

# "New media stimulation: Journalism student's precedence towards making short film (fiction) than documentary"

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## **Abstract:**

Communication is derived from Latin *communicare*, meaning "to share". From the linearly conceptualised Shannon Weaver Model of communication (1942) outlining source - transmitter - Noise - channel - message - receiver as the primary process of message delivery to the Cyclical paradigm emphasized by Wilbur Schramm in 1954, where he suggested that communication is a two way process where both sender and receiver take turns to send and receive a message, mass communication has undergone a major perceptual transformation. Schramm's assertion that communication is incomplete unless the sender receives a feedback from the recipient subsequently aided and bolstered by the Information Technology revolu-

tion (the Internet) has opened entirely new vistas for mass media communicators and journalists. As the 21st century has brought us to the cusp of a 24x7 world of fast-moving, instantly-demanded news and views from around the globe at the fingertips of everyone, everywhere, and as consumer preference for broadcast media and visual communication are outpacing the lure of print media, it is natural for journalists to explore the technology-enabled New Media tools and vehicles to investigate, research, produce and disseminate information and opinions. The Internet (social media, news sites, blogs etc.) provides them access to a much larger and selective target audience than traditional media ever could while at the same time facilitating multiple attractive

resources like animation, audio and video to optimize their capacity to 'inform, influence and inspire'. The purpose of this study is to examine how these rapidly evolving enablers and media effects-builders are being leveraged by today's aspiring journalists and journalism students in their pursuit of the highest standards of the profession with specific focus of the use of video on the Internet (YouTube, Vimeo etc.).

**Keywords:** Communication, New media journalism, Short film, Documentary, Journalism Apprentices, Precedence

### **Introduction:**

Communication is the act or process of communicating i.e. imparting or exchanging of information by speaking, writing, or using some other medium as means of communicating the information. Whereas, Media is the vehicle through which we can send particular information or impart knowledge. Therefore, sharing information from one end to the other through different medium of media is referred as media communication. Wilbur Schramm in 1954 suggested that "communication is a two way process where both sender and receiver take turns to send and receive a message" since then, mass communication has undergone a major perceptual transformation. Schramm's assertion that communication is incomplete unless the sender receives a feedback

from the recipient subsequently aided and bolstered by the Information Technology revolution (the Internet) has opened entirely new vistas for mass media communicators and journalists. Journalism is a process of researching, investigating, gathering and producing as well as a medium of circulating information about the happenings around the globe that is of interest of people and impacts them. New media is a term meant to encompass the emergence of interactive digital media that requires computer and internet essentially and facilitates a two way communication from initiating a message from source to receiver enabling the next step that is a quick feedback completing the cycle of effective communication by shortening the distance among the communicator and receiver.

New media Journalism is related to journalism in many ways. It enables the journalism professionals to learn to use longstanding techniques with the fresh new media gears to refine their skills in journalistic aspects bearing in mind their professional motto "informing the truth"

New Media opens an unabridged fresh portal for journalism professionals to reach the society or target group and has extended opportunities beyond the familiar boundaries for presenting issues and opportunities through internet. Therefore, this new technology has been adopted with

open arms by media industry professionals around the globe. One of the ways is using the internet to publish news. The main purpose of journalism is to provide people with important social and political news. In the past, journalism is done through the television, radio and newspaper. Now, people turn to the internet to search for news. This greatly lowers the quality of journalism.

In the days of yore, distributing news required vast ventures and this by itself makes the source dependable. Presently, web is promptly accessible to anybody with a PC and web association and this makes the wellspring of news problematic. You cannot think everything on the web in light of the fact that the source may not originate from an expert writer.

A standout amongst the most widely recognized news stuff that reaches the large audience on a single upload is important. But comparably have more risk as once something is on the Internet, it has a tendency to be acknowledged as a reality and rehashed commonly. Therefore, people tend to trust the news platter available on the site because of the availability of various articles on a similar issue on a wide range of sites. Web based news can likewise bring about the loss of inventiveness. Individuals are always contending with whatever is displayed on new media platform may prompt unoriginality. Numerous sites post practically

correct stories; a few locales even repeated the daily paper on the web. This unmistakably demonstrates loss of inventiveness perfectly.

To whole everything up, there are many causes on how the utilization of new media can contrarily affect news coverage. Right off the bat, everybody needs to be the first to distribute new data. Furthermore, the new media has a tendency to be over cautious and unprejudiced revealing. Web based news still don't give the sort of costly and top to bottom news coverage that prevailing press have done. New Media's Long term easy access anywhere anytime round the clock has not only attracted the attention of professional or senior journalists but also the journalism students to showcase their work to a large population in one click.

