

STUDY ON THE NATURE, SCOPE AND RELEVANCE OF WEB 2.0 IN JOURNALISM AND ROLE OF STUDENTS AND TEACHERS IN EDUCATION

Dr Anisha Nishanth,
Assistant Professor

Ms Wilma Serrao,
Assistant Professor

Ms Anjali Rai
Assistant Professor

Nitte Institute of Communication
Mangalore
Karnataka, India
Nitte, Deemed to be University
Mangalore
Karnataka, India

Abstract

Technology had always been a part of the field in the earlier days of journalism, but its role was confined only to producers and owners. Now the media landscape is changing and its refining new opportunities and new knowledge where every user can contribute and be a part of content creation and generation. Technology has made it possible for all the different forms of journalism to converge and work together. This convergence of media has given rise to Multimedia Journalism, which includes print or a web story supplemented by the audio and visual forms which are more interactive than a mere text could engage. This present age multimedia journalism demands journalists who are skilled in multiple ways of the field. Abstract and Social media (Web2.0) plays an important role.

Web 2.0 is a platform which offers a combination of various technologies coupled with social and cultural opportunities that which helps both the teacher and a student a different learning experience which enhances their social, cultural, economic and political well-being. This study looks into various opportunities presented to media education by Web 2.0 and to explore the teacher-student learning experience. Tools like Prezi, wiki space classroom, edublogs, Animato, Blogging, Microblogging, RSS, Bookmarking, Podcast, etc. are some of the methods used in education.

Keywords: Web 2.0, Social Media, Media education, Convergence, Multimedia

1. Introduction

The Internet has changed the world by revolutionizing various methods of storing, publishing, and searching for information since the last two decades. The usage of web is not just limited to businesses and industries but has ventured into politics, medicine, media without any barricades of breaches geographical locations and cultures. Web 2.0 is a catchphrase being used after the innovative capabilities were introduced to the existing web.

Web 2.0 is the second stage of development of the Internet, by introducing changes in static web pages, including social media, which gives more scope for user-generated contents. Along with new technology, web 2.0 has also provided new experiences to the users. The recent trend of web 2.0 - Social media which is about networking and communicating through text, video, blogs, pictures, status updates on sites such as Facebook, Myspace, LinkedIn or micro-blogs such as Twitter has left a larger impact on its users.

Considering the field of journalism, web 2.0 has been playing an important role in news coverage and dissemination. It has become an important tool for every journalist belonging to different streams. What makes social media of particular interest to journalism is how it has become influential as a communication and news-

breaking tool. News dissemination today is not the same as it was decades ago where people waited for the newspapers to deliver information. At present, the news and data are available on your fingertip no matter which corner of the world we live in. All thanks to digital media, which has been delivering news and views without delaying. Even the pattern of news consumption has changed as the viewer, or the reader has been allowed to interact and leave their opinion as well.

A growing number of readers, viewers, and listeners are going online for their news has resulted in the birth of more number of digital platforms for news and views delivery. Along with web publishers, the users too, are creating the content. Web 2.0 has given an approach of creating and distributing web content through open communication, freedom to share and re-use too many users. The 2.0 model allows many internet users to comment and interact with the content creator. The new model has made a news consumer into a news publisher.

2. Background of the study

Cochrane, Sessions, Mulrennan(2012) tries to find out how new media industry uses social media for disseminating information and the reactions of schools in Journalism and mass communication in coping with such changes in terms of curriculum. Using the theoretical framework of constructivism learning pedagogy 2.0, the study focusses on a few activities to students like blogging to enhance the course discussion and devices used by the students in social media participation. The study found the potential of web 2.0 and stress the importance of such tool classroom teaching and learning. The study emphasizes that, instead of calling it crises or barrier, Journalism education should embrace and harness such potentiality of such tools.

