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Dep: media studies and mass communication

Paper : Global journalism

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Attempt all 5 questions

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Q1) Discuss the implications of social media for conventional media in detail

Ans) **Social media**: Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. Users engage with social media via computer, tablet or Smartphone via web-based software or web application, often utilizing it for messaging.

Types of social media

Some examples of social media sites and applications include Face book, YouTube, Del.icio.us, Twitter, Digg, blogs and other sites that have content based on user participation and user-generated content.

Importance and benefits of social media:

Social Media has connected people and brands. It has given people a platform to share their updates, photos, reviews, opinions. Networking and staying connected with many people has become easier due to Social Media. People can voice out their opinions and reach out to a large group of audience easily. Social networking services can provide an accessible and powerful toolkit for highlighting and acting on issues and causes that affect and interest young people. Social networking services can be used for organizing activities, events, or groups to showcase issues and opinions and make a wider audience aware of them.

Advantages and disadvantages: Social media can be a useful tool for businesses, bringing advantages such as engaging with your audience and boosting website traffic. However there can also be disadvantages, including the resources required and negative feedback.

The Conventional Media:

The Conventional Media is referring to any form of mass communication available before the advent of digital media. This includes television, radio, newspapers, books, and magazines. The conventional media is also known as traditional media. Marketers have used traditional

media such as print, radio, TV, yellow pages and even outdoor ads to reach consumer markets for the last 50 to 100 year

#### Old Media:

The term old media has become synonymous with the seven traditional forms of mass communication: books, newspapers, magazines, film, sound recordings, radio, and television. s. Traditional media can also play a role in the marketing mix for many B2B companies.

#### Impact of social media over Conventional media

The manner in which we ingest and convey information and news online has changed definitely since web-based life was conceived. For one, conventional media is not, at this point a single direction road of communication: presently, consumers can take an interest in the discussion and impact the news. Social media has additionally permitted news to be gotten in real-time, for example only seconds after a major event occurs. Internet-based life can likewise be utilized to recognize patterns and make expectations dependent on discussions in manners that before would be finished forking out a great many dollars on overviews. What's more, in conclusion, the timeframe of the realistic usability of an article or story, just as its compass, has soared with the assistance of social sharing procedures. That is how social media is changing traditional media over the time.

#### How News Spreads:

The public would now be able to expend news and information on various stages and quickly as it occurs. Our interest to recognize what's going on in the news, presently, makes it significant for news outlets to post via social media. However, it's not generally the official source that gets to the news first. As we've seen with live occasions (sports and amusement), cataclysmic events and political declarations, online networking stages, for example, Twitter and Face book permit the general population to add to and control the news, arriving at a tuned-in crowd progressively, regularly quicker than any conventional news outlet has the opportunity to distribute a story. Since audience members can clergyman their own news sources by following explicit Twitter handles and Face book/Instagram accounts, this predefined access to prompt news and features makes it both progressively hard for news outlets to contact an enormous crowd and simpler for buyers to process the news they need. For example, every morning as I get into the workplace, I skim my Twitter channel and snap on which features handle my consideration. The feature – or the tweet—is a higher priority than at any other time to get us to navigate to a story. Furthermore, given this quick access to features and breaking news, our ability to focus has gotten littler and littler, so little, reduced down substance is pivotal for brands and outlets to catch their crowds. What's more, presently that Face book and Instagram are conveying content dependent on algorithms that match consumers' inclinations, it's turning into harder for news outlets to ensure that they'll reach their crowds.

## Public Opinion:

Maybe the greatest impact of social media on customary media and substance is that now everybody feels like they have a voice. Regardless of whether through Facebook, Snapchat, or Medium, internet-based life has given an open discussion to any individual who has a supposition. While this has made an overwhelmingly immersed social atmosphere, this has additionally prompted a certified rush of voices and influencers on social. Internet-based life has likewise ended up being a valuable apparatus for advertisers to look, follow, and dissect discussion and patterns. PR experts can utilize social media checking devices in advance, using web-based information to influencer PR methodologies, just as report on contenders and open supposition and commitment following or potentially during a campaign.

## Social Media VS Traditional Media:

Social media isn't just utilized by people to stay in touch with companions yet additionally by brands as a compelling method for interfacing with their crowd. Webbased life has had such an effect, that we would believe it to be a vital device in the promoting arms stockpile of any business. Social media (for example, Facebook, Twitter, Instagram, and so on.) contrasts from conventional media (newspapers, TV, radio, and so forth.) from numerous points of view. Thus, it has a few unmistakable focal points when contrasted and conventional media.

- Conventional showcasing organizes finding and changing over new possibilities however puts less accentuation on keeping these freshly discovered clients. Web-based social networking promoting has flipped this model by organizing maintenance and permitting held clients to discover and change over for you through informal.
- To place this into point of view, we can contrast a TV promotion and a present moment Facebook crusade. The TV advertisement places more noteworthy accentuation on grabbing the eye of potential clients and puts forth an attempt to persuade them to get tied up with their item or service. Notwithstanding, the TV advert puts practically zero accentuation on holding these recently changed over clients.
- While the Facebook campaigns place accentuation on getting the eyes of potential clients and changing over them, however, organizes holding these users by utilizing different intuitive strategies, while urging followers to become the part of their organization and spread the uplifting news about it.
- Internet-based life offers a degree of adaptability that conventional media doesn't manage. For instance, when an article in a paper is published, it can't be reclaimed. The most that should be possible is to distribute a withdrawal in a resulting issue. Online networking takes into

consideration the altering of substance to suit any circumstance. In our quick paced world, it's anything but difficult to perceive how this can be invaluable.

- Social media allow it is user to take part in the discussion also while traditional media is a one way process it only generates a topic or news but did not give a part to its audience in the discussion.

- A community manages a lot more significant levels of intuitiveness when contrasted and an audience. This degree of intuitiveness is maybe online networking's fundamental distinctive factor.

- Web-based life is intuitive, while conventional media is aloof. The previous not just supports a reaction from fans and devotees, it requires it. Social media makes it amazingly simple for your intended interest group to furnish input and continually cooperate with you. Customary media, then again, doesn't promptly give the way to your crowd to cooperate with your product and with one another. Conventional media cultivates availability, not intuitiveness. These are only a couple of the numerous differences between conventional media and social media. How about if we investigate Traditional Media and how the Internet cast the destructive spell of traditional media. Back in the days of yore, we're talking 500 years prior; Gutenberg changed the printing press by concocting the print machine. This implied books of scriptures could be delivered at a small amount of the time it used to. This additionally implied more duplicates in a shorter time and the Word of God got further reach in a shorter time. Paper houses and Magazine distributors despite everything utilize a print machine today. A lot later, soon after the appearance of electricity, the world was honored with another couple of media forward leaps, to be specific radio then a couple of years after the fact, TV. Advertisers and Advertising organizations had everything made sense of as they concocted Integrated Marketing Campaigns with galactic financial plans. Past times worth remembering. All things considered, a lot to the disappointment of a significant number of these organizations, this media scene began to change. From the start, a web was viewed as an adorable method to put your organization pamphlet on the web and on that the awful dab bomb period made incredulity that named the Internet as a terrible media and business channel. Luckily, from that point forward the Internet has developed. Presently, in nations where broadband has accomplished significant levels of the family unit entrance, the web has become the user vehicle of decision. At that point, there is the marvel of Social Media. It changed the media scene until the end of time. Social networking sites have permitted users to associate with companions, family, partners, and friends in manners that were never believable a couple of decades prior. Innovation has engaged the user to turn into the Prosumer. Prosumers are users who produce the substance, for example, recordings, photographs, and web journals that can be in a flash dispersed and shared among a large number of individuals by means of online networking stages. This is otherwise called user-generated content UGC. The Internet has diminished the requirement for conventional media since it empowered users to join social orders inside their neighborhoods, over their nations, and universally. It has enabled them to speak at their relaxation, any time of the day, with companions.

