communications systems, digital journalism is an interactive and networked system whereby several actors working at the same time generate, disseminate, and interpret news content. Digital journalism is a complex set of dynamic nodes providing a multilateral approach to the recipient compared to traditional journalism that applied a linear sender-receiver paradigm. It involves information sources, journalists, media organizations, digital platforms, algorithms and audiences. All these components are active in information flow and hence communication is multidirectional and in a state of constant development. Information is collected and checked by the journalists, platforms facilitate information dissemination, algorithms influence visibility, audiences engage in and recycle content, and all of this culminates in the determination of the communication outcome. Geographical and time constraints are eliminated, and that is one of the distinguishing features of digital journalism as a communication system. Online platforms are able to transmit news as it is being passed worldwide, and the audience can gain access to the information at any time and anywhere. Such immediacy intensifies both the speed and the extent of the communication process, as well as ups the competition among the news producers. There are feedback mechanisms like comments, likes, shares, and reactions that establish circular feedback that has a direct effect on the prominence of the news, the framing of the news and the duration of the news. The high engagement content often gets amplified through the algorithms in the platforms and therefore is more visible and it finds entry into the public discourse. The audience behavior is also converted into a form of effective force in the communication system. Nor are the audiences merely consumers of news; at other times they are actively involved in the circulation, interpretation of news and perhaps editorial

decisions and news agendas. But there are disadvantages of this system level interactivity, and it can bring with it the possibility of misinformation transmissibility along with popularity-based transmissibility. In general, considering digital journalism as a communication system, it is important to note that it is a complex, interdependent and dynamic system, where, successful digital communication requires interaction between technological infrastructure, journalism and a well-educated audience in a state of balance.

2. LITERATURE SURVEY

2.1. Theoretical Foundations of Digital Journalism

The digital newsmaking is based on various old and new communication theories that describe the production, distribution, and consumption of news on the Internet arena. The agendasetting theory, which always concerned the strength of the journalists and the media institutions, has been redefined in the digital environment to explain the role that algorithms, social media networks, and interactions with the audience play in formation of priorities of the people. The theory of uses and gratifications has become relevant once again with digital journalism making people the empowered users to choose their own content that will meet their informational, social, and entertainment demands. Also, there is the notion of the networked public sphere which brings out decentralized communication as opposed to centralized media control where the citizens, the bloggers, the users of the social media are involved in creating and sharing the news. Collectively, these theoretical approaches demonstrate how digital journalism works in a fluxing ecosystem guided by technological mediation and participatory communication.

2.2. Evolution from Traditional to Digital Media

The shift to the digital media in journalism is a paradigm shift in the practices of news, organizational structure, and delivery of the news. The digital platforms have also posed challenges to the traditional journalism, which is defined by predetermined publication time schedules, hierarchical editorial control, and a limited opportunity to interact with the audience. Digital journalism lets report in real-time, give multimedia reports, and reach all parts of the world comparatively cheaply. Comparative research indicates that the digital media are more focused on speed, ease of access and interactivity whereas traditional journalism still focuses on the richness of inquiry, professionalism and editorial supervision. As time has passed, there has been research that points to convergence process whereby legacy media organizations are converging to digital-first strategies, use social media into news production and experiment on new business models to stay relevant in a changing media environment.

2.3. Audience Engagement and Participation

The commonest of the changes that were brought about by the emergence of the digital journalism is the fact that the audience ceased being passive consumers of the news process and turned into active participants of the news process. The digital platforms have encouraged interaction with the audience by allowing them to leave comments, share on social media, have live discussions, and contribute content generated by them so the citizens can give an opinion, image, and eyewitness

reports. Participatory journalism research indicates that these activities have a beneficial impact on democratic discourse as well as the establishment of a sense of community around the news items. Nonetheless, empirical studies also point to issues related to greater involvement such as proliferation of false information, online harassment, and creation of ideological echo chambers. Consequently, researchers highlight the importance of the moderate practices and ethical principles, to ensure the open communication in a responsible manner.

