

## *From Print to Digital Media: a Revolution*

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The National Seminar on the topic *From Print to Digital Media: a Revolution* organized by the Department of Journalism & Mass Communication, Women's Christian College in collaboration with Parbo Kagoj on the 27<sup>th</sup> January 2018 was a timely initiative which encouraged fresh perspectives on the journey of news content and coverage through the lens of changing media.

From the early, heady days of print journalism with its romance of the printing press and telegraphic communication through the mutating media of radio and television in later times with their audio-visual impact and sense of raw immediacy to the present online/digital format of news reporting, curating, editing and presenting journalism has indeed come a long way, re-defining in the process, some of the key features of the medium.

With the arrival of satellite television in the country the world entered the urban, middle-class Indian home with ease and efficiency shrinking space and time in what appeared to be an almost magical move, obliterating distinctions and protocols in a mesmeric sweep of coverage, at once comprehensive and intimate.

The simultaneous contraction of the world into locally accessible news bytes and the expansion of the individual apprehension of global content is a dynamic that intensified with the entry of the digital mode of news reporting and coverage. In the present instance the rapidly changing medium has radically changed the idiom of news. What, for example constitutes news? The tweet and status update with their rippling rejoinders and thread mail, the blog post, image or internet newspaper?

The rising popularity of online media over traditional news coverage is attributable to various factors, not least among them cost-efficiency, round the clock updates, customization, proliferating perspectives and real-time discussions with peers and others.

The revolution in the presentation of news in present times has been wrought, no doubt by a process of evolution which through its continuous action will yield yet more fascinating and novel modes of communication.