The factors that has largely effected the traditional media are:

1. Readership: The dispersion of free news and information on the web has prompted a decrease in readership for conventional distributions.
2. Revenue: The decrease in readership implies sponsors will go through their cash somewhere else and this prompts a decrease in advertisement income.
3. Real time information: Traditional Media can't contend within a flash refreshed user produced content that is quickly accessible for the world to see.
4. User Generated Content: People have the opportunity of the boundless ongoing discourse on content while Traditional Media is static and is a single direction specialized tool.
5. Online Channels: People can pick what they need to watch and tune in to when they need to and where with no publicizing interfering with their experience.

The social media has changed the manner in which things complete today. It has altered the way in which we work together, the way in which we convey and have separated the dividers of Traditional Media. Conventional Media will in any case be around, yet the Internet is getting increasingly more coordinated into our day by day lives.

#### **The implications of social media for conventional media:**

The way we absorb and communicate information and news online has changed drastically since social media was born. For one, traditional media is no longer a one-way avenue of communication: now, consumers can participate in the conversation and influence the news.

Social media has also allowed news to be accessed in real time, for instance just seconds after a big event happens. Social media can also be used to identify trends and make predictions based on conversations in ways that before would need to be done forking out thousands of dollars on surveys. And lastly, the shelf life of an article or story, as well as its reach, has skyrocketed with the help of social sharing techniques.

#### **HOW NEWS TRAVELS**

The public can now consume news and information on multiple platforms and immediately as it happens. Our demand to know what's happening in the news, now, makes it crucial for news outlets to post on social media – but it's not always the official source that gets to the news first. As we've seen with live events (sports and entertainment), natural disasters and political announcements, social media platforms such as Twitter and Facebook allow the public to contribute to and control the news, reaching a tuned-in audience in real-time, often faster than any traditional news outlet has time to publish a story.

Since listeners can curate their own news feeds by following specific Twitter handles and Facebook/Instagram accounts, this specified access to immediate news and headlines makes it both more difficult for news outlets to reach a large audience and easier for consumers to digest the news they want. For instance, each morning as I get into the office, I skim my Twitter feed

and click on which headlines grasp my attention. The headline – or the tweet—is more important than ever to get us to click through to a story. And given this immediate access to headlines and breaking news, our attention span has gotten smaller and smaller, so small, bite sized content is crucial for brands and outlets to capture their audiences. And now that Facebook and Instagram are delivering content based on algorithms that match consumers’ interests, it’s becoming a bit more difficult for brands and news outlets to guarantee that they’ll reach their audiences.

## EVERYONE HAS AN OPINION

Perhaps the biggest effect of social media on traditional media and content is that now everyone feels like they have a voice. Whether through Facebook, Periscope, Snapchat or Medium, social media has provided a public forum for anyone who has an opinion. While this has created an overwhelmingly saturated social atmosphere, this has also led to a genuine wave of voices and influencers on social.

Social media has also proved to be a useful tool for marketers to search, track and analyze conversation and trends. PR professionals can use social media monitoring tools up front, utilizing social media data to influencer PR strategies, as well as report on competitors and public sentiment and engagement following and/or during a campaign.

## MAKE YOUR CLIENT’S VOICE HEARD

Last, social media is an easy tool for boosting an article’s reach. By simply tweeting or posting a link to a story, it can reach hundreds to thousands of new eyeballs depending on the number of followers, and you will likely encourage others to share the articles, reaching their followers as well. Nowadays online outlets will not only publish a story but also post it to their Twitter feed so that their social followers will click on it there (refer back to my earlier statement about finding our news on social media). Quick note: When you’re working with a journalist, find out if that’s typical practice for his or her outlet, and be sure to retweet/repost once it’s live so that your own brand’s followers will see the articles as well.

There are many ways that social media has enhanced traditional media, and in fact the two go hand-in-hand now. While you’re coming up with your traditional media strategies for your brand, consider how social media can be incorporated in order for a more creative and ultimately successful campaign, and keep a finger on the pulse of the changing media industry and how social plays into it.

## 5 major differences between traditional media and social media

In the past, traditional forms of media were the only ways you could get your message out to the public. But in today’s digital landscape, there are a variety of new methods for reaching a mass (or niche) audience.

It begs the question, traditional media vs. social media. How do you decide which works best? Or do you need to decide at all?

Well, before you start waxing philosophical, let's figure out what we're really examining in the first place.

What is traditional media?

Traditional media refers to forms of mass media that focus on delivering news to the general public or a targeted group of the public.

Traditional forms of media include print publications (newspapers and magazines), broadcast news (television and radio) and, in recent years, the digital version of those media outlets, such as digital newspapers and blogs.

What is social media?

The term "social media" is used a lot these days to describe a variety of different digital platforms.

For the purpose of this piece, social media refers to social networking sites like Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, etc.

The differences between traditional media and social media

Where traditional media generally offers a wider audience pool, social media allows for more targeted distribution

If you're pitching correctly, your earned media hits should be reaching a more narrow target audience. However, even the best of pitches distributed to the best of media outlets are still going to hit a broader audience than you originally set out to target.

After all, that's half the reason why traditional forms of media were so coveted in the past. If your story aired on the 6 o'clock news, you knew your impression count was going to be through the roof.

Social media on the other hand, gives PR pros the opportunity to really target their messages, selecting everything from the demographics and geography of an audience to the time of day the post will go live.

Social media is immediate, while traditional can be delayed due to press times

Every PR pro has been there: you pitched a story in mid-September that doesn't result in a finished piece until the following March. It happens.

Traditional media tends to have a longer timeline than social media. Not only can press times slow you down, pieces for traditional media tend to take longer to put together (think of all those

hours drafting and distributing a pitch, connecting reporters with sources and providing useful imagery).

Social media posts are generally shorter, usually meaning they take less time to put together, and can be published immediately.

Traditional media pieces are more final, where social media is dynamic

For the most part, once a story is published on a traditional form of media, it's final.

If you're lucky, the reporter you worked with on a story may be willing to make changes after the fact to an online piece, but if your story hit newsstands or went live on television or radio, chances are it's too late.

Because social media is a form of owned media, you have the control to make updates whenever you need to.

PR pros have the freedom to issue retractions, edit posts after they're pushed live or even delete messages entirely. And since social media happens immediately, there is absolutely no delay between the time a change is needed and when it reaches audiences.

Social media offers more control over the message than traditional media

Similar to the above, where the PR pro controls the publication date and time of a social media post, social also offers greater control over the message.

Although you can't control how the public will respond once the message is out there, you do have the opportunity to control what is said in the first place.

Social media is a two-way conversation, and traditional is one-way

The typical flow of a traditional piece looks a lot like this: the PR pro pitches the story, the reporter publishes the story and the public reads the story.

The cycle ends there, until it begins again.

With social media, the public has the opportunity to voice their opinions, and boy do they!

Not only does the public expect to be heard when they share their opinions on a story or current event, they also expect the brand to respond. PR pros using social media in their day-to-day should be prepared to act fast and respond appropriately.

The best of both worlds

The media industry is rapidly changing, and survives. However, that doesn't mean all of the old ways are obsolete. As you can probably see from the above comparison, traditional media and social media both have their pros and cons. Depending on the situation, the goal or the strategy, one method may work better than another for your brand. Instead of thinking as traditional vs.



social in the sense that one is slowly replacing the other, think instead of how the two tactics can work together to help you achieve your overall goals. One important thing to remember whether incorporating traditional or social media (or both!) into your scope of work is that your strategy needs to change depending on the medium. Traditional media public relations tactics are going to be very different from the tactics you take on social media.