2.4. Credibility and Trust in Digital News

The theme of credibility and trust has been the core theme in the digital journalism industry especially as users are exposed to a lot of information which may have many different and mostly un-verified sources. The literature is consistent in documenting the dwindling trust of people in news stories transmitted via the internet, which can be explained by such aspects as fake news, sensationalist coverage, native advertising, and the merging of editorial and sponsored news. The speed at which false information spreads on the social networking sites further kills journalistic credibility and confidence of the people. Trust in turn, is facilitated by advocates of the standards and tools of fact-checking, transparency in sourcing, and ethical reporting, to promote credibility. It has been proposed in literature that regaining trust in digital journalism will take institutional responsibility as well as media literacy among the audiences.

2.5. Role of Technology and Algorithms

The development of production, distribution, and consumption of digital news is highly dependent on technology and algorithmic systems in particular. The algorithms prevalent in search engines and social media sites dictate the existence of news by ranking content by what a user wants, by their activity scores, as well as by their behavioral information. Although personalization will make content more relevant and appealing to users, scholars caution that algorithmic filtering could generate biases based on ideology and inhibit exposure to different opinions and lead to information silos. Studies in digital journalism are growing towards algorithmic transparency and accountability because they claim that news organizations and platforms ought to tackle ethical issues regarding automation, data privacy, and editorial autonomy regarding technologic-driven news ecosystems.

2.6. Research Gaps

Although the literature on digital journalism continues to expand, most of the current research analyses different aspects in solitude like the technological aspects, social aspects or the ethical aspects. One can observe the lack of comprehensive approaches that would implement a conceptual overlay of the intersection of technological advances, audience behavior, journalism, and ethics in modern systems of communication. Much research uses a specific platform or rather region of the tree and this limits the application of the findings. Scholars, therefore, highlight the significance of interdisciplinary research that will integrate communication theory, media research, technology ethics, and sociology to understand the dynamic and complicated nature of digital journalism in the new media landscape better.

3. METHODOLOGY

3.1. Research Design

In this work, the mixed-method research design, which incorporates both qualitative contents analysis and quantitative comparison metrics, will be used as it will be necessary to obtain a detailed evaluation of the communication effects of digital journalism. Mixed-method approach is especially applicable to the study of media and communication since it allows the search of both the quantifiable trends in the media content and the situational interpretations of the same. The thematic forms, framing methods, narrative forms and moral concerns within digital news articles are analyzed using qualitative content analysis. This approach can be used to gain a deep insight into the ways digital journalism constructs meaning, is used to present issues, and is also used to reach audiences in modern communication contexts. The qualitative component speaks to the subtlety of journalism practices that are not as effective using numerical data alone, applying systematic textual and multimedia interpretation. In addition to this, the quantitative part of the study employs comparative measures to examine the trends of various digital news outlets. Such variables as frequency or publication, indicators of audience engagement (likes, shares and comments), and content types are to be measured to detect trends and change in the communication strategies. The quantitative analysis allows objective comparisons of platforms, as well as empirical data of the reach and impact of digital journalism. The combination of these methodologies raises the reliability and validity of the results as it is possible to triangulate where the insights of one method may be used to back up and develop the insights of the other. On the whole, the aggressive research design used is the mixed method that guarantees a balanced study of digital journalism because it is both depth-based and breadth-based. It does not only measure the level of communication impact, but also describes the processes and the meaning underlining the interaction of the audience and the discourse of the population. This extensive set of study enhances the analysis system under consideration and contributes to the stronger conclusions about the changing role of digital journalism within the contemporary systems of communication.

