SOCIAL MEDIA AND ITS IMPACTS ON TRADITIONAL MEDIA: A CASE STUDY ON *BERITA HARIAN*

Hizral Tazzif Hisham

Faculty Leadership and Management Universiti Sains Islam Malaysia, (E-mail: hizral@usim.edu.my)

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Abstract: Threats over traditional media have been on the rise ever since the new media exist. Since its inception, the performance of the Press and printing industry has been declining steadily. As time goes by, it is becoming more persistence. As such, this study, which aimed towards identifying the impact of new media, particularly in news gathering and news publication, was conducted. Other objective includes finding the frequency of new media usage among journalist. This study uses an in-depth interview method with Berita Harian's Associate Editor for Digital, Feature and Special Report. Based on the information gathered, it can be concluded that the new media had severely impacted the traditional media in many ways. The impact left little options to Berita Harian in its efforts to move ahead. Instead of focussing on improving its printed version, Berita Harian vows to continue strengthening steps towards improving its production via new media and social media platforms, namely Facebook, twitter, Instagram, WhatsApp and YouTube.

Keywords: New Media, Traditional Media, Publication, Social Media

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Introduction

This study is conducted with the aimed of examining the impacts of new media on traditional media, particularly *Berita Harian*, the newspaper was established on July 1, 1957 and one of the pioneers in Bahasa Malaysia mainstream newspaper, was chosen for this case study.

Being traditional and pioneer, *Berita Harian* has been one of the primary sources of information for news and current affairs, while the media itself has been the medium to 'communique' and convey inputs of mass communication to a larger audience or market. Early and middle of 20th century has been the glory days for traditional media, with television, radio, magazine and newspaper acted as the main source of information. However, the emergence of Internet towards the end of 20th century started to change the media landscape rapidly. Nevertheless, the changes does not refute that both traditional and the new media, play major role in our daily life.

The media has been categorized into traditional and the new media. The traditional media, comprising television, magazines and newspaper, was discovered with the invention of printing machine by Johannas Guttenberg in 1440s, which among others, speed-up news publishing processes, while technology and its advancement has been the backbone to social media platforms. The definition of new media according to Azizah Hamzah (2011) refers to wide range of changes either in media production, distribution, storage and use. New media technologies facilitate personalized communication where the users can customized the information they want. As described by C.Shirky (2008) , it is becoming norms for an individual with a camera or a keyboard, to befitting a non-profit of one and self-publishing. With Internet and the new media, access to information become easier. We can get the information we want in split seconds. According to the *New Straits Times* newspaper dated 6th June 2017, Facebook, WhatsApp and Instagram are preferred top three applications - by both public and private universities - for searching, reading and sharing news, including viral of current or breaking news, due to its ability to spread news faster than print or broadcast media.

Reuters Institute Digital News Report 2016, quoting Nic Newman from University of Oxford, nevertheless, said that television news will remain important to older generation. In terms of devices, the usage of smartphone as medium to gather news, is increasing sharply, totalling almost half of global sampling (53%), compared to computer and tablet, which is respectively, falling and flattening. According to Prof Dr Aizuddin Mohd Sani of School of International Studies, Universiti Utara Malaysia, the number of handphone exceeding population numbers in Malaysia. According to him Malaysian population are more than 31 million but hand phone users are more than 42 million units. It shows that if anyone, including the government, party and advertisers want to send their messages effectively they must use social media as the medium.

The sampling results promptly disturbed publishing and newspapers industry as their survival has been at stake. Questions such as:" Will there be anyone who would read print newspapers in future when news are available faster?" started to mingle over their head. Percentage of aging population and poorly accessible area, which forms advantage to traditional media was found to be small enough to brush aside those threats and obviously increases potential for traditional media being knockout as a popular search engine for information.

The threat which is becoming inevitable, demands early diagnosing and prescribing measures. "We are in the middle of some kind of industrial revolution in the media." Central to this revolution is the rise of social media and the emerging explosion of Tablet PC bringing with them new consumer demands and new ways of navigating news-gathering and news-distribution. Naturally, newsrooms are metamorphosing and journalists are transitioning in response to the social, cultural and technological changes happening (Alejandro, 2010).