### Impacts of social media and traditional media

Almost a quarter of the world's population is now on Facebook. In the USA nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.

Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

The flipside: Social media is slowly killing real activism and replacing it with 'slacktivism'.

While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change.

Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the 'Like' button or sharing content.

The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.

Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. This is important in traditional brick-and-mortar businesses, and, obviously, in the world of e-commerce. Social media has had a profound effect on recruitment and hiring. 19 percent of hiring managers make their hiring decisions based on information found on social media.

### The Challenges of Social Media

Social media has been blamed for promoting social ills such as:

## Cyberbullying:

Teenagers have a need to fit in, to be popular and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat, and Instagram into the mix and you suddenly have teenagers being subjected feeling pressure to grow up too fast in an online world.

Michael Hamm, a researcher from the University of Alberta conducted a study that showed the effects of social media on bullying. 23% of teens report being targeted and 15 percent said they'd bullied someone on social media. Teenagers can misuse social media platforms to spread rumors, share videos aimed at destroying reputations and to blackmail others.

## Lack of Privacy:

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by the users of social media. Most of the time, the users themselves are to blame as they end up sharing content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile actually work.

Unfortunately, by the time private content is deleted, it's usually too late and can cause problems in people's personal and professional lives.

## 7. The Impact of Social Media on Relationships

One of the effects of social media is encouraging people to form and cherish artificial bonds over actual friendships. The term 'friend' as used on social media lacks the intimacy identified with conventional friendships, where people actually know each other, want to talk to each other, have an intimate bond and frequently interact face to face.

## The Bottom Line

It's been said that information is power. Without a means of distributing information, people cannot harness the power. One positive impact of social media is in the distribution of information in today's world. Platforms such as Facebook, LinkedIn, Twitter and others have made it possible to access information at the click of a button.

Research conducted by parse.ly shows that the life expectancy of a story posted on the web is 2.6 days, compared to 3.2 days when a story is shared on social media. That's a difference of 23%, which is significant when you consider that billions of people use the internet daily.

This means that the longer the information is in circulation, the more discussion it generates and the greater the impact of social media.

While the world would be a much slower place without social media, it's caused harm as well as good. However, the positive impact of social media is astronomical and far surpasses the ills associated with sharing.

At the end of the day, sharing is about getting people to see and respond to content. As long as the content is still relevant and the need for information still exists, it's always worthwhile for any organization to use social media to keep publishing.

Q2) Discuss the key common professional features among journalists of the world?

Ans ) Journalism is a profession that involves collecting information about a particular subject, then reporting findings and conclusions to a wider audience through print, digital or broadcast media. Journalists report information in the form of investigative reports, news, features, columns and reviews. Investigative reports and feature articles are longer forms that fully develop a story and include more detail. News, columns and reviews are shorter article forms intended to address a specific topic without expanding into as much detail.

The purpose of journalism is to research and report events that impact people's lives and society in different ways. Different types of journalism cover various aspects of life that impact society, appeal to assorted audiences and have varying requirements for objectively reporting facts.

The core principles of ethical journalism set out below provide an excellent base for everyone who aspires to launch themselves into the public information sphere to show responsibility in how they use information.

There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values and obligations of the craft of journalism.

### 1. Truth and Accuracy

Journalists cannot always guarantee 'truth', but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information we should say so.

### 2. Independence

Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare to our editors – or the audience – any of our political affiliations, financial arrangements or other personal information that might constitute a conflict of interest.

### 3. Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

### 4. Humanity

Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

### 5. Accountability

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

Does journalism need new guidelines?

EJN supporters do not believe that we need to add new rules to regulate journalists and their work in addition to the responsibilities outlined above, but we do support the creation of a legal and social framework, that encourages journalists to respect and follow the established values of their craft.

In doing so, journalists and traditional media, will put themselves in a position to be provide leadership about what constitutes ethical freedom of expression. What is good for journalism is also good for others who use the Internet or online media for public communications.

### Accountable Journalism

This collaborative project aims to be the world's largest collection of ethical codes of conduct and press organisations.

The AccountableJournalism.org website has been developed as a resource to on global media ethics and regulation systems, and provides advice on ethical reporting and dealing with hate speech.

Q3) Describe the state of global journalism in digital age?

Ans) Global journalism is a news style that encompasses a global outlook and reports on issues that transcend national boundaries, such as climate change. It focuses on news that is transnational, considering issues that affect the relationships between multiple nation states and regions. The digital age also called the information age, is defined as the time period starting in the 1970s with the introduction of the personal computer with subsequent technology introduced providing the ability to transfer information freely and quickly. Global journalism suggests at least two meanings. In one sense, it refers to journalism as practiced and experienced around the world. A second meaning refers to the phenomenon of journalism that is increasingly global in its nature, reach, focus, and impact. Both of these meanings are relevant to this chapter and will be explored in the pages that follow and are especially shaped by the advance of digital technologies. Global journalism, however defined, is in the midst of a digital sea change. It is a time of massive disruption in journalism around the world and as practiced and experienced virtually everywhere on the planet. The extent of the transformation of journalism is not uniformly seen or felt on every continent or in every country or region. But the general patterns are apparent worldwide. This disruption of global journalism is fueled by a confluence of forces, including changing technology, economics, and political and cultural shifts.

**A Profile of Global Journalism in the Digital Age** There are many ways to describe the state of global journalism. We begin here with a basic statistical profile of journalism worldwide. Although it is

difficult to obtain a reliable count of the number of journalists working throughout the world, some data are available for individual countries. In the United States, for example, the U.S. government's Bureau of Labor Statistics counts, as of May 2016, 40,090 persons working full time as reporters and correspondents across all media forms, including newspapers, magazines, radio, television, cable news, and online (U.S. Bureau of Labor Statistics, 2018). This number does not include broadcast news analysts, of which there may be many, but they are more along the line of commentators, not journalists, at least in the sense that they do not gather and report the news. They are more apt to comment on the news other journalists have reported. Importantly, the number of journalists working full time in the United States has been in steady decline for several decades. This downward pattern is seen in much of the world and is driven by multiple forces, including technology and economics. Moreover, the downward pattern is not likely to end anytime soon, although it may start to level off. Notably, the number of journalists in the United Kingdom has contradicted this pattern in recent years. A 2016 survey by the UK Office for National Statistics shows that the number of full-time employed journalists in that country is 84,000, up 20,000 in a single year (Cox, 2016). An international study estimates that there are 35,000 journalists working in France, with about 80% working full time (Mercier, Frost, & Hanitzsch, 2017). The study also shows that "the typical journalist in France is male, in his mid-thirties and holds a university degree in journalism or communication." This study also shows that journalism in France is in a state of enormous change. "According to French journalists, the importance of technical skills and the use of search engines had most profoundly

changed over the last five years.” Perhaps more importantly, “overall, the journalists’ responses point to a substantive deterioration of working conditions in the profession. A large majority of respondents reported an increase in their average working hours. Furthermore, most interviewed journalists felt that their professional freedom and the time available for researching stories had dropped. Another major concern for French journalists was the decrease in journalism’s public credibility.” These patterns are also seen in much of the world, with data from the Pew Research Center and other organizations indicating that the

credibility of mainstream journalism is in decline (Pew, 2017). Surveys show that around the world the public cares deeply about and values the role of journalism in society, whether a democracy, a monarchy, or a communist state. But the problem, as many in the public see it, is that the news media are often failing to do their job adequately, making mistakes, sometimes demonstrating bias, and publishing too much “click bait,” or sensationalized headlines, online or off in an effort to attract news consumers (Estepa, 2018). It is important to note that mainstream journalism, especially in its commercial form, does not comprise the entire spectrum of quality global journalism. Complementary to this mainstream news system are alternative news media, including indigenous and ethnic news media. These news media often approach stories from alternative perspectives in which standard commercial interests are not paramount. The focus is often on marginalized groups that are often largely ignored in mainstream news media. English has been a dominant language for much global journalism, but it is far from the only important language in the news around the world. The native language of a news organization’s headquarters plays a significant role in its news production, but more news media employ more than one language in which to publish. The New York Times, for example, publishes typically first in English but also publishes in Spanish. Software tools for real-time digital text translation make it relatively simple for the public to get news in their language of choice.