3.2. Data Sources

The study has relied on a wide spectrum of sources of information in ensuring that it has a balanced and complete analysis of digital journalism and the effect it has concerning communication. One of the main sources of data is the academic journals, which contain theoretical backgrounds, empirical evidence, and the critical insights into the digital media practices. Peer-reviewed articles that were published within the duration of 2015 to 2025 were given a preferential treatment in order to reflect new trends in digital journalism especially those associated with technological innovation, audience behaviour and changing ethical issues. Authored journals in communication studies, journalism and media research were obtained to guarantee the credibility/ academics of the reviewed literature. Along with the academic sources, the data were gathered on the basis of the chosen digital news outlets to investigate the modern journalistic patterns in the practice. Such platforms consist of old legacy media with robust digital presence and digital native news sources. This is because news articles, multimedia, and interactive features posted on these sites are the main sources of content analysis, and the research can evaluate the variations in communication strategies,

presentation styles, and mechanisms of capturing the interest of the audience. Another valuable source of data includes the audience analytics reports which can provide quantitative metrics of user behavior with such information as readership pattern, level of engagement, and tendencies to share the content. Such reports would assist in putting the effect of digital journalism into perspective by making content features associated with quantifiable audience reactions. Besides, the research uses secondary data pertaining to online media usage, such as publicly accessible reports of the research institutes and media monitoring agencies. These data sets give us a macro-level view of how the digital news is used, their trust in online media, and their preference of platforms by various demographic groups. The combination of academic literature, platform-based content, audience analytics, and secondary consumption data makes the study guarantee data triangulation and the increased reliability and validity of its findings. Such multi-source provides delicate insights on digital journalism in modern communication ecologies.

3.3. Content Analysis Framework

A content analysis framework had been created to substantially measure principal aspects of digital journalism and its communication output. The framework concentrates on four basic elements, each of which represents a different part of the digital news production and engagement with the audience.

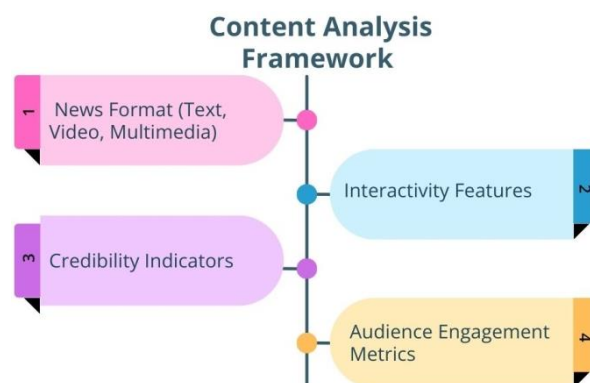


Fig 2 - Content Analysis Framework

3.3.1. News Format (Text, Video, Multimedia)

This dimension looks at the formats of the digital news content that includes text based information, video or audio elements of content as well as multimedia based storytelling where graphics, images and other interactive visuals are incorporated. The discussion of news formats is used to determine how online platforms can take advantage of technological opportunities to improve the delivery of information, the detailing of the story, and the experience of the user. The accessibility and preference to different formats is also a part of the evaluation.

3.3.2. Interactivity Features

Interactivity features are features that address every tool and functionality used to facilitate the participation of users in digital news websites. These consist of comment box, sharing facilities,

live chats, performance of polls and hyperlinks to other related contents. The assessment of interactivity gives information about the attitude of news organizations to the participation of the audience and the establishment of two-way communication, which is a significant feature of digital journalism.

3.3.3. *Credibility Indicators*

This aspect is concerned with factors that denote credibility and political honesty. Such credentials as the presence of author and source attributions, references to fact-checkers, correction notices, and transparency statements are credibility indicators. By examining such indicators, it is possible to evaluate purposive intervals of digital news platforms keeping credibility and managing issues of misinformation and its awareness in society.

3.3.4. *Audience Engagement Metrics*

The audience engagement indicators are used to gauge the level of user interactions with online news. These measurements consist of the views, likes, shares, comments and time spent on articles. The consideration of the level of engagement is the quantitative information about the interest and involvement level of the audience and, therefore, the given study is able to estimate the communicative efficiency and the coverage of the digital journalism content.