Jayenwal (2017), in her article, explores the area of Journalism in the age of new media. She traces the growth and the expansion of the medium and the paradigm shifts in the form and style of Journalism. New media has created multiple platforms in print, magazine, radio, and television and cyberspace the core skills needed now for the multimedia platforms have made every journalist master digital tools. The stories are more visually appealing than the text. Thus the storytelling is another core skill needed. The journalist is expected to read and write stories out of 15 seconds. Insta, Snap chat posts are some of the examples. Though these skills are essential, still 'ethics and accuracy form the backbone of any news.

3.1 Print Media to Digital Media

The advent of the internet, specifically web 2.0, has created more space for the growth of print journalism. Even though print media initially was the only medium of information and was renowned among the public, it also has several issues associated with it. Print media, like publishing, requires a printing press. Circulation always depends on the fraction of a geographical location. But thanks to web 2.0 the print journalism now has an alternative term Online Journalism. Online journalism has been defined by Wikipedia as the reporting of facts produced and distributed via the Internet.

The delivery of news is not just limited to a hardcopy of newspapers, but the similar copies of the report are available in e-paper form too. Once a user connects to the internet, he or she has access to a platform global and free. According to the PEW Research Center report, young people aged 18 to 29 primarily get their news via the Internet. As the public have more access to information, the internet has led to the public becoming better informed and engaged in thinking about, discussing, and participating in the news dissemination.

Print Journalism in the digital era is not just limited to e-papers but has transformed into news websites and news apps. While the news organization officially monitors the news websites and news apps, the citizens have ventured into the business of news by creating personal blogs and social media pages to deliver information. In fact, through the invention of the internet and new media, the dissemination of news has become easy and quick. Various digital platforms of news not just give out information but also engage the crowd through interaction.

The new technology has also increased the responsibility of every journalist. He or she has to be very quick in not just collecting news but also breaking it. The practical knowledge gained through work gives in hand experience. But along with practical's it is also essential to be aware of the necessary theoretical knowledge about the field. Educational institutions play a major role in shaping the career of media enthusiasts. Accordingly, there are 'n' numbers of institutions across the world including the government, private, aided, autonomous and independent

which guide budding journalists who would like to pursue their career in the field of Journalism. Every institution delivering knowledge about journalism has to train the media students in becoming ‘jacks of all trades.

3.2 Journalism through Social Media

Social media and social networks have changed the way the news is generated and accessed. They influence media through various mechanisms, and to be specific, they work as a tool for journalists to create content, to distribute and impart information. Social media also works as a tool to seek, receive, and access information. These days it is the social media where the news is delivered first before the traditional media picks it up. The popular social media, Facebook, and Twitter users broke the death news of Michael Jackson in 2009, ahead of any major news network. Heavy traffic was also reported by various social network sites, search engines, and news websites across the world. That single story showed how news is consumed and disseminated in social media, how far it can reach, and how fast.

In the social media sphere, news knows no boundaries. The participatory culture on social media also provides a platform for users to leave their comments and feedback. While print media has a strict presence of gatekeepers, who filter the news before it is delivered to the receivers. While in social media, the role of gatekeeper is no longer limited to journalists, but even the audience play the part. Thanks to the participatory culture of social media about engaging the audience, which has resulted in breaking down the wall of journalism, which separates the reader from the journalist. The receiver now has a say as to what news they would want to follow or not. The social media also gives them freedom either to receive the content or block them if they feel the story as irrelevant.

‘According to The Nielsen Company, global consumers spent more than five and a half hours on social networking sites like Facebook and Twitter in December 2009, an 82 percent increase from the same time the previous year when users were spending just over three hours on social networking sites. Also, the overall traffic to social networking sites has grown over the last three years. Globally, according to the Nielsen survey, social networks and blogs topped the chart under online category with 206.9 million unique visitors compared to online games and instant messaging in December. The social media Facebook had a visit of 67 percent of global social media users ranking the topmost and spending nearly six hours per month among the other social media platforms. (Nielsen report)

3.3 Digital Journalism through Broadcast Media

The convergence of media has resulted in the introduction of multi-media on various platforms. Interactivity, hyper-textuality, and immediacy being the elements of digital journalism, the broadcast media has been fulfilling all the elements through their platforms. The broadcast media has not been just limited to television or radio but has extended its service on digital platforms such as YouTube, podcast, live streaming, and different apps. Journalism has been evolving into various innovative platforms, and the journalists of the future need to reinvent them too.

