# FAST FOOD JOURNALISM: TRENDS AND CRITICS, AND CONSTRUCTION ABOUT THE DIGITAL ERA OF JOURNALISM IN KERALA ONLINE MEDIA PLATFORM

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**Abstract:** This paper has aimed to summarize the kinds of online journalism, their characteristics and added value to other journalisms, and tried to evaluate the impact and challenges new developments in newsmedia production online. I consider this paper as an attempt to provide such a description - hopefully leading to a sharpening of our research problems and questions, a redefinition of ethics and how it apply in online media platform, a starting point for evaluating before implementing change. Change happens - and the only way to optimize our answer to this is to critically define the challenges change brings to our way of getting things done.

**Keywords**: Online Journalism ,Ethics, Clacktivism, Digital Journalism.

**Introduction:** "As far as I'm concerned, it's a damned shame that a field as potentially dynamic and vital as journalism should be overrun with dullards, bums, and hacks, hag-ridden with myopia, apathy, and complacence, and generally stuck in a bog of stagnant mediocrity." ~ Hunter S. Thompson,American Journalist said about the new era of Journalism.The era of integrated,post truth and digital period of journalism.Most leading journalism platform stands here as online journalism. Online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast. What constitutes 'digital journalism' is debated by scholars. However the primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video, or some interactive forms like newsgames, and disseminated through digital media technology.[1][2],

**Online Journalism in India:** Online journalism in India is a growing field shared between traditional media and the growing blogging community. Large media companies, traditionally print and television focused, continue to dominate the journalism environment now online but a growing group of dedicated bloggers are providing an independent voice. Although Indian newspapers were using computers for writing and page layout as early as 1987 they were slow to move to online editions of their papers. By 1998 only forty-eight papers had online editions. By 2006, the count had climbed to 116. This despite the fact that in 2007 India had 42 million Internet users and was ranked fifth among online populations. The number of online news editions is seen as especially low because of the multitude of languages spoken in India. Of the 22 languages officially recognised, only 12 of the non-English languages were accounted for in a survey of online editions.

**Current Environment:** India's internet penetration is low – only 3.7%. Also, most websites are only available in English, which skews the viewership to only 10% of the population that is concentrated in urban centers. Conversely, India ranks third in number of Twitter users.[2] LinkedIn offers a group that targets members that are online journalists in India with content, connections, and job opportunities unique to that segment. Popular discussions offer members an opportunity to share opportunities, discuss activities that affect the industry, and provide peer review for articles before publication on the internet.[3] With the emergence of high speed data and faster mobile data services such as 3G and LTE, videos from some of India's best TV journalists have been made available online. Both NDTV and CNBC, two TV news reporting power houses in India, also have a strong online presence. The top five

journalists in India all come from within the ranks of these stations.[4] Another emerging favorite platform for journalists is Twitter. Journalists from all walks – Business, Political, Sports, and Religion - have come together to form a list for ease of following the person or topic that one might find interesting ones.

**Online Medias in Kerala:** In the late 1990s, some newspapers started making their print news accessible online. Online news websites started to emerge in the early 2000s, with malayalam.indiainfo.com. which was started in April 2000 and later renamed to Thatsmalayalam.com, and weblokam.com (renamed to mayalam.webdunia.com) which was founded in September 2000.The Malayalam version of Indiainfo was started from Bangalore, and subsequently became part of oneindia.com. Websites like Movie Today and Movie Seeks provides movie news. News portals like *Theonlinemalayalam* presents an alternative view of issues. now today I have listed some online medias here.