Background of Study
The case study for this subject is on **BH,** (formerly known as **Berita Harian** after renamed on 2 July 2012) which came into being on July 1, 1957 as among the first mainstream newspaper in Bahasa Malaysia. Its Sunday Edition, **BH Ahad** (renamed on 1 July 2012; was previously known as **Berita Minggu**), and launched on 10 July 1960. The newspaper was printed in broadsheet format until 5 July 2008, when it sported a newer, more compact look. The paper underwent a huge transition on 1 July 2012 in which several changes were made, including renaming the 'Ekonomi' section to 'Bisnes', the pullout 'Ratu' to 'Famili' and 'Rona' to 'Kembara'. Changes were also made in layout, typography and pagination. Despite its new

image, Audit Bureau of Circulations (ABC) Malaysia, in its July to December 2017 half yearly report stated that copies of **BH** total circulation figures has declined from 91,648 to 69,985 (abcm.org.my)

Problem Statement
The advancement of technology especially information communication technology (ICT) - started with printing machine, telegraph, radio, newspaper, magazine, television and now the Internet and social media - has exponentially influence the society in consuming the news. Smartphone for example, converged all platforms to facilitate access to information in multimedia forms. People can access real time news everywhere in the world as long he/she has access to Facebook, Instagram, and twitter now. Gone by the day where people have to wait Norms during those days, when people used to listen to radio and read newspaper for information, has now becoming minorities. Today's evolution of internet-based technology has taken over the traditional media, with speed in disseminating news and information, being the main character. Comparatively, printed newspapers deliver daily. Radio and television did it over a period of times daily, while the new media delivers it at real-time. Traditional media has also been to known to its limited coverage and hefty setting up costs, compared to social media which are cheaper and has no boundaries.

Audit Bureau of Circulations Malaysia (ABC), in its first half of 2016 circulation figures revealed that, most of the daily publications have shown decreased in their sales compared with the previous corresponding period. For example, The Star registered increase in circulation 248,559 (2016) compared 248, 411 in (2015). The only daily mainstream showing an increase of 2 percent, while the rest displayed much higher decreased in circulation. *The New Straits Times* went down from 62,113 in 2015 to 44,090 in 2016, *Berita Harian* dropped from 106,754 in 2015 to 90,969 copies in 2016, while *Utusan Malaysia* dipped from 154,776 in 2015 to 144,438 in 2016.

The decreased pattern in circulation we can see elsewhere around the world. According to a study by International Federation of Audit Bureaux of Circulation (IFABC), readership of print newspaper in most major countries have slumped since 2011, and has not improved ever since. Despite, newspapers sold in 23 countries totalled 123.5 million copies a month, a decline of 1.6 percent or close to 2 million copies fewer than that of 2010, were recorded.

With fierce competition between television and online media, it appears that print media has little options except to reduce its circulation. As such, several big questions on contributing and attributing factors behind the drops in newspaper circulation, has to be visited, verified and answered rationally.

Research Question
In order to make sure that the objective of the research is being met, the researcher has to always raise relevant questions. In other word, the researcher has to develop research ideas and suggestions parallel to research objective:
1- How can the new media affect news gathering?

2- What is the effects of the new media on news publication?

3- How often journalists used the new media in performing their task?

Research Objective

Generally, the purpose of this research is to identify whether the emergence of social media has any effects on traditional media. In specific, the objective of this research is as follows:

1- To recognise the effects of new media towards news gathering

2- To ascertain the effects of new media on news publication.

3- To study the usage of new media among journalist.

Limitation of Study

This research is limited only towards the impact of the new media on traditional media. The researcher would like to find out the possible implications, either negative or positive, so that overcoming measures to eliminate future challenges faced by newspaper industry could be laid down for considerations.

Significant of Study

This study is conducted to discover what are the effects of social media to the traditional media for example is newspaper. The newspaper will never catch up with social media in terms of speed and audience because news today will be appeared tomorrow. methods of publishing news in fastest means so that changes in media communication throughout the world and the region which have been identified to have had ripple effects on Malaysia's newspaper industry could be revamped accordingly. It is notable that today's media landscape is changing according to the needs and desires of citizens. One of the fundamental changes recognised has been that of individuals desire to be heard while citizens generally demand for accountability. All these underline the need for governments to be relevant, transparent, consistent and able to reach their stakeholders in an effective and efficient means of communication. In other words, today's landscape of new technology demands the government to use imperative approach as a means to contain any unfair, unjust and unethical practices in pursuit of competition. While present popular approach by prominent news organisations such as The Economist, CNN, Aljazeera, Channel News Asia, South China Morning Post, Jakarta Post, Business Times Singapore, Astro, and *Malaysiakini*, among others, has been to operate using their own news portals.