Just like any other technology "New media" have some negative effects too, which we cannot ignore at all. On one hand it has provided a huge platform to students to gain confidence as well as applause by showcasing their work but on the other it has also created some wrong perceptions among the budding journalists (students). Due to its unlimited reach and runtime they consider it as the easiest medium to achieve their goals or success in shortest span of time. Although, documentary is a strong tool of new media journalism but still our budding journalists are inclining towards creating short films (fiction)

forgetting and neglecting the motto and true journalistic values through new media journalism.

**Objective:**

The research / study shall serve as a piece of information that focuses on how youth or budding journalists are inclining towards creating short films (fiction) forgetting and neglecting their actual role, responsibilities and journalistic value through new media journalism.

**Research Methodology**

The study is based on Survey Method along with the use of Questionnaire. The Variable of the study include: Perception about more of name, fame and money in fiction film making, Lack of practical knowledge and experience, A lot hard work required in researching facts and figures and detailing, No knowledge of media ethics and laws, Less viewership in documentary making whereas it's huge in terms short film (fiction), Difficult to find financer or sponsors for a documentary film making, In documentary revenue generation very low.

**Data Collection:**



Hadapsar (25) Magarpatta (35) Loni-Kalbhor (40)

Data was collected from Hadapsar,

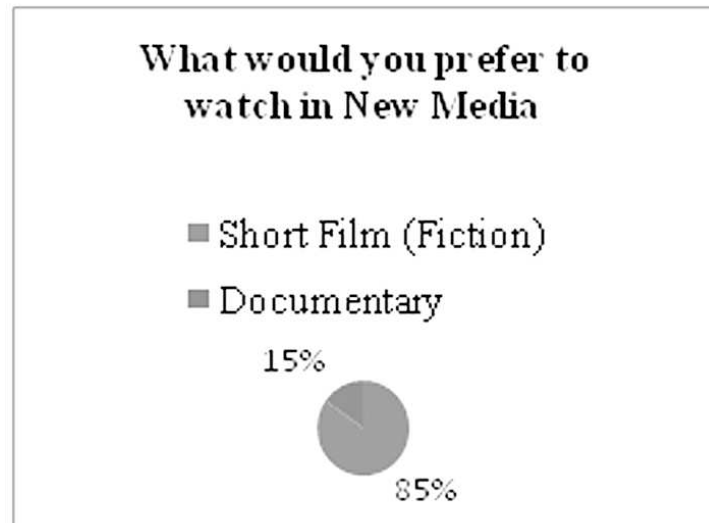
Magarpatta and Loni-Kalbhor. The purpose behind selecting college going youth was that in this age they are very curious and they easily get influenced by anything. Data was collected from Variety of sources like interview, online sources and documentation. A proper questionnaire was circulated among college going youth (journalism students) which had 10 close ended questions and thus, the first hand data was collected through this method.

**Data Analysis:**

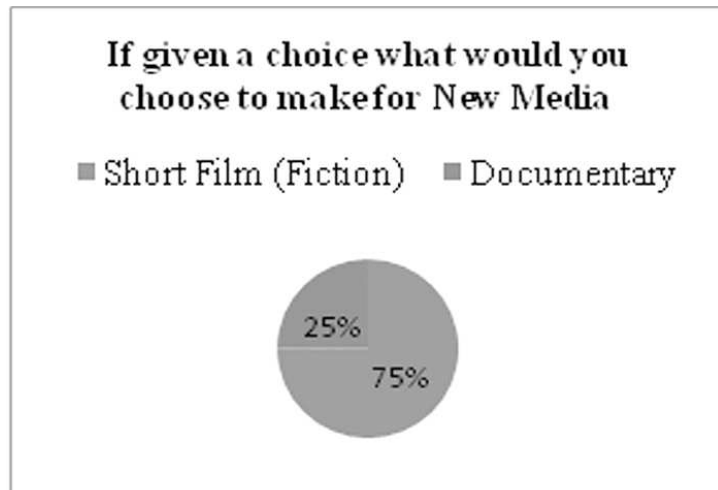
The data collected was tabulated and analysed. Quantitative analysis was done by calculating and distributing the questionnaire to college youth (Journalism Students).