Technology and Digital Media has transformed the lives of millions and has been an effective medium to disseminate information. Apart from propagating news, social media has also been a platform in creating awareness on various issues. Today digital Media is a tool which allows instant, prompt, and direct mass communication. The advent of digital media criticisms has spread the negative notion of digital media sites. The use of digital media is, in fact, beneficial if used effectively.

YouTube is one such social media which is just not being used as a platform for entertainment, but also an opinion leader through various Social Experiment Videos. The concept of ‘citizen journalism’ has moved out from TV and Print to online videos. From creating awareness to forming opinions, the social experiment videos uploaded on YouTube have become an influential medium. Sound cloud is another such platform for audio media, which enhances the scope of delivery of contents through the digital platform. The mass audience is usually affected or influenced by the opinions presented on social media. Millions of non-professional journalists have been sharing their experiences online, bringing issues to the news agenda that were not—or could not be—covered by mainstream media.

With an added advantage of video and audio features, the broadcast media on digital platforms will leave a long-lasting impression on listeners and viewers. Community engagement, collaboration with an established

organization, engaging content on the digital platforms, and innovative program content can grab the attention of receivers and can engage the receivers for a longer duration. Digital storytelling has been a useful idea for every media organization to engage their receiver, which has resulted in the highest number of streaming channels, streaming apps, and digital audio platforms like a sound cloud.

3.4 Changing Role of students

Mass Communication and Journalism program which focus on the aspects of new media and technology should give consider interest in students learning and application skill rather than limiting the subjects to theories. Many graduates think that the New Media education they received in the universities and colleges has not helped them in their profession rather, the skills were acquired through trial and error method by the students using tutorials available online. Today, all the learning materials are available online, and e-learning materials are easily accessible to students. This facility has created a confidant in students as well as faculties; a personal learning environment is more emphasis than instructor's facilitation.

To understand new media technologies, the students need to understand the web media and social phenomenon beyond computerization. The students need to transcend the concept of social media users beyond personal use and attain the status of digital content generators and produce, A and writing skills for multiple platforms.

Web 2.0 is considered as one of the effective means of communication. It is recognized as one of the resourceful material to share and enhance knowledge. Over the years there has been a significant change and increase in the number of users of Web 2.0. The prominent growth in the usage of social media and digital technology has resulted in better usage of Web2.0 in all the fields. When it comes to education, Web 2.0 is widely used in different teaching and learning process. Web 2.0 is proven to be a key driver changing learning paradigms at academic institutions. According to the researchers, the potential of Web 2.0 technologies in teaching and learning environment has caught the attention of universities around the world. It trends in distance education, globalization, digital literacy skills, and collective intelligence, which has resulted in better re-structuring of academic programs.

Presently the traditional methods of teaching have been replaced by modern technology. The academicians will have plenty of opportunities to use Web 2.0 for effective teaching and learning process. Globally few of the famous universities have already adopted the new technology in classroom teaching. As Web 2.0 develops, it will not be possible for educators at any level to ignore it. The employers will expect education to develop essential skills with the new tools, and learners already familiar with the means will expect to be able to apply their knowledge and skills while learning. With the right training and workshop, every teacher in the institution can adopt the pedagogy of teaching and learn through Web 2.0. It is essential for teacher educators to be aware of the educational potential of Web 2.0 and to evolve their programs in ways that both students and educators will be the beneficiaries.

When it comes to implementing teaching and learning of Web 2.0 in education, it has both challenges and opportunities. The educator will have plenty of opportunities as well as options to initiate the learning process by implementing Web 2.0 in classroom teaching. Some of the teaching and learning methods are mentioned below.