Literature Review

The emergence of new media as a result of technological advancement in Information Communication Technology (ICT). According to McQuail (2001) the basic platform to new media communication holds on to two primary innovations, satellite communications and computers. emergence of new media is widely welcoming by many as it unlock opportunities for end-user or consumer of one-way mass communication into gratifying themselves as producer and transmitter. According to Prof Dr Mohd Azizuddin Mohd Sani, the trend of usage in new media is growing from General Election 10 and General Election 8 where news portals were popular among voters but mainstream still dominant. He said, in General Election 12, blogs emerged and in GE 13 social media such as Facebook, twitter and Instagram. According to him new media was equally dominant as broadcasting but not print. In Malaysia according to former Deputy Prime Minister, Datuk Seri Dr Ahmad Zahid Hamidi 80 percent voters use social media However, the dark side of it would be distinguishing between the "truth" and "fake" information. From Indymedia to the future BBC, distinction between information producers and consumers will be increasingly difficult to draw (Creeber and Martin, 2009; Bennett, 2003). As has been experimented by global citizenship, empowerment offered by distributed and networked digital communication often could be

shared more extensively. As such, this situation warrants vital adjustment to the theories of media hegemony.

On long term perspective, flows of new media or mass media information has been perceived as difficult to predict. At one side, mass media news outlets are struggling with upholding gate-keeping standards due to demands for interactive content produced by amateurs. On the other side, ordinary citizens are empowered to expose their personal experiences without compromising the high standards of information quality and community values. In the long run, these tendencies may be the most revolutionary aspects of the new media environment (Bennett, 2003).

In exploring the distinctions and complementarities between the new media and traditional media one must understand the technical distinctions between these various media forms (Brydon, 2011). Mainstream mass media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control (Banerjee, 2008).

The new or alternative media on the other hand have radically different characteristics. The new media such as the Internet can be used for both points to mass communications as well as point to point and mass to point message distribution. They are also extremely decentralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control (Banerjee, 2008).

With this scenario, it is therefore not surprising for the new media to gain popularity and acceptance among civil society. People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control (Rosenstiel, 2005).

In Malaysia, mainstream media is controlled by the government through the law, the social media started to gain popularity and acceptance to millennial generation, driven by desires for freer information flow. With low investment and easy to set-up plus the provision of sustaining presence, Internet naturally appears to be the most logical answer for spreading information. Moreover, at that particular time, Malaysian thirst for fresher looks and perspectives.

In the context of Malaysian media, tremendous changes over the past few decades, has been witnessed. It begins with the controlled media environment, where print media operates under annual licensing scheme while broadcasting media were state-controlled, However, since early 1980s, the process of deregulation and liberalization took place, reshaping the media landscape. Today, the operations of Malaysian media continue with some form of control over mainstream media via licensing of print media and state-owned broadcasting entities. In addition, there is a range of commercial radio, TV stations and satellite TV that are in operation (Banerjee, 2008).

The expansion of the new media in Malaysia has been so extensive, to the extent, the then-Home Minister Syed Hamid Albar commented that: "Internet news media cannot be called an "alternative media" any more as it is a more popular medium than the traditional mainstream media in Malaysia. We have to call the alternative media the mainstream. In fact, mainstream papers are trying to emulate them and be as critical as they can in selling their papers" (*Straits Times*, October 22, 2008).

Methodology

This study is a qualitative approach and this technique was selected in this research due to the advantage of technique to extract the meanings from the resource person. Qualitative refers to several methods of data collection, which include focus groups, field observation, in-depth interviews and case studies. Although there are substantial differences among these techniques, all involve what some writers refer to as getting close to the data (Wimmer & Dominick, 1987). But the researcher is aware that this technique has its own disadvantages, for example, as described by Wimmer & Dominick (1987), the sample sizes from the study are generally too small to allow the researcher to generalize the data beyond the sample selected for the particular study and sometimes the researcher can loss the objectivity6 when the researcher too close with the respondents.