Shifting Economics and Audience of Global Journalism Driving the decreased credibility of some mainstream journalism, at least in part, is the declining economic state and audience reach of traditional news media, such as newspapers, magazines, cable, radio, and television. Online news media have seen a rise in the past two decades, but the growth of online news outlets and resources has not generally kept pace with the decline in traditional news media. A 2017 report from South Africa confirms these threats to journalism in that country. “We have read over the past few years of seemingly relentless news on the retrenchments of

journalists—some reading this report are likely to have suffered personally as a result. As print circulation continues to decline, media houses look to digital to try to resuscitate their flagging readership, and to shore up their financial losses. At the same time, newsrooms face the imperative of transformation—of hiring and nurturing more black journalists and women, and preparing them for senior roles in media houses” (Finlay, 2018). For example, the Times of South Africa shut its doors on December 17, 2017. “Following the voluntary severance packages accepted by more than 70 journalists at Independent Media in 2016, Tiso Blackstar Group—previously Times Media Group—announced that it was shutting down the print edition of The

Times, the daily tabloid that was launched in 2007.” This study reports that 387 persons work as permanent staff of independent media organizations in South Africa. Notably, an important pattern that is seen in South Africa and much of the world is an increasingly inexperienced news staff at news organizations. This study shows that the vast majority, 87%, or 363 of the entire 417 staff members of independent media, have fewer than 15 years of experience. As journalists have been laid off, those with most experience have been apt to go first or to be replaced by far more junior staff. Junior staff members are less expensive to hire, but they also lack the seasoned experience of veteran journalists. Mistakes or errors in reporting are likely to increase, and there are other consequences as well, as less experienced journalists lack the historical knowledge of not just the journalism industry and its practice but even historical knowledge of the communities they are covering. Patterns of newspaper circulation vary across the globe (World Press Trends, 2017). While in more developed economies such as those of the United States, Germany, and the UK, newspaper circulations have been in long-term decline, circulation has been relatively steady or even increasing in other parts of the world. Part of the reason for these varying patterns is due to the fact that in many highly developed economies, the public relies increasingly on their mobile device to access news (as well as to do many other things, including engage with social media, shop, etc.). But in less-developed nations, users are less engaged with their mobile device and still rely on printed news products to a larger degree. With population growth patterns, the overall circulation of newspapers may rise in these countries. But newspaper penetration is generally in decline

nevertheless. Moreover, it is likely that regardless of geographic location, eventually mobile access will begin to supplant most print news access; it may just take longer in some parts of the world. Data show that over the past five years, printed newspaper circulation has declined by at least 10% in Europe, North America, Latin America, and Australia/Oceania. It has also declined even in Africa, the Middle East, and North Africa, but by roughly 5%. The only place it has generally increased is in Asia, and this varies quite a bit within Asia. Newspaper circulation also varies greatly depending on the country. China has the largest daily newspaper circulation, with 93.5 million daily newspapers. India is second with 78.8 million, Japan third with 70.4 million, then the United States with 48.3 million, and fifth is Germany with 22.1 million (World Association of Newspapers, 2017). The largest-circulation newspapers in the world are the Japanese Yomiuri Shimbun, the Asahi Shimbun, and the Mainichi Shimbun. The largest English-language newspaper is the Times of India. PricewaterhouseCooper (PwC) data show that digital newspaper circulation has grown dramatically in the past five years, increasing from about 5.4 million paid digital subscriptions worldwide in 2012 to 25.4 million in 2016. In general, these data show that people want news and are willing to pay for it, but they increasingly do so via digital platforms. The Worlds of Journalism reports on the state of journalism in 66 countries in all parts of the globe (Hanitzsch, 2016). For example, this report estimates that 44,915 persons work as journalists in Brazil (Moreira, 2017). An estimated 25,200 persons work as journalists in Japan (Oi & Sako, 2017). The country with the greatest estimated number of journalists is far

and away India, with 700,000. This is followed by China, with an estimated 258,000 (Zhou & Zhou, 2016). The country with the fewest journalists is Bhutan, with an estimated 114.

journalists is a product of a number of factors, especially each country's geographic size, total population, cultural and political history, economic development, and media structure. To illustrate the role of population and geographic size, the two countries with the greatest number of journalists are the most populous countries in the world, two countries that are also large in geographic terms. China has a population of more than 1.4 billion, followed closely by India with more than 1.3 billion. China also occupies 3.705 million square miles, and India, 1.269 million square miles (World Bank, 2016). For comparison, the United States has a population of 325.7 million and occupies 3.797 million square miles. One notable development in India in 2018 was the creation of an organization of journalists called 101 Reporters. In India, as in much of the world, many journalists work as freelancers, not full time or permanently for any news organization. Rather, they are like independent contractors who report for different news outlets and may report for different organizations for various assignments or stories. This freelance arrangement can give reporters flexibility, but it also removes any institutional support that might be vital for journalists. In particular, they often lack what are called benefits, such as health insurance or retirement plans, and they likely do not have libel insurance (to help defray legal costs in case a reporter is sued by an aggrieved source), or even colleagues to work with collaboratively or mentors to help with their professional development. 101 Reporters helps address at least some of these issues by providing an "online platform for journalists to pitch story ideas to be matched with publications" (Aleem, 2018). This can help freelance reporters find paying work as a journalist on assignment without compromising their independence.

Some countries such as China have extensive government ownership and control of news media, while other countries have media industry

systems that are largely privately owned and subject to the vagaries of commercial marketplace forces. Also, it is worth noting that the numbers reported here are estimates, and these estimates vary depending on the source. For example, the U.S. Bureau of Labor Statistics counts only 40,090 journalists, about half the Worlds of Journalism estimate. Conversely, the UK Office for National Statistics counts 84,000 journalists, about 20,000 more than the Worlds of Journalism estimate. Also, some countries, such as Austria, Costa Rica, and Nigeria, are not included in the estimate, and this suggests the actual number of journalists is actually greater than 1.842 million worldwide, probably by at least several thousand.