3.4. **Communication Effectiveness Model**

In the present research, the communication effectiveness of digital journalism is measured with the help of the conceptual framework that describes the effectiveness as a complex of reach, interactivity, and trust modulated by the extent of information distortion. The aspect of communication effectiveness in this model is based on the capability of transmitting accurate, involving, and credible information in digital journalism to be effective. Reach denotes how much the news content is spread to a large and broad audience using digital means. A high reach also enhances the possibilities of the journalistic messages as it provides visibility to various social and geographical situations. Interactivity is the degree of audience interaction that digital journalism makes possible such as commenting, sharing and other types of user engagement which enable users to effectively react and share news content. Increased interactivity improves effectiveness in communication because it promotes dialogue and involvement of the audience. Trust is the essential feature of the model, which shows the trust of the audience to the credibility, accuracy, and professionalism of the digital news information. Communication effectiveness cannot be good in spite of high reach and high interactivity when the audiences are not convinced that news sources can be trusted. Information distortion on the other hand describes the existence of misinformation, sensationalism, biased framing or deceptive headlines that distort or conceal the truth. The distortion of information in this model acts as a smoldering component to decrease the effectiveness of communication in general. The more the distortion the less the positive effects presence of reach, interactivity and trust. In easily understood statements, the effectiveness of communication enhances in the case of digital journalism where the reach of the journalism, the meaningful interactivity, and high trust is met as well as when the information distortion is minimized. The model establishes the interconnected

nature between these variables and points to the idea that successful digital communication needs to be technologically extended, involving the audience interaction as well as being ethically accountable and impactful with the facts. This theoretical framework offers an ordered way of assessing the overall effects of digital journalism in the modern communication settings.

3.5. Comparative Metrics

Comparative metrics used in the case study offer the quantitative foundation needed to analyze communication performance difference between digital-native media platforms and traditional media institutions having online presence. Measures like page views, engagement rate and the frequency of sharing were chosen as they provide quantifiable statistics on audience exposure, interplay and circulation of content on the digital space. The simplest form of exposure to the audience is page views, which represent the frequency with which the news material is read by the audience. Increased page views also indicate increased visibility and a possibility of distribution especially to the digital-native platforms whose core business strategy depends on real-time updates and search engine optimization tactics. The degree of participant level of news content interaction is measured using engagement rate. Such measures consider likes, comments and time spent on articles, which helps to understand the level of activity of the user regarding and upon the journalistic material. By comparing engagement rate, the study will be able to consider that digital-native platforms tend to encourage higher rates of engagement, as they usually focus on interactivity and multimedia narration, than traditional media platforms that preserve a more traditional approach to media reporting. Frequency is another important indicator or metric which shows the spread of news information by the audience on social media and other online networks. The fact that the sharing frequency is high means that the audience is not only interested but holds the content relevant and of social value. The analysis of these data points in comparison with these metrics made in the context of different platform types helps the researcher find the patterns in the behavior of the audience and compare the rates of communication efficiency of both digital-native and traditional media sources. Objectivity and comparability is achieved by the reliance of standardized quantitative indicators that, at the same time, can show the impact of platform-specific strategies on reaching audiences and making them to participate. Generally speaking, these comparative metrics can be used to make generalized conclusions about the changing nature of digital journalism and its effects on modern-day communication practices based on empirical evidence.

3.6. Ethical Considerations

The ethical considerations are a basic aspect of this research which will guide the entire research process in order to achieve integrity, transparency, and academic responsibility. The research is conducted on the basis of the recognized ethical norms of research since it is incumbent to the researcher to properly present all sources of data and not distort the data or misinterpret it. Academic honesty is upheld by adequate reference and recognition of all academic literature, electronic news and secondary data that were utilized during analysis. This method leads to avoidance of plagiarism and in cases where original authors are recognized accordingly they get credit due to their efforts. Authors choose sources according to their credibility and relevance, and

their arguments and results are presented without alteration and special attention. When analyzing digital news outlets and audience engagement ratios, one is careful with the data usage by being responsible and objective. Quantitative information is reported as it is, and no exaggeration or hiding are done on findings that can be contrary to the expectations. The research does not involve biased comparisons of digital-native and traditional media platforms based on the application of consistent criteria of analysis to all datasets. Furthermore, the qualitative interpretations are based on the systematic coding processes that minimize the extent of researcher bias and increase the reliability. In cases where subjective judgment is given, the analysis decisions are obviously supported and consistent with the research methodologies. Other ethical aspects pertinent to digital content and audience data are also considered in the study. It uses the publicly available data and the aggregated analytics reports, which does not violate the privacy of the individual users. No identifiable or personal user data are gathered or processed. Moreover, the study is not partisan and does not favor or have it against certain media houses. This study can be deemed credible, as the principles of ethical research are followed and can make a practical contribution to the academic discussion of digital journalism and communication.