For this research, the researcher opted for in-depth interviews. As noted by Berger (1998), in-depth interview is an extended conversation but very focused, it conducted to get at particular issues such as hidden feelings or attitudes and beliefs of which respondent may not be aware or that are only dimly in his or her consciousness. The advantages of this technique as mentioned by Berger (1998) is more detailed information can be collected and obtained unexpected information from the respondent and the information is not revealed. The purpose of in-depth interview is to instigate capturing of respondent's perceptions in their own words, this to allowed the researcher to present the meaningfulness of the experience from the respondent's perspective. Open ended and unstructured questions were asked to the participant and each interview lasting between 45 minutes to 90 minutes.

The Malaysian Newspaper Industry Vis-À-Vis the New Media

Mainstream newspapers in Malaysia have gone through several stages of uncertainty and fear towards the end of 1997. This began with the emergence of online newspapers and websites which formed part of the new media and were made possible by the Internet. In the initial stage, the emergence of the new media has made conventional media owners worry about losing their influence and consequently, their profitability. The fear was not only that the new media was fast, colourful and borderless, but also that they affect the mind and psychology of readers who opt for alternative media (Daud, 2008).

Despite all these developments, Malaysian newspapers still attract advertising dollars. The presence of online newspapers did not destroy the print newspaper. They are reinforcing each other. The presence of Internet will not replace newspaper but cannibalised the circulation of printed paper where the circulation is going down because people can read the news online. Radio did not replace newspaper, and neither did television replace radio. The form of newspaper may change, but not the newspaper per se. The layout may change, but the content will still be in the form of news. Even if there is a drop-in circulation, it is perhaps due to the youngsters shunning the mainstream or conventional media.

The decline in circulation of newspapers in Malaysia may also be attributed to issues on credibility as some would think that mainstream newspapers are pro-government and serve as propaganda mouthpiece to the government. There is, therefore, a credibility problem with regard to what is written in mainstream media. According to *Bernama*, the National News Agency Chairman Datuk Deri Azman Ujang, the level of believability among the people seems to be less (The China Post, August 2009). Nonetheless, the conventional media are actually embracing the new media as newspapers now have their own online versions.

This, however, does not mean that *Malaysiakini*, The Malaysian Insider and other online newspapers will have an easy ride. For starters, it is still very difficult to attract enough revenue, relying solely on online advertising, which in Malaysia is still in its infancy. Plus, there is a myriad of other issues facing online newspaper organisations too, such as the challenge of maintaining readership and control over content in a world of links and copy-and-paste journalism. The newspapers do deserve some credit as they do a better job in covering local interest stories, which often neglected by the politically and nationally minded online publications. If one can get past the main section of The Star without having a seizure, one would like to read its Metro section which keeps one informed on little things going on in the neighbourhood, city and state. Internet is the ideal medium for what some call hyperlocal news, but fortunately for newspapers, it has yet to become popular here. Like everything else, however, it is only a matter of time (Yap, 2009).

Convergence of Technology
Conventional media are maturing over the course of decades. Over years of its establishment, the industry already has a very mature system. The Western media companies, in particular, are conglomerating for globalization throughout the world. This means the ownership of media companies are gradually being bought by few big media conglomerates, which are expanding their markets globally (Croteau&Hoynes, 2003). New media has emerged along with the development of new technology, especially the Internet. However, it has not taken new media as much time as it took for conventional media to grow. The acceptance of new technology by the audience was faster than before. Internet gained 50 million users in seven years; however, to gain as much consumers would take 50 years for telephone or 20 years for television (Bakker & Sadaba, 2008). With existing structures and markets, new media changed from an alternative to a media that grew powerful enough to influence the conventional media.

The most significant effect is that new media revolutionizes how conventional media is distributed. Usually conventional media only has one channel to deliver their content. Textual and pictorial media content are distributed to audiences through printing on newspaper. By transforming to electronic signals, motion pictures distributes through channels like cable or satellite to TV set, which converts signals back to motion pictures and displays to audience. The point is conventional media content could only be distributed through a single distribution channel with one featured outlet: the television set, newspaper, radio, or movie screen. Internet broadens the way media content is reaching the audience, with characteristics of multiple, anytime, and anywhere. Since media content have been digitized, it easily reaches the audience through multi-platforms - computer, laptop, smartphone, and game console - besides the traditional ways. The viewing time and place also become more flexible, especially as media devices become more portable. Information or programs are not distributing or broadcasting at a certain time on the Internet because digital files could be retrieved without any limitation on time. Multi-platforms also make them available to more than one outlet.

