

Citizen Journalism and democratization of information in Current Scenario

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Abstract: *New media technology, consisting of social networking, media-sharing web sites and increasing prevalence of cell telephones has made citizen journalism greater famous and accessible to the humans worldwide. Citizen journalism has a spread of names like public, participatory, democratic, street journalism, and so forth. It's far based at the concept wherein public performs an lively function inside the manner of accumulating, reporting, analyzing, and disseminating information and information. With the growth of blogs, social media websites and innumerable other windows of expression, human beings the world over have began to record news even as it unfolds that has brought about the boom of citizen journalism. It's miles an interpersonal form of information drift marked by using the absence of a 'middle guy' in providing and disseminating information. Mtv's my India report, IBNlive's citizen journalist, amrita TV's 'be a citizen journalist' fact display and the instances of India's citizen journalist column are the prime examples of this type of journalism in India. Many cell applications facilitate citizen journalism nowadays. With transparency at its core, citizen journalism has the capacity to bridge the rural-city divide with growing pc-literacy. Not simplest does it make a content patron a participant observer in up to date information, it also crystallizes the idea of democratization of statistics where the content is created by using the humans and for the humans. It's participatory technique and reader to reader communication makes it a very applicable offshoot of latest media.*

Keywords: *Analysis, Citizen, Social media, Customer, Reporting, Colloquial, Journalist.*

1. INTRODUCTION:

'Citizen Journalism' is one of the most up to date buzzwords in the news business these days. New media era, which include social networking, media-sharing web sites and increasing prevalence of mobile phones has made citizen journalism greater famous and on hand to the human beings worldwide. Citizen journalism takes place when the humans, previously known as the target market, rent the click gear they've in their ownership to tell each other. It has kind of names like public, participatory, democratic disbursed, open supply, grassroots, consumer generated, street journalism, and so on. It is based on the concept where public performs an energetic function inside the technique of amassing, reporting, studying, and disseminating information and statistics. With the increase of blogs, social media web sites, and innumerable different windows of expression, human beings internationally have commenced to report news even as it unfolds and triggered the boom of citizen journalism. Running a blog, twitter, face book, feedback, RSS, video sharing, picture sharing, and person created content, rankings, consumer opinions, tagging, live streaming, presentation sharing and many such elements of social media are implemented to reporting which provide it a form of citizen journalism. Abraham Zapruder, who filmed the assassination of president John Fitzgerald Kennedy with a home film camera, is occasionally presented as an ancestor of all citizen journalists.

2. JOURNALISM ASPECT - CURRENT SCENARIO:

The essence of citizen journalism lays in the absence of a mid people. It has interpersonal shape of news drift (a "character speak me," like a weblog) to the extent of being colloquial. The residents play a crucial function inside the method of amassing, reporting, studying and disseminating news and facts. Only a short internet get entry to, steady connectivity to social media web sites and a great decision camera are required. Jeff Jarvis, author, journalist, and new media visionary supplied his mind on citizen journalism all through a CNN interview (march13, 2011) following the Japan tsunami catastrophe. One of the maximum thrilling ideas worried the immediacy and presence of residents capable of record activities, and distributes recorded occasions in close to real time. Jarvis stated, "We can't wait for traditional newshounds to reach on the scene of an event, and with new gadgets inclusive of cell telephone cameras and the net any citizen can provide raw substances which journalists may also then provide deeper context." Citizen journalism is while non-public people do essentially what professional journalists do - document records. This data can take much paperwork, from a podcast editorial to a file approximately a metropolis membership assembly on a weblog. It could even encompass textual content, snap shots, audio and video. The alternative principal feature of citizen journalism is that it is also determined online. In reality, the emergence of the net - with blogs, podcasts, streaming video and different

net-related innovations - is what has made citizen journalism feasible. It gave the common man the potential to transmit records globally thru internet or other kinds. This changed into certainly a strength which turned into once reserved for the largest media businesses and news businesses.

3. DIFFERENCE AMONG EXAMINE-HANDIEST AND READ-WRITE:

Read-best and read-write are two special phrases which are used now days. Examine-simplest refers to newspapers where one could just read the statistics whereas read-write is a participatory method in which citizens can take part in information and different sort of statistics. Read-most effective is sort of a lecture being introduced whereas study-write is a communication among two humans. Study-write entails transparency, honesty and coffee value of production whilst examine-handiest rests on pinnacle-down communication with high fee of manufacturing, yet stands tall on professional credentials.