4. RESULT AND DISCUSSION

4.1. Impact on Information Dissemination

The results of this paper reveal that digital journalism is making significant contributions towards the speed and scope of the information sharing, which essentially revolutionizes news communication in the modern society. Digital journalism allows the transmission of information instantly throughout the world wide web unlike the traditional media which operate according to set publication time, and geographic limitations. Breaking news stories are released immediately and shared on news websites, on the news app, and on social media faster than ever, which means that the audiences can learn about the updates just a few seconds after these incidents happen. This immediacy promotes real time communication and as a result, information flows continuously and not in periodic cycles. Digital journalism also increases impact of communication due to the wide scope that it is applicable globally. The online news sites are not restricted by borders and therefore diverse audiences can just access the content whether they are in one country or another. Posting on social media and ranking recommendations further increases the spread of news outside the reach of the original publisher to the point of the story going viral. Digital journalism, therefore, is important in critical awareness and agenda making processes on international scale. Comparative measures of the research show that digital-native platforms, specifically, have hoped to attain superior rates of reach owing to regular changes, search engine optimization, and platform integration. Nevertheless, the accelerated rate of propagation also is a problem. The time of verification can be minimized due to a sense of hurry to publish, leading more towards the possibility of mistakes and misinformation. Even in the face of such concerns, the general findings give rise to the idea that digital journalism facilitates the effectiveness of transmitting information and reinforcing the immediate communication between people. Digital journalism has turned out to be a key process through which real-time information dissemination is conducted by the contemporary communication systems through the massive and fast distribution of news.

4.2. Audience Interaction and Feedback

The findings of this research show that platforms of digital journalism provide much higher forms of consumer interaction and response than the traditional media. The digital platforms are created such that two-way communication takes place, where the audience is able to actively participate in the news content by commenting, liking and sharing the news content as well as in real time discussions. These interactive functionality turn audiences into an active participant of the news process rather than the passive recipients of news, allowing the audience to give their opinions, disrupt the story, and add more information to it. The increased rates of engagement mean that digital journalism proves to be more efficient in attracting audience attention and involvement, especially in users of younger age and computer-savvy age. Mechanisms of the audience feedback help to increase the immediacy and responsiveness of the digital journalism. The news organizations and journalists will be able to watch over audience responses and respond in real-time thus in order to polish their content approaches, clarify information, or give follow-up reports. This interactive relationship makes the relationship between media producers and consumers more robust and creates a more participatory communication space. According to the findings of the study, digital-native platforms in general, and especially the focus on the multimedia content, personalization, and integration with the social media, reach higher engagement rates. Nevertheless, the research also shows that too much interactivity may lead to a decrease of the quality of open discussions. Social media debates and comment boxes are usually characterized by violent language, polarisation, and dissemination of un-verified views. In others, excessive participation occurs due to emotionally colored content or sensational issues and not solid arguments. These tendencies show that although interactivity improves the involvement of the audience, it does not necessarily lead to positive dialogue. On the whole, all these achievements represent the necessity to follow the balanced models of interaction to promote the meaningful interaction and maintain the respectful and informed dialogue with the population through the systems of the digital journalism.

4.3. Comparison of Communication Attributes

Table 1: Comparison of Communication Attributes

Attribute	Traditional Journalism (%)	Digital Journalism (%)
Speed	50%	95%
Interactivity	30%	90%
Reach	60%	100%
Feedback	40%	95%

4.3.1. Speed

The classical journalism is characterized by moderate pace, and this is largely influenced by formal editorial cycles, print cycles and scheduled broadcasts, which inhibit the immediacy of delivering news. Information dissemination is fostered on time with relative effectiveness of 50 per cent but not immediately. Digital journalism on the other hand has a very high speed with its effectiveness standing at 95 percent. Online sources provide real-time information, real-time reporting, and immediate publishing, meaning that the breaking news is delivered to readers within minutes. This is a very fast pace that makes digital communication very responsive.