Conventional media used to reach audience, both locally and nationally. Even though the globalization strategy from big media conglomerates made media content available internationally, the high distribution costs still built a limitation to that. There is less limitation, however, for distribution through Internet. Audiences are no longer segmented by nations. New media appeals to audiences international. New media also speeds the pace of the updating media content, especially the news. For instance, news from a physical newspaper normally comes from the previous day. If some breaking news happens today,

after the day's paper was already printed, it has to wait for the next printing. On Internet, news can be updated instantaneously instead or in real time. As mentioned, Internet also reduces distribution cost because media content is distributed digitally rather than physically. Convergence has been defined differently according to various scholars. The reason why there are different definitions is that conventional media evolved with varying business strategies to work with new technologies. Some earlier studies have not been confident about media convergence. Noll (2002) summarizes it is "nothing more than an over hyped illusion" (p. 12), because the future of convergence could not be foreseen very clearly early in the century. Rather than passively influenced by technology, convergence is an approach for conventional media to affiliate itself with new technology (Lawson-Borders, 2003). Pavlik and McIntosh (2004) describe convergence as an environment, which embraces media, computer, and telecommunication. But an early definition given by Pavlik (1998) says convergence is "the coming together of all forms of mediated communications in an electronic, digital form, driven by computers and enabled by network technology" (p. 134). This is a more precise interpretation of convergence.

Convergence does not only refer to "multiplatform environment" (Killebrew, 2002, p. 39), but also to an experience that combines some perspectives of conventional media, which includes publishing, television, film, and radio sectors, and some aspects of new media. Convergence generates professional media content from conventional media and distributes them on multi-platforms that consist of Internet and electronic devices. Lawson-Borders (2003) suggests seven steps that media companies go through to achieve convergence more smoothly, and these are communication, commitment, cooperation, compensation, culture, competition, and customer. Basically these seven Cs do not only advise how media company should function in the context of convergence, but also are general issues that many media companies need to pay attention to, including companies that are not going through the process of convergence. It is a broad idea of how media companies should perform regardless of circumstance.

Technological Determinism Theory
The late Herbart Marshall McLuhan was a brilliant Canadian scholar who failed grade six, and who then went on to earned five University degrees, including a doctorate in English from Cambridge University.

McLuhan fell out of favour by the time he died in 1980. However, he has now become the celestial hero of the electronic age, for he prophesied what has come to pass. Internet and the World Wide Web have now created the "global village", that McLuhan envisioned in the 60's.

He believed that the new electronic media have radically altered the way people think, feel and act. He predicted that we would be in the midst of a revolution, and that the world will never be the same. According to McLuhan, the crucial inventions that changed life on this planet were the phonetic alphabet, the printing press and the telegraph. Phonetic alphabet catapulted the human race into an age of literacy.

Gutenberg's press launched the Industrial Revolution. We shape out tools and they in turn shape us. Technological Determinism means inventions in technology invariably cause cultural change. Put another way, the modes of communication shape human existence.

Harold Innis suggested that sudden extensions of communication are reflected in cultural disturbances. McLuhan unique in claiming that *channels* of communication are the primary cause of cultural change Family life, the workplace, schools, health care, friendship, religion, recreation, politics are all touched by communication technology.

McLuhan viewed every new form of media *innovation* to be an extension of some human faculty. Book is an extension of the eye. Wheel is an extension of the foot. Clothing is an extension of the skin. Electronic circuitry or the computer is an extension of the central nervous system.