Below mentioned are the quantitative data analysing the perception of college going youth (Journalism Students):

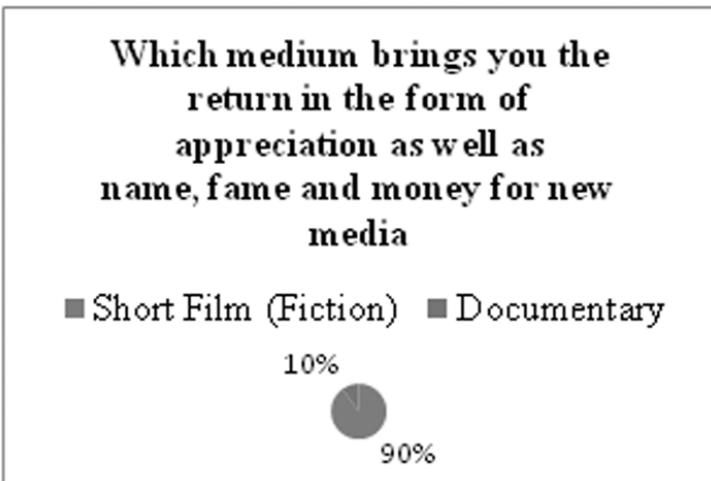
1: Maximum number of respondents (85%) prefer watching Short Film (Fiction) than documentary (15%) in New Media



2: Maximum number of respondents (75%) prefers making Short Film (Fiction) than documentary (25%) for New Media.



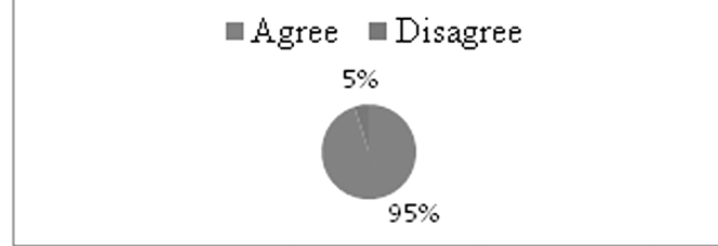
3: Maximum number of respondents (90%) thinks making Short Film (Fiction) than documentary (10%) brings them the returns in the form of appreciation as well as name, fame and money for new media.



4: Maximum numbers of respondents (95%) agree that making Documentary than short film (fiction) (5%) needs Practical knowledge to convey message effectively to their target audience by new media

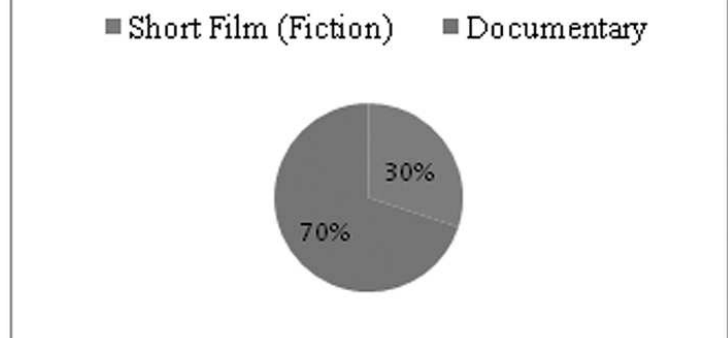
5: Maximum number of respondents (70%) thinks making documentary than Short film (fiction) (30%)

**Practical Knowledge is must for making a documentary or a short film(fiction) to convey message effectively to your target audience by new media**



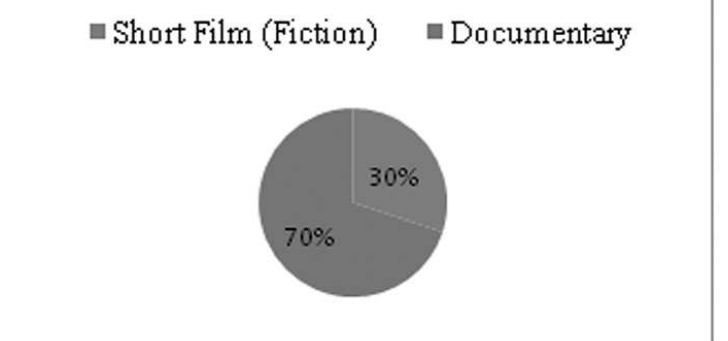
requires more of hard work in term researching facts, figures and detailing for new media.

**Which medium requires more of hard work in term researching facts, figures and detailing for new media**

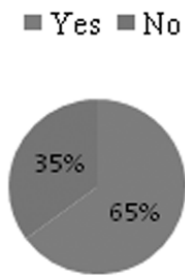


6: Maximum number of respondents (65%) thinks making documentary is hurdle in terms of media ethics and laws and (35%) respondent's thinks that making documentary is not a hurdle in terms of media ethics and laws for new media.