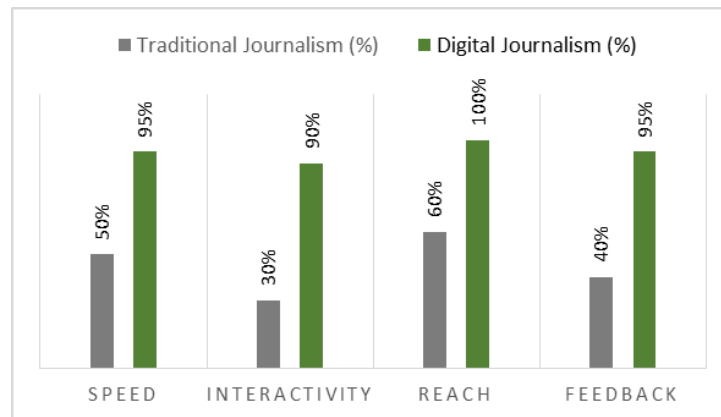


Fig 3 - Comparison of Communication Attributes

4.3.2. Interactivity

Traditional journalism is still relatively low with the interactivity at 30 percent since the audience interaction is mostly restricted to slow feedback functions like letter to the editor or call-in programs. The digital journalism has however managed to reach a high level of interactivity of 90 percent because they provide comment sections, social media integration, live chats and interactive multimedia. These characteristics enable viewers to engage in news debates and the circulation of content active participation in the development of two-way communication.

4.3.3. Reach

Conventional journalism would reach approximately 60 percent given that its delivery is usually limited to the local or regional masses owing to physical as well as broadcasting factors. Digital journalism has the capacity of 100 percent coverage and spreads across geographical coverage, and offers global coverage. The online media enables the news content to be accessed and shared globally, immensely widening the exposure and influence.

4.3.4. Feedback

The delay in feedback in traditional journalism is comparatively low which makes the effectiveness rating of 40 percent. The reaction of the audience is usually motivated upon publication and via few channels. Digital journalism has a high feedback effectiveness of 95 percent because the viewers can give an immediate response by leaving a comment, reaction and social media interaction. This real-time factor increases the interaction and enables journalists to measure the reaction of the audience instantly.

4.4. Challenges in Digital Communication

The results of this research indicate that regardless of the benefits of digital journalism, there are a number of challenges that considerably hamper the process of communication as well as the level of trust in the operations of a journalism outlet. Among the most notable problems, the distribution of misinformation, in general, may be mentioned. The simplicity and ease of use of

digital platforms enable uncontested or fake news to gain traction and be exposed to a high number of people before being corrected. The issue is also aggravated by the social media algorithms, which give precedence to engagement over truth, which promotes provocative or deceptive information. This way, viewers can hardly differentiate between the valid journalism and the invalid sources, which causes the confusion and distrust. Another significant problem that was identified in the study is content overload. The digital audiences receive a tremendous amount of news at the same time on several platforms, which may cause their information overload and less focus on significant problems. The effect of an individual story can be watered down and people may not consume the news content seriously because of continuous news updates and news alerts. This atmosphere can be inclined towards short, eye catching headlines and not deep and contextual reporting, which may strip the quality of the journalistic interpretation. Moreover, the results show that the professional standards are lowered in some areas of digital journalism. Journalism is subject to negative influence by the pressure to publish fast and get clicks, as these aspects may undermine journalistic principles like fact-checking, balanced reporting, and ethical decision-making. In other instances, sensationalism and click-bait is applied to increase the traffic to the maximum, which further diminishes the trust of the audience. The combination of these issues has a negative impact on communication effectiveness through decreasing credibility, manipulation of information and preventing meaningful interaction with the audience. The research demonstrates that more rigorous editorial control, code of ethics, and media literacy programs should be developed to overcome these problems and enhance the quality of online communication.