McLuhan defines media as anything that amplifies or intensifies a bodily organ, sense or function. Media extend our reach and increase our efficiency. Also act to filter or organize and interpret our social existence. McLuhan in famous for the quote "The medium is the message'. This means if for example the government want to send message to younger generation, the right platform is social media that can be accessed via smartphone, if the government choose television, the message will be read older generation. Azizah (2011) said that different media create different levels of interactivity on the viewer. For example, movie is considered as 'hot' media in a sense that movies enhance the sensation of vision but the television is considered as a "cool" media because the viewer has to try to determine meaning and demands an effort to create value.
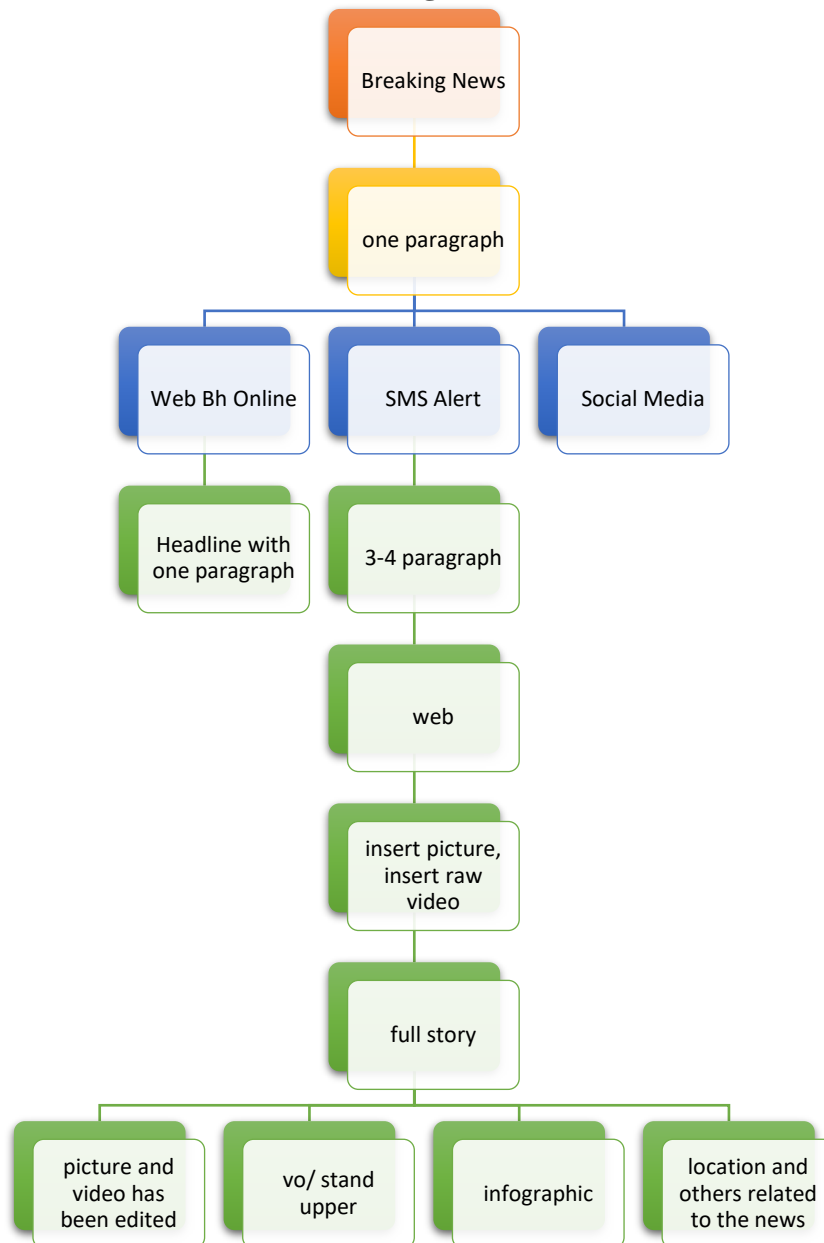
The Effect of New Media on News Gathering.
Beaumont trained as a journalist in the days before the world wide web, but, like most of his profession, he has integrated new technologies into his news-gathering techniques as they've emerged. Covering the events in Cairo during the internet blackout in Egypt was like taking a step back in time (Krotoski, 2011)

The web's effect on news reporting is considered the clearest evidence that this is a revolutionary technology: news editors – and in some cases, the governments that they observe – are no longer the gatekeepers to information because costs of distribution have almost completely disappeared. If knowledge is power, the web is the greatest tool in the history of the world. (Krotoski, 2011)