**News Media Ownership Patterns** News media ownership and control patterns vary greatly around the world as well, and these patterns of ownership and control can shape the nature and practice of journalism. Noam et al. (2016) have conducted a comprehensive study of media ownership, including news media, around the world over several decades. Among the most important shifts has been the rise of private equity funds and firms as media and news media owners. In the United States and much of the West, private equity funds own a large portion of



commercial news media, and their primary objective is the bottom line, or profit and share price. Assets are often sold to generate revenue, and this has led to reduced resources to support original reporting, quality, and innovation in journalism. The government of China has also emerged as the world's largest owner of media, including news. Increasing consolidation has also been an increasing hallmark of media and news media ownership in the past half century globally. Nonprofit news organizations such as the Pulitzer Prize-winning ProPublica are also playing an increasing part in 21st-century global journalism. Often topically focused, these nonprofits operate independently of commercial concerns such as corporate sponsorships and advertising. Foundations, billionaire owners, and public sponsorship are also playing a growing role in the funding of global journalism. These sources are alongside government owners and sponsors of journalism as

well as license fees such as those that provide the core funding for the British Broadcasting Corporation (BBC). With the decline of traditional TV and radio, however, the BBC has seen its set license fees decline substantially in the 21st century, forcing BBC management to reevaluate its mission and practices. In some countries such as the United States, where freedom of expression and the press are constitutionally protected, anyone can work as a journalist. In some countries, however, to work as a journalist requires government permission or approval, sometimes in the form of a license to operate. In China, for example, operating as a journalist requires a government-issued press card. The Communist Party in China has recently been cracking down on press freedom and increasing censorship. It was reported in 2014 that the government had revoked the press cards of 14,000 journalists. Under a new press law, journalists seeking to report critically on the government must first have their stories reviewed and approved by the government (Sonnad, 2014).

**Political and Legal Forces Facing Global Journalism** Political and cultural factors are causing rippling problems for journalism across the globe. Among the most profound are governmental actions to restrict freedom of expression and the press, efforts at prior restraint that would block publication of news stories that governmental actors deem undesirable, and the jailing and killing of journalists. While some news stories might potentially raise legitimate concerns about national security or privacy, in the vast majority of cases the real issue is political embarrassment to those in power or seeking power, such as a candidate for elected office. Although stories that might jeopardize a suspect's right to a fair trial merit serious consideration of nonpublication, more often the proper remedy that does not threaten a chilling effect on a robust, vibrant, and independent press is postpublication civil action, such as a neutral arbitrator like a citizen news council or a libel lawsuit for defamation. The press wields power and therefore needs to demonstrate responsibility in its actions, thoroughly fact-checking before publication and exercising good

news judgment when deciding whether to publish in the public interest or on a merely prurient matter. Massive libel awards can threaten the existence of a news organization. Vice News reported on a troubling case involving reporting about a meat product known as "pink slime"

(Vice News, 2017). The lawsuit alleges \$57 billion in damages, which could not only put its publisher out of business but could also change journalism far beyond this one outlet. “In March 2012, ABC aired a series of reports about BPI’s (Beef Products Inc.) ‘lean, finely textured beef,’ an inexpensive ground beef additive made up of waste beef trimmings that have been heated, spun in a centrifuge, and doused with ammonia to reduce bacteria.” BPI is a beef processor that once supplied McDonald’s, Burger King, and Taco Bell. If BPI wins, and depending on the size of the judgment (even 10% of the amount sought), it would be a staggering blow to ABC News and its parent company, the Disney Corporation. Criminal libel or charges of treason against journalists can impact global journalism and journalists even more profoundly, and have done so. Journalists from Bangladesh to the Maldives to Myanmar to Iran have been threatened with jail or have been sentenced to jail for their reporting (Chisholm, Southwood, & Ellerbeck, 2018). Of even greater concern, the Committee to Protect Journalists reports that the killing of journalists around the world is at an all-time high. In Slovakia in early 2018, for example, an investigative journalist was murdered for his reporting (Day, 2018). “A Slovakian investigative journalist and his partner have been shot dead in an incident police say was linked to his work. Jan Kuciak died in” an attack of retribution for his reporting. One of the other challenges news organizations face in terms of staffing is diversity. Since at least the 1968 publication of the Kerner Commission Report on civil disorders, which identified the role that journalism can play, news media have sought greater diversity in their staffing and coverage (Hrach, 2016). In the United States, for example, most news media organizations have been staffed by white males, with relatively little gender or racial diversity among their journalist employees. Despite a half century of concerted effort to increase diversity, the numbers of women and minorities in most newsrooms have continued to lag behind the percentage of women and racial minorities in society at

large. The pattern of relatively little diversity is a worldwide problem for news media. The #MeToo movement begun in 2017 has highlighted the continuing problem of misogyny in many newsrooms in the United States and around the world. Salaries for journalists tend to be low as well, but are especially so for women. The worldwide audience for journalism is also difficult to estimate accurately, although data sources suggest that the vast majority of persons around the world have at least occasional access to journalism in some form. The BBC estimates that about a quarter of a billion persons worldwide tune in to its services (news, entertainment, and educational/cultural programming) at least occasionally (Horrocks, 2013). The Reuters Institute for the Study of Journalism reports that access to news is almost ubiquitous, especially with the rise of the Internet. With more than 92% of the UK population online, online news sources have become increasingly relied upon there. In the latter half of the 20th century, TV had been the source of news most relied upon. But by 2016, the Internet, or online news sources, had become increasingly important. Nearly 80% of the UK population used online news sources, compared to about 75% who used TV, and that latter number was in steady decline (Nielsen, 2017). Newspaper use had declined even more precipitously, falling from 60% of the population in 2013 to less than 40% in 2016. Use of social media for news had risen from about 20% relying on social networks to deliver news to almost 40% in 2016, although the percentage has since

leveled off, and with the fear of fake news on social media growing, it is unclear what may be the future of news delivered via social network.

**The Problem of Fake News** In early 2018, a new video-editing app was introduced into the marketplace that enables anyone to easily create fake video news. Called simply FakeNews, the free mobile app lets users create face-swap videos, placing one person's face seamlessly onto another person's body (Bowman & Wu, 2018). Combined with audio editing tools, a world leader can be made to look like they are saying something they never said, for example. While humorous applications are possible, or there may be legitimate

marketing uses, the potential to create highly realistic but entirely fake news videos and share them online is alarming. The problem of fake news is not new, but it has taken on entirely new proportions in an era of global journalism. Citizens connected via their mobile apps can live virtually inside their own personal filter bubbles and Internet echo chambers. They can see or hear only the voices they like or prefer. While traditional journalism covered a wide swath of issues, topics, and people, customizable news media and social platforms allow users to create highly constrained news environments in which to live their digital life. And as time spent with a digital device has swollen in recent years to now an average of 10 hours a day in the United States, the UK, and much of the world, digital life is now approaching most of life for many people who show signs of digital addiction (Bowman & Wu, 2018). Also affecting the potential for journalism on social media is the growing pattern of news sources using social media to reach the public directly. Many world leaders, for example, post comments on Twitter and thereby circumvent mainstream news media in their role as gatekeeper. Consequently, traditional news media are transitioning toward a role Bruns calls "gatewatching" (Bruns, 2005).

**Global Journalism's Changing Role** Around the world the role of journalism varies greatly by region and especially by country. Theories of the press, such as the classic framework offered in the mid-20th century by Seibert, Peterson, and Schramm, outline some general parameters on the role of journalism globally (Yin, 2008). These roles include in many places the notion that the news media serve an important public service mission. In a democracy or emerging democracy, or an authoritarian or monarchical system, this mission can vary greatly, from serving as a check on the abuse of power to one that is meant to help foster a national identity and economic growth. In the West, journalism is often considered to serve as an independent watchdog or fourth estate, providing social surveillance and public opinion guidance on matters of public policy or candidates for office. Journalism in these systems generally attempts to remain largely neutral in its news content, only offering opinion when it is noted as such.