**Which medium requires more of hard work in term researching facts, figures and detailing for new media**

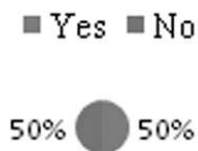


**Do you think media ethics and laws are hurdle in documentary making for new media**



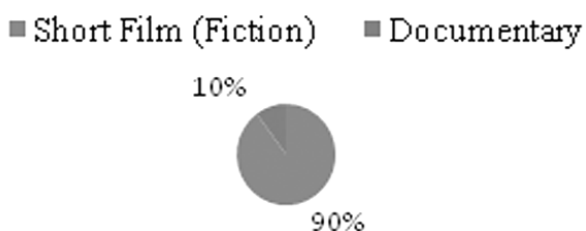
7: Maximum number of respondents (50%) thinks making Short film (fiction) is hurdle in terms of media ethics and laws and (50%) respondent's thinks that making Short film (fiction) is not a hurdle in terms of media ethics and laws for new media.

**Do you think media ethics and laws are hurdle in short film (fiction) making for new media**



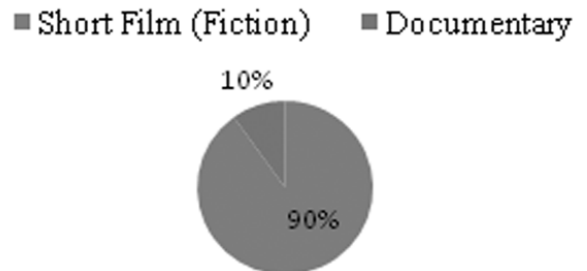
8: Maximum number of respondents (90%) thinks Short film (fiction) has more viewership on new media than Documentary (10%).

**Which medium has more viewership on new media**



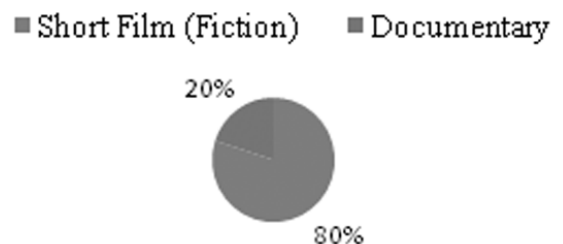
9: Maximum number of respondents (90%) thinks Finding Sponsors and financiers are easy for making short film (fiction) in new media than documentary (10%).

**Finding Sponsors and financiers are easy for making in new media**



10: Maximum number of respondents (80%) thinks making short film (fiction) has more possibilities of higher revenue generation in new media than documentary (20%).

**Which medium has more possibilities of higher revenue generation in new media**



**Result:**

The result of this research is, in Maximum number of respondents (85%) prefer watching Short Film (Fiction) than documentary (15%) in New Media. Then we see Maximum number of respondents (75%) prefers making Short Film (Fiction) than documentary (25%) for New Media. Next, Maximum number of respon-

dents (90%) thinks making Short Film (Fiction) than documentary (10%) brings them the returns in the form of appreciation as well as name, fame and money for new media. In terms of practical knowledge, Maximum numbers of respondents (95%) agree that making Documentary than short film (fiction) (5%) needs Practical knowledge to convey message effectively to their target audience by new media. For hard work, Maximum number of respondents (70%) thinks making documentary than Short film (fiction) (30%) requires more of hard work in term researching facts, figures and detailing for new media. In context of media ethics and law, Maximum number of respondents (65%) thinks making documentary is hurdle in terms of media ethics and laws and (35%) respondent's thinks that making documentary is not a hurdle in terms of media ethics and laws for new media. For viewership, Maximum number of respondents (90%) thinks Short film (fiction) has more viewership on new media than Documentary (10%). For finding sponsors, Maximum number of respondents (90%) thinks Finding Sponsors and financiers are easy for making short film (fiction) in new media than documentary (10%). last but not the least, Maximum number of respondents (80%) thinks making short film (fiction) has more possibilities of higher revenue generation in new media than documentary (20%).

### **Conclusion:**

Based on the survey conducted

among journalism students, we concluded that, in spite of making a choice to pursue journalism their understanding about video production for new media, relates to the making of entertainment videos/ short films (fiction) instead of creating news, interviews videos or documentaries and completely forgetting the actual motto of this profession. Henceforth, it substantiates that journalism aspirants and scholars are more inclined towards making short films (fiction) for one of the most effective and intense technology with the largest reach in shortest span of time i.e. New Media.

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