3.5 Using Blogs for the Classroom

The educator can encourage students to class submissions on blogs instead of on papers. Blogs can be exceptional learning tools which can give students and teachers thorough autonomy to publish their content on the web. This practice among students helps them learn techniques and use them daily. Blog writing is very general, informal, and casual. This will help the student to enter the database in a safe zone and express it to the educator without any hesitation. It also allows the educator to analyze and leave comments instantly. Web 2.0 highlights online association and sharing between users, allowing users to build connections between one another. It's about people getting together and communicating and collaborating and sharing. As most of the students are very much active in all kinds of social media and microblogging, activities like blogging in the classroom would help the learner. The advantage of Web 2.0, is that the users can work together without knowing HTML or any other coding language to construct a knowledge base

3.6 Using video and podcasts

When Web 2.0 tools are effectively integrated into the classroom, student-centered pedagogy will be implemented. The audio and visual medium is considered as one of the effective media for teaching and learning process. As there are many video and audio sharing portals and devices, the learning process and assignments can be recorded on multiple video and audio recording devices and can be shared on various platforms. Due to instant interactive and sharing options on social media and other web portals, such as video and audio works by students can be shared with other groups as well. Web 2.0 applications are radically changing the way users create, share, collaborate, and publish content through the Internet.

3.7 Wiki Technology

A wiki is a Web 2.0 application that can be defined as a collaborative Web space where users can add and edit content to be published on the Internet. Here the content generator can develop content on any specific topic of their choice by conducting in-depth research and collecting facts and details. Such data can then be published in wiki pages which can be accessed by the general public. Wiki Technology helps the content generator to edit the facts and change it when required. The use of wikis in the classroom has the potential to allow students to develop their understandings. It then helps the students or learners to be the generators of knowledge and active contributors to the Internet. The time has come that to enhance the quality of education; the educator has to learn the technological tricks of this trade.

4 Conclusion

The present generation is digital natives, and the students today have access to computers and smartphones, high-end internet connection. Mobile and broadband penetration in India is the highest in recent years. The increasing job opportunities and the landscape in media have changed the way media education has taught in schools and colleges. There is a paradigm shift in education from traditional methods to mere Journalism skills of writing and editing to multimedia storytelling. Thus it's important to integrate web 2.0 technologies in teaching and learning. There should a favorable environment which can adopt these technologies with infrastructure support and working administrative policy. Workshop and training should be conducted to enhance the skill of faculties in the application of Web 2.0.

References:

1. <https://www.igi-global.com/dictionary/social-bookmarking-tools-and-digital-libraries/55114>
2. https://members.aect.org/pdf/Proceedings/proceedings09/2009/09_1.pdf
3. <http://www.onlinemarketing-trends.com/search/label/Online%20Social%20media%20trends>
4. <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=3326&context=libphilprac>
5. <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=3326&context=libphilprac>
6. <https://www.opensocietyfoundations.org/sites/default/files/mapping-digital-media-citizen-journalism-and-internet-20110712.pdf>
7. https://www.researchgate.net/publication/307436334_Quality_Teaching_Using_Web_20_Technology_in_Education
8. <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/research/files/Journalism%20in%20the%20Age%20of%20Social%20Media.pdf>

9. <https://www.citejournal.org/volume-11/issue-2-11/current-practice/web-2-0-tools-and-the-evolving-pedagogy-of-teacher-education>
10. <https://pdfs.semanticscholar.org/4968/a87843fe9d24ed24ca3d13c3eb584431abe3.pdf>
11. <https://pdfs.semanticscholar.org/edf6/0c9c2443904a2d07fc810f026832b5d70ee1.pdf>
12. <https://files.eric.ed.gov/fulltext/ED562347.pdf>
13. <http://publications.jrc.ec.europa.eu/repository/bitstream/JRC55629/jrc55629.pdf>
14. <https://digitalcommons.unl.edu/libphilprac/1248/2015>
15. <https://journals.sagepub.com/doi/pdf/10.2304/elea.2010.7.4.328>