4. OLD MEDIA AND SOCIAL MEDIA:

In old media, information is appeared as a finished product whereas in social media, information is regarded as a system. Social media has empowered clients in place of passive clients in the traditional media. Credibility is primarily based on genuine statistics and expert evaluation in vintage media whereas accept as true with is built through peer-participation in new media. Democratization of information and collaboration form the crux of citizen journalism in comparison to closed- communiqué and institutional voice of antique media.

5. INDIAN SITUATION:

In India, Mtv's my India record, IBNlive's citizen journalist, amrita television's 'be a citizen journalist' reality display are some of the famous citizen journalist suggests which can be going for walks. Even there are many CITIZEN JOURNALISM sites. Merinews.Com became the primary CITIZEN JOURNALISM website in India. Purdafash.Com, cgnet.Com are the web sites of the nation government of Chhattisgarh. CGnetswara: the upward push of the citizen-journalist is some other strives by the Massachusetts institute of generation and additional volunteers to offer technical assist for the voice-primarily based transportable, which is freely available via even the maximum simple mobile Smartphone. The device empowers many illiterate and tribal people to make their voices heard and to concentrate to reports from others. To use it, they genuinely dial a phone wide variety from any mobile or constant-line Smartphone and record a message that is reviewed and demonstrated via professional, educated newshounds. Once accredited, the message is made to be had for playback over the cell phone or online to any involved celebration. As a result, on this way, residents are a part of improvement which may be introduced of their areas. Earlier assumptions are on a tailspin with the arrival of citizen journalism. Objectivity becomes the sacred intention in advance and now it is believed that transparency is the brand new objectivity. In preceding times, content material was all that mattered, however now it's miles the verbal exchange that follows content material which is likewise crucial. With the development of generation, it's miles stated that one ought to geo tag everything while, within the past, mobile become perceived as the one which had constrained appeal. Citizen reporters had been notion to be competitors within the beginning and now crowd is thought to be the collaborators.

6. CITIZEN JOURNALISM & SOCIAL MEDIA IN AGRICULTURE:

Citizen Journalism and social media in agriculture assist to expedite connections with consumers, industry and media. In addition they assist to elevate recognition amongst humans. This newly advanced media is an information supply for whosoever can be viewing and facilitates to bridge the agricultural-urban divide. Picture, text, audio or video are used to give an explanation for the important approaches via this media and, moreover, it connects eaters with the resources of food. Indian agriculture is some other page on Face book and is the reason about the kind of crops and new happenings in the agriculture enterprise, the story of a farmer in the kingdom of Bihar, who is using magic shows to sell natural farming, is also explained over there. Many extra tales related to maintaining of plants, maintaining fowl, etc. Have additionally been explained in this web page which can be a amazing help to the general public.

7. CONCLUSION:

With transparency at its center, citizen journalism has the capacity to bridge the agricultural-urban divide with growing laptop-literacy. Not simplest does it make a content customer a participant observer in up to the moment information; it additionally crystallizes the idea of democratization of records in which the content is created by way of the humans and for the humans. One ought to hold in thoughts the credibility of web site, its toughness, and relevancy of content material, frequency of posting, titling and tagging of contents and inbound links to the site to be a great citizen journalist. It's participatory method and reader to reader communication makes it a completely applicable offshoot of new media.

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Dr. Rahul Kushwaha, have 18+ years experience in education and industry. He has been awarded Ph.D. in Electronic Media from Amity University Haryana, India. He is working since 2003, for various national/international animation production studios. He has worked as 3D Team Lead/Supervisor for studios like UTV motion Pictures, DQ Entertainment ltd, MAAC and Color chips on Big Budget national/International animation movies like The Legend Of Dragon (2D), Arjun-The Warrior Prince, Barbie Diaries and Series DVD projects like Disney's Mickey Mouse Clubhouse, Big Idea' 3-2-1-Penguins, Cosmic Quantum Ray, Donkey Ollie, Miki-Do, Tak" the Power Of Juju", Sony picture "GEO-TRAX" etc.. At present he is engaged with Chandigarh Group of College (CGC), (India), as **Professor & Head of Department - Multimedia Journalism** sharing his production experience and knowledge with students.