Advocacy is another role journalism sometimes plays. Partisanship is often a characteristic of news in these environments. In countries where the government controls the media, journalism is more often a voice for propaganda. Emerging internationally in the 21st century is what some have called solutions journalism and peace journalism. This type of journalism is meant to help develop solutions to a country's or the world's problems as well as to foster an end to conflict. In

the context of the role of global journalism, there is also debate about whether journalism is a profession or a trade. Scholars have argued that a profession requires several qualities, including training, an established and agreed-upon body of knowledge, and licensing and associated ethical standards and practices. Journalism has many of these qualities, except for licensing in some countries. In the United States, for example, there is no licensing of journalists. Such licensing would be considered illegal under the U.S. constitutional protection of the press in the First Amendment. But there are conditions under which journalists are credentialed, such as for reporting in the White House or in war zones. Journalists operating drones commercially must also register with the Federal Aviation Administration and abide by certain rules of operation. In other countries, licensing of journalists in one form or another is relatively standard practice. This leaves the question of profession or trade unresolved for global journalism. There are a number of global standards, practices, and conventions that pertain especially to what constitutes news. These include news values. Among the most important is the impact of events and issues on human lives or the environment. Also important are conflict, timeliness, novelty, and proximity. Widely accepted although not universally are the goals in news content of objectivity, fairness, and accuracy, which is established by original reporting and fact-checking (i.e., confirming a fact with two or more reliable sources). Also, reporters usually rely on sourcing by gathering the facts while observing news events for themselves, conducting interviews with relevant sources, and analyzing documents and data. Quality journalistic practice puts a premium on avoiding the use of anonymous sources except in limited circumstances such as protecting the identity of a whistleblower or a victim of sexual assault or children in the news. A dateline usually precedes a news story and indicates the date, the

location where the story was filed, and the name of the author or reporter. Photos or videos usually include a caption or audio description and credit the photographer or videographer. Hard or breaking news usually has a structure that begins with a lead sentence emphasizing five Ws, or who, what, when, where, and why. A nutgraph provides the thesis of a story. The body fleshes out details. Journalists typically write in the third-person voice. Features or human interest stories follow varying structures and writing styles. Audio or video stories (e.g., radio, TV, online) are usually short, about one minute, and parallel the structures described above. Documentaries are longer, usually 30 or 60 minutes. Most news media are designed for adults, but increasingly there are initiatives produced by or for children and youth. School and college news media play an important part in these youth-oriented news efforts

Q4) What are the challenges and opportunities for the future of global journalism?

- Ans) Global journalism is a news style that encompasses a global outlook and reports on issues that transcend national boundaries, such as climate change. It focuses on news that is transnational, considering issues that affect the relationships between multiple nation states and regions. In an increasingly polarised world, the media is being challenged like never before. The internet has made it easier than ever for information, and misinformation, to spread fast. But technology also presents big opportunities, to reach new audiences, to find innovative ways to

tell stories and to access data and information that had before been out of bounds. Come hear Professor Rasmus Nielsen, professor of political communication at Oxford University, and Meera Selva, director of journalism fellowships at the Reuters Institute for the Study of Journalism. Print isn't going away.

Despite downsizing and cutbacks at the nation's top newspapers, print journalism continues to offer advertisers the most effective way to reach audiences in many markets.

For example, The Washington Post (where Narisetti served as a managing editor) still captures about 40 percent of the local market, providing a necessary revenue stream for the paper.

“If it's 50, 60, 70 percent of our revenue and profit is coming from print, we will always have to have kind of large staffs focused on print,” Narisetti said. Comparing print journalism to the declining auto industry, he said, “It's like Detroit. Fewer people will make it [journalism], but you will always need somebody making it.”

- Digital advertising isn't the savior.

While more readers are moving to digital, the revenues from digital haven't kept pace — because the audience has become increasingly fragmented, giving advertisers the upper hand.

“If you're an advertiser, the choices you have where you can run your ads continue to explode,” Narisetti said. “And as a result you [news media] can make a fair amount of money on digital, but it's nowhere close to what the revenue is for print.”

Narisetti says it's essential that newsrooms build new revenue models into new digital products and applications. He described The New York Times' Pulitzer Prize-winning Snowfall project as an “amazing” experience that fell short because it had no revenue model attached to it. “At the end of the day, the Snowfall page views are really empty calories because they really haven't generated any incremental revenue.”

- Paywalls are here to stay and struggle.

The number of newspapers with paywalls will continue to grow but with varying degree of success because it's hard to attract digital subscribers willing to pay for content. Narisetti says that the most a news organization can expect to attract from either a paywall or a metered model is about 5 percent of its unique digital audience.

“If it's seen as an extra source of revenue, I think it will succeed, but if paywalls are seen as solving the problem [of funding journalism], then most of them will fail,” said Narisetti.

- News will have to go to readers; they don't have to come to us.

With Facebook and other social media providing new pathways to journalism, the modern audience doesn't expect to work hard to “find” the news. Today's digital journalists must be able to write, report and market their stories. At the very minimum, reporters need to know how to use SEO to their advantage.

“In the print world, there is a position called circulation marketer, whose job is to figure out how to make money. That doesn't exist in the digital world,” said Narisetti. “In 2013 the definition of a journalist must include ‘I will do everything I can to bring more people to my journalism.’”

- Web video offers a possible way out.

Web video offers a significant monetization opportunity because (a) audiences want it and (b) the pre-roll advertising can be embedded into the content.

“Video is the first form of journalism where we have figured out that when somebody watches it – no matter where they watch it – the business model travels with it,” Narisetti said.

For that reason, The Wall Street Journal — a former print-only publication — is now producing about 1,600 videos or 120 hours of video a month, making it the largest producer of video in the world outside of a television newsroom.

- Mobile might be a threat or opportunity, but it is a journalism reality.

With an increasing number of people accessing news through mobile devices, news organizations must adopt a “mobile-first” model — or risk becoming irrelevant.

This means packaging content in a way that is easy to digest on a small “window.” For example, long narrative print leads could be replaced with shorter, snappier leads that can be read on the first screen.

It also means devoting significantly more resources to mobile, which is a long way in coming. Narisetti says that even at The Wall Street Journal — which 36 percent of its audience reads only on mobile — just a handful of people serve on its mobile team.

- Great journalism matters, but how readers experience that journalism will matter even more.

Today’s news consumers are “promiscuous” — going from source to source and device to device, giving news organizations a limited amount of time to capture their attention.

“The advantage we had with great journalism or great storytelling exclusives used to be a day when we were primarily in the print world,” said Narisetti. “It then shrunk to a few hours when the websites had to catch up. If you’re lucky, now it has shrunk to two minutes.”

Narisetti says that “amazing” content is no longer enough. The only way to catch and keep an audience is to create compelling experiences that keep them coming back, such as The Wall Street Journal’s graphic that tracked Mark Zuckerberg’s wealth in real-time when Facebook went public or The New York Times’ interactive Academy Awards ballot on Facebook.

- Good and bad experiences all come at the same intersection: content and technology.

To produce impactful digital journalism, reporters, developers and designers all have to work together to create quality content that also will engage an audience.

But working as a team can be challenging for professionals who don’t always understand and appreciate what the “other” is doing.

“When you go into newsrooms, you don’t have to code, but what you have to be able to do as a journalist is to speak the language of developers,” said Narisetti. “If you make the conversation about what is the experience we’re trying to give to our audience, the developers get it and understand what you’re trying to do.”

- Newsrooms now face a new competitor: our advertisers.

Many companies that advertised in traditional media are now going directly to their consumers to promote their brands. The rise of “sponsored content” and “native advertising” has created a major threat to newsrooms.

Companies have also become skilled content producers, vying for “the single non-renewable resource my readers have, which is their time,” said Narisetti. For example, General Electric is trying to position itself as a leader in innovation through videos and social media campaigns.

“We have to start thinking, how do we engage with these brands, how do we help them do this,” he said. If news organizations don’t play in that space, they “are not going to have the opportunity to make any significant revenue in digital.”