1. www.evartha.in/
2. https://malayalam.oneindia.com
3. www.marunadanmalayali.com/
4. keralaonlinenews.com
5. https://malayalam.samayam.com/
6. http://mathrubhumi.com
7. http://manoramaonline.com
8. http://morningbellnews.com – A malayalam portal for Bangaloreans.
9. http://pravasionline.com – News portal in Malayalam for NRIs
10. http://aumalayalam.com – Australia based News portal in Malayalam
11. http://kasaragodvartha.com – News portal for Kasargode district in Malayalam
12. http://anweshanam.com – News portal in Malayalam

**Fast Food Journalism of Online Media:** The internet has changed the way people consume news. They no longer feast on a newspaper or the evening news bulletin, but tend to snack on news throughout the day. This change has been prompted by the sheer volume of devices, channels and brands competing for our attention. The challenge for news organisations is to adapt to the evolving habits of their readers. In newspapers articles are presented in a context. They come with a rating of importance (page one versus page 23, size of headline, position on page), they are categorised by section and there may be related coverage alongside or they may be part of an ongoing series. Online that's not the case. More often than not, online articles are read in isolation. People follow a link—from a search engine, a blog or a tweet—and navigate straight to the article. Once they have read it they often disappear, unless they see something else on the site that grabs their attention. This is a bit like grabbing a snack rather than sitting down to a full meal. Nowadays, the opportunity is always there for people to look at an article on impulse, while at work or on their mobile phones. Some have described this as breaking down news to its 'atomic level of consumption". It's an interesting way to put it, not least because when you see something broken down to its most basic components it's only natural to think about how the parts might be reassembled.

I'm confident that news organisations will find ways of serving up our news diet in ways that will appeal to individual desires and needs. News is about to become more personalised. Just as my ideal meal is going to be different from yours, the same is true for news. Whereas I might be happy with just a two-paragraph summary, you might want a six-page feature. Or, rather than stories in written form, you might prefer to see them in the form of photos with captions that you can click on for more information.Even for the same person, the ideal news package can change. If I have a holiday to Seville planned, I'm interested in hearing about upcoming events there. After that, I'll just find it irritating to see what I missed. Similarly, when I'm scanning the news on the bus in the morning on my mobile, I want just the top stories that get straight to the point. When I'm relaxing on the sofa at home with my iPad, I want to read features and trust in serendipity that an article on a seemingly random topic might prove fascinating. We're still at the beginning of experimenting with such tailoring. But the early signs are promising. For instance, the iPad application Flipboard combines links shared by friends on

Facebook and Twitter with your choice of curated news topics. It's all displayed in a magazine-like fashion, with photographs and virtual pages. It's a long way from being perfect, but it gives a glimpse of how social connections can help craft a personal news package..

A related change will be in the conventions and structure of storytelling. In the digital world coverage can be much faster. Online articles can be published as soon as news becomes available, then corrected and extended on the fly.On the web there is no need to worry about column length or airtime. The only limitation is people's attention. So far, news organisations have found it difficult to hold readers' attention online. On an average day newspaper subscribers in the United States spend about 25 minutes reading their print copies, but the average web user spends only about 70 seconds a day at newspaper websites. Talk about a light snack! If news organisations get their personalisation right they will have something incredibly powerful for advertisers. If you know someone well enough to personalise their news you're likely to be able to take a good guess about the kind of advertising that will appeal. Of course, there are challenges involved. It's vital that privacy be respected. It will require new processes and new tools. It will mean a new kind of relationship between news organisations and their readers. But it should be possible.

Characteristics on Online Journalisms
1. Mainstream News sites,
2. Index & Category sites,
3. Meta & Comment sites,
4. Share & Discussion sites
5. Hypertextuality
6. Internal
7. External
8. External & Internal
9. Interactivity
10. Navigational
11. Navigational
12. Functional
13. Adaptive
14. Multimediality
15. Convergent
16. Convergent/Divergent

### The Future of Journalism:

**Issues of Media Identity:** We assume the public wants information in quick hits and "prefers mindless fluff and trivia over hard news". Listicles are far from new – The Ten Commandments anyone? – but traditionally, print journalism has used lists either as a sidebar to other articles or as standalone specials. But on sites such as Buzzfeed, such traditional conventions are ignored.and most of the medias editorial or ideological platform never see in it. It goes to identity crisis and equality in market of any media house.