Based on the Krotoski writings in The Guardian newspaper, she shared about how news gathering changing today with the revolution of technology. Encik Zainudin Mohd Isa and Dato Ahmad Zaini Kamaruzzaman, both from *BH*, agreed that the new media makes printed news drop but at the same times it helps a lot in news gathering. Their work become faster with improvement along the chain of news gathering and processing flow. Twenty years ago, any breaking news or conference coverage would require journalists to wait until the event ended before heading to the office, file their stories and handed it over to the editors. The readers will only get to know the news on the following day. With the emergence of the new media, flows of news gathering becomes faster and efficient. Journalists can submit their stories to editors faster by uploading their copies through Internet, from any nooks and corners. Upon receiving it, the editors clear the copies before postings it into their news portal for readers to view. The convergence of new media for news gathering may be some of good things to happen as it makes jobs done faster but it will be lack for printed news publication.

Data Analysis - Work Flow of News Gathering

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   ┌──────┴──────┐  ┌──────┴──────┐
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│ been edited ││           ││             ││ to the news │
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The News Flow When There Have A Breaking News

The chart above show how the flow of news gathering process when there is breaking news. It shows how the news gathering happen and how the news will be updated in the social media, in line with *Berita Harian* tagline 'digital first, print later' online and SMS alert. *Berita Harian's* slogan is social media first, printed later, this slogan means that the breaking news will be updated in one social media such as Instagram, Twitter or SMS Alert within 10 minutes the event occurred. And within 30 minutes all social media already updated with the news. The detailed of the news can be read in the newspaper tomorrow. At the same time the company try to cut cost with only one reporter to go for assignment and he/she will do for three newspaper under NSTP group brand. Meaning under convergence desk the story will be distributed after the reporter file in from the location.

Data Analysis - The Effects of New Media on News Publication

Over the past century, newspapers play a dominant role in public communication especially in access to news and information from all over the world. But today, that role has been challenge. Now reading newspaper is no more using physical format but more online and smartphone. Readers are no longer purchase the printed version of the newspaper but prefer the online instead, because it is free. Facing such challenge, newspaper organizations have no choice but to find alternative model that is migrated from traditional methods to online.

BH has changed the approach of news gathering by using the "new media" or new approach to compete with other news companies and social media users. Now BH is more focus on digital media and social media to overcome the situation. They get along with the emerged new media. What they emphasize today is "digital first and print later" means that every news sent by their reporters on the ground will be put on digital platforms such as online web portal, Short Message Service (SMS) alert and social media- Twitter, Facebook, Instagram first. They also used other better platform for sharing videos such as Online TV and YouTube.

Data Analysis- The Usage of New Media Among Journalists

The usage of new media among journalist is popular, helping them in news gathering process. Journalists usually used social media to deliver news to readers in real time manner. It is very helpful in delivering news. Readers can read news update anytime using smartphone. Before this, news that is happening today can only be read next morning.

New media journalists have to do multiple jobs like writing news and at the same time do stand-upper from the scene. With smartphone readers not only be able to read news in multimedia format, but they can also listen to other multimedia format with their smartphone. Right now, we have the technology with front camera, so that, the journalist can do their stand upper by themselves. So, the usage of new media among journalist is very helpful in delivering news because the news gathering process has been speed up.

Conclusion

Convenient access to online news for free information provide little reason to pay for newspaper subscription. This is not the end of print media but the need to adapt to new environment in rapidly changing consumer patterns as well as a corresponding shift towards digital content. The adaptation and the corresponding shift have taken the new media to a new level of creating impact on society at a faster pace. The credibility that the new media gained prior to and after the General Election in 2008 is not something which is guaranteed permanently as we have seen how Malaysians generally favour TV as compared to the Internet when it comes to issues of credibility. Perhaps among the reasons why the new media appear credible are the perceptions that the conventional mainstream media in Malaysia are government controlled, coupled with the fact that the opposition found an avenue in the new media to air their grievances and reach their supporters. The fact that we are increasingly living in an era of media convergence, distinctions among traditional mainstream mass media and the new media such as the Internet are getting more and more blurred (Banerjee, 2008). Despite these distinctions, there are still complementarities between the new media and conventional media. The decision by News Straits Times Press (NSTP) to introduce convergence desk is considered timely due to the development of social media in the country. With tagline digital first, print later, this is one-way NSTP adapt to the changing environment of media landscape in the country. With convergence desk, NSTP just need to

send one reporter to the event, update the social media and later the print media. They have to do multitasking job.

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