Ultimately, the key to thriving and not just surviving in the ever-evolving digital environment is to continue to adapt, experiment and anticipate what’s coming next.

The rise of digital media has empowered people worldwide but also enabled the spread of disinformation and demagoguery and undermined the funding of professional journalism as we know it.

The move from a media environment defined by broadcasting and newspapers to a digital, mobile, and platform-dominated environment is the most fundamental change in how we communicate since the development of the printing press, and we are only thirty years into a period we can trace back to Tim Berners-Lee’s invention of the World Wide Web in 1989. Some key broad trends can be clearly documented, and they are sometimes at odds with much of what is asserted in public and elite debate.

Too often, discussions of the future of media are based on misunderstandings or outright “media change denial” where people double down on arguments that are directly contradicted by a growing consensus among researchers.



Here are five things we believe everybody needs to know about the future of journalism, all backed by evidence-based research.

First, we have moved from a world where media organisations were gatekeepers to a world where media still create the news agenda, but platform companies control access to audiences

Established news media tend to be at the centre of online discussions of, for example, elections, and often drive the agenda.

But we have moved from a world where media organisations controlled both content and channels and we came to news directly by going to a specific broadcaster or publisher, to a world increasingly characterised by “distributed discovery”, where media organisations still create content, but people access it through platform channels like search engines, social media, and news aggregators.

In 2018, two-thirds of online news users surveyed across 37 different markets worldwide identified distributed forms of discovery as their main way of accessing and finding news online.

Second, this move to digital media and platforms generally does not generate filter bubbles but more diverse news diets

The automated serendipity of social media feeds and search engine results and incidental exposure (where people come across news while doing other things online) drive people to more and more diverse sources of information.

While echo chambers exist, where highly motivated minorities self-select into insular news diets and like-minded communities, fears of algorithmically generated filter bubbles currently seem misplaced.

Empirical research consistently finds that search engines and a wide range of different social media including both Facebook, Twitter, and YouTube demonstrably drive people to use more different sources of news, including more diverse sources and sources they do not seek out of their own volition.

Q5) Discuss the agenda setting function of media from global perspective.

Ans ) Agenda Setting: The impact of media influences the introduction of the reports and issues made in the news that influences the public psyche. The news reports make it such that when a specific news report is given significance and consideration than other news the crowd will consequently see it as the most significant news and information is given to them. The needs of which news starts things out and afterward the following are set by the media as indicated by how individuals think and how much impact will it have among the crowd. Agenda setting happens through an intellectual procedure known as "openness". Media gives facts and figures which is the most relevant thing to think about, representations the significant issues of society, and reflects individuals' minds. Levels of agenda setting theory are;

- Primary level: The primary level is typically utilized by the analysts to contemplate media uses and its goals or the impacts

that media makes on individuals and the most proximal idea that individuals will have on the presentation to the information given by media houses • Secondary level: At the subsequent level, the media centers on how individuals should consider the idea of the issues. In this way, the sensationalization of news reports may happen to get the enthusiasm of the crowd. Indeed, the media needs to catch the eye and embed considerations in individuals' minds about some major issues. That is the reason media turn certain issues viral. Agenda setting is utilized in a political advertisement, campaigns, business news, PR (public relations/advertising), and so on. The fundamental idea related to the hypothesis is gatekeeping. Gatekeeping is accountable for and has control of the determination of substance examined in the media. It is accepted that the public thinks most about the result of media gatekeeping. Editors are simply the primary guards of media. The news media chooses 'what' to communicate and appear through the media 'entryways' based on 'newsworthiness'. Example: A news of any event takes place in Peshawar comes from different sources, now this is up to editor what information he/she allows to broadcast and what to not. Gatekeepers are the incredible position that guarantees the correct material is spread to mass. Since certain issues are critical to media however not to masses. Additionally they are quite worried about not contorting harmony and public strength. Priming: The obligation of the media is proposing the qualities and guidelines through which the items increase a specific measure of consideration can be judged. The media's content will give an adequate measure of existence to specific issues, making it progressively distinctive. In basic words, the media gives the most extreme significance to a specific occasion with the end goal that it gives individuals the feeling that the specific news is the most significant one. This is done consistently. They chose news report is continued like a heading or secured normally for a considerable length of time. For instance, terms, for example, features, uniqueness highlights, conversations, expert opinions are utilized. Media primes news by rehashing the news and giving it more significance like, for instance, Nuclear Deal.

Framing: Framing is a procedure of particular control. It has two implications. The manner by which news content is ordinarily formed and contextualized inside a similar frame of reference. The crowd receives the frames of reference and to see the world along these lines. This is the means by which individuals append significance to a bit of news and see its setting inside which an issue is seen. Framing manages how individuals connect importance to certain news. For instance, on account of an assault, destruction, win, and misfortune, the media outlines the news so that individuals see from an alternate edge. We can take the Kargil War among India and Pakistan for instance. In both the nations, the news reports were encircled in such a manner they show their own nation in a positive light and the other in the negative. So relying upon which media individuals approach, their discernment will vary.

### Agenda Setting in Global perspective

A resurgence of enthusiasm for agenda-setting is in progress in different fields of studies. While agenda-setting used to be for the most part concentrated inside the field of the open arrangement, it is presently bitten by bit turning into a key methodology in near governmental issues, party contemplates, political communication, authoritative investigations, and so on. The fundamental thoughts hidden every one of these investigations is those approach issues are in interminable gracefully, that regard for policy-driven issues is rare because of the constrained data preparing limits of people and foundations, and that any strategy change and dynamic require going before

political consideration. The key issue is at that point: for what reason are political entertainers/establishments giving consideration regarding a few issues while disregarding numerous others? The fundamental driver of political consideration, agenda-setting researchers guarantee, is approaching data. Political on-screen characters and establishments must organize and follow up on a stunning measure of data while figuring out which arrangement issues to address. Along with the upsurge in enthusiasm for agenda-setting, the study has seen a blast in examining gathering longitudinal information on the motivation of gatherings, media, governments, parliaments, presidents, and so on. This information gives a chance to political specialists to rethink a significant number of our set up contentions about the role of institutions, ideological groups, and decisions in popularity based frameworks from another point of view and with new cross-national information. Let's discuss the relationship between media and agenda setting, most work on media and agenda-setting centers around media-sway on battles and appointive outcomes through an assortment of components. Thoughtfulness regarding policymaking and issue-explicit impacts is later. However, the cooperation between political agendas and media consideration might be vital to the comprehension of approach forms. Specifically we are keen on commitments breaking down the changing degrees of issue consideration in the two media and political agendas. We need to see better how increased degrees of media consideration may influence the needs of government officials and additionally the policymaking procedure.

