



Current Affairs and Media Issues BA(JMC)-MDC-111

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Unit 4

1. Emerging Trends and Future Challenges: An Overview

- The media landscape is in constant flux, driven by technological advancements, changing audience behaviors, and evolving economic models.
- A. Mobile Applications for Journalists (Mobile Journalism - MoJo)**
- Mobile journalism (MoJo) has revolutionized newsgathering and dissemination, enabling journalists to report from anywhere with just a smartphone.
- Key Trends and Applications (as of July 2025):**
 - All-in-One Production:** Apps are increasingly sophisticated, allowing journalists to record, edit, and publish video, audio, and photos directly from their mobile devices.
 - Video Editing:** Apps like **Filmic Pro** (for high-quality video capture with manual controls), **Adobe Premiere Rush**, and **LumaFusion** (professional-grade, multi-track editing) are indispensable.
 - Audio Recording & Editing:** **Voice Record Pro**, **Ferrite Recording Studio**, and **TapeACall** (for call recording) enable high-quality audio capture and on-the-go editing for interviews and podcasts.
 - Photo Editing:** Apps like **Snapseed**, **Lightroom Mobile**, and built-in camera app features offer advanced editing capabilities.

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B. Media Literacy Campaigns and Initiatives (in India)

With the rise of digital media and misinformation, media literacy has become a critical skill. India has seen various initiatives to promote it.

Key Initiatives and Focus Areas:

- MILaap (Media Information Literacy Awareness and Action Program)** by **Digital Empowerment Foundation (DEF)**: A flagship initiative tackling misinformation and digital exclusion, especially at the grassroots. It conducts community-led training sessions in local languages, focusing on digital rights, online safety, media ethics, critical thinking, and fact-checking. It specifically addresses the gender digital divide.
- FactShala (Internews, DataLEADS, Google.org, Google News Initiative)**: A media literacy training program designed to build resilience to misinformation, particularly in Tier 2, Tier 3 cities, and rural areas. It employs a "train-the-trainer" model and covers topics like identifying misinformation, verifying sources, and understanding information ecosystems.
- IGNOU (Indira Gandhi National Open University) Initiatives:**
 - MIL MOOCs:** Offers Mass Open Online Courses (MOOCs) on Media and Information Literacy for teachers, digital media literacy, and media information empowerment through the SWAYAM platform.
 - MIL Diploma:** Developing a Post Graduate Diploma in Media and Information Literacy.
 - IGNOUJME Journal:** A research journal exploring media literacy and empowerment.
- NGOs and Civil Society:** Many smaller NGOs, academic institutions, and media organizations conduct workshops, seminars, and awareness campaigns on critical media consumption, fact-checking, and digital citizenship.
- Government Focus:** Increasing recognition by government bodies of the need for media literacy to combat fake news and promote responsible digital behavior.
- Focus on Vulnerable Groups:** Many initiatives specifically target women, youth, and rural populations who are often more susceptible to online dangers and misinformation.

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Challenges for Media Literacy:

- Scale and Reach: India's vast and diverse population, with varying literacy levels and digital access, makes large-scale, impactful media literacy challenging.
- Language Barrier: The need for content and training in multiple regional languages.
- Digital Divide: Unequal access to the internet and digital devices in rural and marginalized communities.
- Rapid Evolution of Misinformation: Fake news techniques evolve quickly, requiring constant updating of literacy programs.
- Political Polarization: Deep-seated political biases can make it difficult for individuals to accept factual information that contradicts their existing beliefs.

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Key Research Areas (as of July 2025):

- Misinformation and Disinformation:** Studies on the spread of fake news, its impact on elections and social harmony, and the effectiveness of fact-checking initiatives. Research often focuses on platforms like WhatsApp (cited as a major source of false info).
- Trust in News Media:** Longitudinal studies tracking public trust in various news sources (traditional vs. digital, mainstream vs. independent) and factors influencing this trust (e.g., perceived bias, sensationalism).
- Media Ownership and Pluralism:** Research into the concentration of media ownership, corporate influence, and its impact on editorial independence and diversity of content. Concerns about increasing corporate and political connections.
- Press Freedom and Journalist Safety:** Studies on challenges to press freedom, including legal frameworks, physical attacks on journalists, online harassment (especially for women journalists), and self-censorship.
- Impact of AI on Journalism:** Exploring how AI is being adopted in newsrooms for content creation, translation, summarization, and distribution, along with ethical considerations and job displacement concerns.
- Audience Behavior and Consumption Patterns:** Analyzing how people access news (smartphone preference), the role of social media platforms (YouTube, WhatsApp, Instagram, Facebook), and the rise of video-first content.
- Hyperlocal and Niche Journalism:** Research on the emergence and sustainability of hyperlocal news models and independent content creators addressing specific community needs or niche topics.
- Media Regulation and Policy:** Studies on the impact of new legislations (e.g., Telecommunications Act, Digital Personal Data Protection Act) on media freedom and digital rights.
- Climate Change Communication:** How Indian media covers climate change and environmental issues, and its effectiveness in raising public awareness and promoting action.

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