**Shifting Powers:** The use of listicles (not articles)in newspapers demonstrates the shift in the power relations of print and online. These days more journalists work online than in print while online ads more valuable than display advertising. It is also significant because online news is no longer dictated by the conventions of print, but mimics the looser set of conventions born of the internet. Listicles form part of a wider phenomenon of "clickbait" – a pejorative term that describes web content designed to generate advertising revenue, often at the expense of the "traditional journalistic values" of accuracy, balance or fairness. Clickbait is known for dubious quality – facts are pulled from the web and knocked together by unpaid "contributors" for sites such as The Huffington Post, Buzzfeed and Upworthy – check out this recent headline and cringe:the more sensastionalism and binding the news for readers will happen by this way.

**Generation of Fake Dead News Making:** The news about the death of a celebrated actress or actor spreads via online media.after some hours those celebraty come with living body and explained it was a fake news.The public,people and their fans exploited by these news from an online channel.Those channels have no verified news organization system,authenticity and ethics,those type of news produced about the lead actor in mollywood Kanaka.and actor and politician Innocent .our cyber media laws in India are not that much powerful in here.

**Amateur Hour:** Regionals across the land are using ever more content written by amateurs to fill newspapers left chronically understaffed by rounds of job losses.The Wolverhampton-based Express & Star, the biggest regional newspaper outside London has established a "user-generated content desk" to take further contributions from the public.citizen journalism increased by online media.

**Twitter Ads Info And Privacy:** Regionals took another road, opting to give content away in the hope of clicks, while newsroom restructures have created further commercial pressures on the remaining journalists to produce quick copy – leading to the promotion of cheap listicles of the type popular in the Advertiser.

**Ethics of Online Journalists:** As a communication major, you have many career options, including journalism, broadcasting, writing, advertising, public relations, and more. However, the market is rapidly changing, and more and more communications students are moving toward careers in online journalism. All journalists are expected to follow a strict code of ethics, and given the speed of online journalism, it is equally or more important to be without reproach. Here is what you need to know in the digital reporting world.

**A Good Source from A Poor Source:** As an online journalist, you will do most of your research on the Internet. This can be frustrating, because websites are often unreliable. Always investigate the source to maintain sound research ethics. The following tips will help you find reliable source. Generally, reputable news sites can be trusted to provide accurate information.Stay away from Internet sources that do not cite the author's name.,Always check the author's credentials.,When information is linked to an organization, verify that the organization is reliable and does not have an agenda./Check for statistics and data to back up the source's claims.. Government sites are full of accurate statistics. ,Look for articles that cite their sources.

**Good Image If You Don't Have Your Own:** Photos can enhance online content and are a necessity for online journalists; however, not all journalists double as photographers, nor do they always have media at the ready for the content they are writing. So how do you find good online images without breaking copyright laws? The following information will help you with your search. Use public domain images, paying close attention to attribution requirements. If you find a photo you like, ask the owner if you can have permission to reuse it. Check photo-sharing sites that offer Creative Commons search and appropriate attribution.

**Be Transparent Online:** Being transparent as a journalist is important, but being transparent as an online journalist is necessary. A transparent online journalist is one that demonstrates openness and accountability. The following practices can help facilitate this:If you make a correction to an article that is already published, note the correction on the updated version. When you are connected personally to a story, share that information in the interest of full disclosure. Yo u mustMaintain open communication with your audience.

**How to Demonstrate Credibility:** Many online writers have taken advantage of the ability to hide behind their computers, reporting information that is inaccurate or supports their own biases and agendas. Because of this, online journalists are constantly under scrutiny. Credibility is earned over time, but you'll achieve it faster by following these tips,Check your facts and use documentation to support them,Don't insert personal opinions. Supply supporting links to reliable sources.

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