#### Agenda Setting and Global Issues on Media:

We are experiencing a daily reality such that a huge number of occasions are occurring all the while. Media associations and foundations have utilized a great many individuals to watch those occasions and report them. The news media reveal to us which issues are significant and which ones are most certainly not. We have never observed the war circumstances of Afghanistan, Iraq, Palestine, and Kashmir with our own eyes. And still, at the end of the day we have photos of these contested regions in our brains. The media's day by day reports advise us about the most recent occasions and changes occurring on the planet past our scope. Because of this marvel, a large portion of our recognitions about the world is a recycled reality made by the media associations. There is no confirmation and no assurance that this the truth is a precise image of the world. Agenda Setting is one of the most significant media speculations of the current occasions. The idea of the agenda-setting took its name from the possibility that the broad communications can convey the remarkable quality of things on their news agendas and afterward move it to the open agenda. Generally journalists manage the news in a few significant manners. Above all else, they choose which news to cover and which to disregard. At that point they evaluate these accessible reports. In the expressions of McCombs (2002), in a commonplace day by day paper, more than 75 percent of the potential updates on the day are dismissed and never transmitted to the crowd. Papers need more space to print each and everything that is accessible. It is extremely unlikely other than decisions. These are the initial phases in the door keeping schedule. In any case, the news things that go through the door of the media associations don't get equivalent treatment when introduced to the crowd. Some reports are distributed in a more noteworthy length and noticeably showed. Others get just concise consideration. Papers plainly express the journalistic striking nature of a thing through its page situation, title text, and length, and so forth. It was Lippmann's hypothesis that the mass media make our photos of the world. Be that as it may, he comprehended that the photos gave by the media were frequently

inadequate and indistinct. We can see just impressions of the real world (not reality itself) in the news media. However, those reflections give the premise to our photos (Lippman, 1922). 5 After a significant stretch of four decades, Bernard Cohen introduced his thought in 1963 by saying: "Press may not be effective a significant part of the time in mentioning to individuals what to think, however, it is incredibly fruitful in mentioning to readers what to consider". Media merging in large media organizations: Media merger is a procedure whereby continuously fewer people or associations control expanding portions of the broad communications. Contemporary research exhibits expanding levels of combination, with numerous media businesses as of now exceptionally focused and ruled by few firms. Throughout the years there have been numerous merger endeavors, some effective, and others ineffective. After some time the measure of media combining has expanded and the number of news sources has expanded. This implies there are fewer organizations claiming more media sources, along these lines expanding the centralization of proprietorship. Let's take some examples of media mergers: In the United States, media consolidation has been as a result since the mid-twentieth century with significant studios commanding film creation. Prior to that, there was a period in which Edison hoarded the business. The music and broadcast businesses as of late saw instances of media combination when SONY Music Entertainment's parent organization blended their music division with Bertelsmann AG's BMG to shape Sony BMG. Time Warner's The WB and CBS Corp's UPN likewise converged to frame The CW. On account of Sony BMG, there was a "Major Five" (presently "Huge Four") combination of significant record organizations, while The CW's creation was an endeavor to unite appraisals and face the "Large Four" of American TV (this was regardless of the way that The CW was, truth be told, somewhat possessed by CBS, one of the "Enormous Four"). In TV, most by far of communicating and satellite TV systems, over a hundred, on the whole, are constrained by nine enterprises: News Corporation (the Fox group of stations), The Walt Disney Company (which incorporates the ABC, ESPN, and Disney brands), CBS Corporation, Viacom, Comcast (which incorporates the NBC brands), Time Warner, Discovery Communications, EW Scripps TV, or some blend thereof (counting the previously mentioned The CW just as A&E systems, which is a consortium of Comcast and Disney). 6 Another example happened in 1999 when Viacom made CBS a proposal of \$37 billion to get them out. This buyout caused a ton of promotion and numerous individuals were concerned this consolidation would diminish decent variety and the nature of news coverage as a result of the expanded political impact. There are likewise some huge scope proprietors in an industry that are not the reasons for imposing a business model or oligopoly. For instance, Clear Channel Communications, particularly since the Telecommunications Act of 1996, procured many radio broadcasts over the United States and went to claim in excess of 1,200 stations. Be that as it may, the radio telecom industry in the United States and somewhere else can be viewed as oligopolistic paying little heed to the presence of such a player. Since radio broadcasts are nearby income to, each station licenses a particular piece of the range by the FCC in a specific neighborhood, neighborhood advertising is served by a predetermined number of stations. In many nations, this arrangement of authorizing makes numerous business sectors neighborhood oligopolies. A comparative market structure exists for TV broadcasting, link frameworks, and paper ventures, which are all portrayed by the presence of huge scope proprietors. The centralization of possession is regularly found in these businesses. In the United States, motion pictures have encountered combination possession since the mid twentieth century, yet just as of late have news and broadcasting in the United States began to encounter it. The Telecommunications Act of 1996 took into consideration cross-media, and from that point

forward Clear Channel Telecommunications have procured many radio broadcasts. The twentieth century has likewise observed numerous types of media blending.

#### News as a Commodity:

As we know that news is produced for the consumption of masses and also with the intention of newspaper making profit from its production. News has to sell as newspaper corporations are in business, moreover with the goal of profit making. Newspapers' business model has been effected by the de-commoditization of news content as it is offered for free on internet. This has brought newspapers' profitability model under pressure as they have to strive to still remain in business. As a result, more emphasis has been placed on the need to make profits thereby.

sacrificing quality in news reporting in some times. Selling news looks to me as if a 'product' is being sold about which most of us are unaware. The real product sold by commercial news outlets is the diversion of your attention and mine from the governance of our society, our government, our communities, our people, and our country. We are so busy being overwhelmed and entertained by 'the news' that we do not leave our monitors long enough to organize, assemble, and insist on our rights as a people who have consented to be governed by law. We as citizens are sold a media product -- news, entertainment, the whole Time Warner Cable package which includes internet, satellite dish, etc. -- and by focusing us on blinking monitors bringing us the news, we are unfocused on perfecting our Union. I'd say we're on the crummy end of the deal. It's a head fake. We think we're consuming news, but our civil rights are being consumed instead, because our rights must be insisted upon to be maintained: we have, instead, looked the other way for more than 50 years (since the advent of television). And it's time we look again at what it means to be a Citizen, to perfect our Union, and to focus our attention at people we elect to a government which best serves its citizens. What the news outlets should sell is reality. By reality, I mean to say the actual day-to-day happenings going on around, without any bias, judgement on their part or whatever. That is the actual product of the news outlets; that is why they are existent. However, the above seldom happens. Which brings us to the second dimension: what is actually sold out there? The actual product of the news outlets is: perspective. Yes, the news agencies sell 8 you perspectives. They give you a way to look at things, the way they want you to. Why, and how, these perspectives come into effect, let me give a short list;

- Political groups which the agencies have affiliation to, or who pay for the promotion of their perspective
- Commercial entities, who influence the economies of such news agencies are interested in promoting their perspectives about their own products.
- TRPs matter for any television agency, or readership for print media. Hence they juice up the incidents according to popular perspectives to increase sales or approval. That is the final product of the news agencies

Global Journalist:

The term refers to a person who reports or analyzes news events and issues in a global context. The people reporting from or about other countries or events taking place in the country with global threshold.

1. International news reporting
2. Connection with news agencies around the globe
3. Mobility
4. Reports on global issues

#### Similarities and Differences in Journalism around the Globe

Although it's very difficult to identify similarities and differences of journalism across the globe and if we start studying the lists of the factors involved in global journalism, it is not that easy to define the commonalities and differences of journalists working around the world. The comparison of journalists across the national boundaries and culture is way more complicated. In addition to the numerous qualities, perspectives and journalistic practices that could be said to rely on the particular circumstances, there has been obscuring of the limits among journalism and other ways of public communication and between journalists and the audiences. It is difficult but not impossible to look for general examples and patterns. The similarities that exist to cut across the boundaries of geography, culture, language, society, religion, race and ethnicity, just as contrasts that are not effortlessly clarified. In some ways similarities and differences in journalism around the world could be defined in the terms of;

1. Resources
2. Individuals (Reporter, Cameraman etc.)
3. Newsroom
4. Editorial Policy
5. Official/Non-Official Organizations
6. Culture/ Tradition As every organization has their own agenda that they work on same is the case country to country, every nation has their own rules and regulation which has to be obeyed by everyone living in that country and the organizations/channels have to follow them same as any channel whether national or international they set their own agenda to work on and above mentioned factors are those that plays an active role in global journalism.