



FACULTY OF COMMUNICATION AND MEDIA STUDIES  
DIPLOMA IN COMMUNICATION AND MEDIA

IMPACT OF NEW MEDIA TOWARDS TRADITIONAL JOURNALISM

GROUP: N5MC1105E

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## **ABSTRACT**

The verb “impact” has developed the transitive sense “to have an impact or effect on”. Impact is something that has to do on a situation, process or a person is a sudden and powerful effect that it has on them (Collins English Dictionary, n.d). The history of “traditional journalism” has been described as the emergence of a professional identity of journalists with claims to an exclusive role and status in society (Mark Deuze, 2005). Technologies described as the “new media” are mostly digital and are likely to describe as the subject matter made available using different forms of electronic communication (Lev Manovich, n.d).

The researchers are focusing on the impact of new media towards traditional journalism. The research objective for this study are:

- To determine the effects of new media towards traditional journalism.
- To identify the ways that new media has transformed traditional journalism into.
- To analyse the solution that can be made in order to make traditional journalism as the new easy access to new media.

Based on the study, the researchers are using in-depth interview which requires many informants that are suitable with the topic research. The researcher will ask them question regarding to the topic journalism as the target audience of this study is seven people with the age range of 26 to 51 years old. The informants will be chosen based on their background, educational, intellectual and their understanding about the topic of the research. People that the researcher will be interview are:

- Chief Executive Officer
- Journalist and Specialist Writer
- Vice President Culture and Engagement
- Executive Journalist
- Special News Journalist

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