4.5. Discussion

The results of this paper indicate that digital journalism is crucial in improving inclusivity and engagement of the audience in the current communication systems. Digital platforms help give the less represented groups of people and communities a chance to participate in social discourse in real-time by decreasing accessibility barriers and opening up to hearing them out. The characteristics of social media sharing, comment, and citizen journalism make the media a more active environment, promoting the involvement of democracy and increasing the democratic field of communication. The advances bring out the transformative nature of the practice of digital journalism in the shaping of a better inclusive information ecosystem. Nonetheless, the research also highlights the fact that the increased involvement is not enough to ensure the positive communication. Devoid of sound editorial lighting, digital journalism may be exposed to false news, sensationalism, and decreasing quality of content. Understanding that old-fashioned journalistic norms, fact-checking, ethical journalism, and fair reporting of various problems, may be undermined by a concentration on the need and speed to create content and attract online attention. Consequently, digital news content can be suspect, as well as the credibility thereof, can decline, making the population distrustful and the communications ineffective. To overcome such challenges, the research points out the need to enhance editorial systems within the digital journalism institutions. To randomize journalistic integrity it is necessary to have clear ethical standards, open correction structures, and responsibility of algorithmic distribution of content. Moreover, media literacy programs play a vital role in teaching the audience to analyze the digital news material, determine trusted sources, and avoid fake news. It

is the informed audiences that are educated and better placed to be constructive users of digital journalism as well as positive contributors to the discourse. In general, despite the enormous potential of digital journalism as an inclusive and participatory form of communising, its success in the long-term is pegged on the joint efforts of media companies, technology platforms and audiences to enhance responsible, ethical and informed communicative behaviours.

5. CONCLUSION

Digital journalism has completely transformed the contemporary world of communication by changing the way information is created, shared, and consumed in the highly globalized society. The results of the present research are that digital platforms make communication more efficient and effective as they enable displaying the news quickly, interacting in real time, and reaching the audiences regardless of the geographic or cultural context. Participation and inclusiveness has been improved with the features of multimedia storytelling, integration of social media and the ability to provide feedback, enabling users to go beyond just consumption of the news and actively participate in the news production. Consequently, it has led to the development of digital journalism as one of the core drivers of the construction of the discourse and information exchange during the digital era. Simultaneously, the paper points out that the benefits of digital journalism are reported to have significant consistency in form of major challenges to credibility, ethics and long-term sustainability. Online news production rates and quantities make them more prone to misinformation, sensationalism and distortion of the content, lowering the level of public trust. The reluctance to follow professional standards of journalism in certain digital situations only serves as an additional discussing element regarding the accuracy and responsibility. Ethical concerns of algorithm bias, data privacy and commercial pressures provide further complications to the digital news landscape where the question of whether technology innovation or proper communication practices is prioritized. To deal with these challenges, the input of various stakeholders would be called upon. Journalists are required to put ethical principles to the forefront and be concerned with accuracy over competitiveness, whereas technologists must create platforms and algorithms that support transparency, diversification of information, and responsibility. Policymakers are very instrumental in ensuring that they come up with regulatory mechanisms that safeguard the interest of the citizens yet do not limit the freedom of expression. More to the point, viewers should be supplied with media literacy skills to ensure that they can critically analyze the digital news information and take an active part in online discussions. This collective accountability is necessary to the maintenance of trust and positive effects of digital journalism. Lastly, the research highlights that further investigation into the area of digital journalism investigation should be undertaken in the future to enhance the subject. Creation of platform-independent models of communication effectiveness assessment would increase the comparability and theoretical consistency. More so, more emphasis is required on how emerging technologies, mainly artificial intelligence are utilized in the production, distribution, and verification of news. The awareness of the role of such technologies in the journalistic practice and behavior of the audience will be instrumental in the future of digital journalism and its contribution to the contemporary communication systems.

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