

POTENTIAL OF MOBILE JOURNALISM IN INDIAN MEDIA INDUSTRY

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ABSTRACT

Mobile Journalism is a growing practice which employs convergence of various devices in one device -A mobile phone. With a little history in hand, mobile journalism has been accepted in various international broadcasting channels to enhance their services as news providers, such as CNN, BBC and Al Jazeera. Indian media, too, have started to realize the shifts in reporting patterns, audience behavior and communication styles between the media and audience emerging due to mobile journalism and digitalization of news. Some news organizations have taken up this practice earnestly while other organizations are still analyzing its potential and benefits in the newsrooms. Since it is an emerging extension in Indian media industry, it creates a sense of ambiguity and elevates a debate on its uncertainty in Indian media. This research paper, therefore, considers various factors to ascertain the potential and probabilities of Mobile Journalism in India. Also, the paper attempts to predict the future of MoJo in Indian habitat in the near future. To determine the results, a combination of methods were taken into consideration, viz. interview of journalists belonging to three different media platforms (viz. Broadcast, print and web), participatory observation of a news room functioning and a case study to establish a comparison in reporting patterns amongst the three news organizations.

KEYWORDS: Mobile Journalism, Indian Media, Potential Of Mojo, Interview, Case Study.

OBJECTIVES

- To study the cultural shift experienced in Indian Newsrooms since the introduction of Mobile Journalism.
- To understand the growth of Mobile Journalism practices and the media share it tends to acquire in near future.
- To know the impact of international journalism practices (global media) on Indian media organizations.

INTRODUCTION

With continuous modifications and advances in technology, news and information have always found new ways to reach out to its audiences in the form of print newspapers, radio, and broadcast. In recent years, a new and more unconventional manner of reporting news has emerged all over the globe. This new journalism practice is famously known as MoJo or Mobile Journalism.

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In simple words, mobile journalism is a process of gathering news information, carving it in a rightful story through editing applications and finally, publishing it for the audience, and all of this is done on a single device i.e. a mobile phone. Basically, it is journalism for the phone and by the phone which requires constant reinventions, be it with the kind of story told to the audience, or with the equipment used, keeping in mind the audience that a media organization is catering to.

Initially, mobile phones were used as a tool of crowd-sourcing where the citizens sent visual information of events such as natural disasters or bombing (London 2005, for example) to the news organizations. On learning the potential of video journalism through mobile phones, a media organization⁺ in collaboration with a mobile company started an experiment by providing their journalists with mobile kits comprising of a Nokia Smart phone and other equipment such as solar batteries and tripod to cover various events like New York Fashion Week and Olympics Beijing on mobile phones. The success of this experiment took on to a serious business in the news world when an Irish news organization replaced heavy cameras with mobile phones in order to cut down on the cost of production in the newsroom (2008)⁺⁺.

Technological advances have enhanced the communication process. Now, it is easier, faster and more convenient to connect and interact with people through social media platforms. Various social media organizations too, are working towards establishing a strong channel in order to engage audiences with quality videos and comments. The rise in technology and shift in communication process have magnified audience involvement by manifolds and now, facts and stories have started getting cross-verified by the viewers.

BUT HOW ARE INDIAN MEDIA REACTING TO THESE CHANGES?

Mobile Journalism is the youngest and the most convenient mobile tool, reaching out to several parts of the world rapidly. Indian media, too, have recently started to realize the potential and usage of Mobile Journalism in the Indian media industry. Few renowned Indian Media organizations have already begun working towards adopting the new practice and improve audience traffic on their websites and pages (2015). A number of media organizations have also developed mobile applications to provide on-your-fingertip services to its consumers. Mobile Journalism is a toddler for Indian media with a very short history and little experience in hand.

Since the MoJo has just entered the Indian Media, Indian newsrooms are expected to undergo a major cultural shift in the work space. This research paper will, therefore, bring to light various changes faced by the Indian media organization and will discuss the potential and growth of MoJo practices in Indian Media based on the interviews and a case study.

GROWTH AND TRENDS

Growing trends in internet connectivity and smartphone handsets stand as major factors to support the potential of mobile journalism as an upcoming journalism practice in the Indian Media. A number of studies show favorable growth conditions which may prove advantageous for Mobile Journalism to develop in Indian habitat.

Indians are now moving towards consuming information on their mobile phones. Entertainment, news, social networking and online communication, all are available on a single affordable device.

⁺Reuters

⁺⁺Raidió Teilifís Éireann, the national public service broadcaster of the Republic of Ireland.

According to Mary Meeker's research, Indian users/audiences spend an average of 28 hours on their phones per week. On the contrary, an average of 4 hours and 2 hours are spent on television and print respectively. In addition to this, 62% of the users who own smart phones surf social networking sites like Facebook and Twitter regularly.

Introduction of affordable smartphones and cheap internet services in Indian markets have accelerated the process of news consumption on the Mobile Phone, especially, in the past two years. India is coping up with the global trends in internet usage at a faster rate of 28% which shows a noticeable increase in digital consumption in comparison with global internet growth at 10% per annum (June, 2016).

Introduction of jaw-dropping schemes by Reliance Jio, which dipped the internet prices by 48%, stimulated a surprising growth in subscription by 21.3% of which 3G/4G internet traffic shot up by 91.5% between June 2016 and June 2017. Reliance Jio internet boom resulted in 9 times the normal internet consumption between 2016-17. India reached 80% web traffic consumed over mobile phones. The growth is not limited to urban areas, in fact, 37.7% internet traffic is recorded from the rural areas of India with 16% internet penetration which makes them the areas for future market of growth (2016). Along with a swift rise in internet subscriptions, the government also supported this digital movement by allocating 965 MegaHertz spectrum through auction in October, 2016 in order to facilitate better telecom services in India. Under these suitable conditions, National Association of Software and Services Companies (NASSCOM) and Akamai, the Telecom Ministry anticipated 730 million internet users by the end of this decade.

Mobile Journalism is a beginning of minimalistic journalism era which requires proper

infrastructure and better reachability, i.e. affordable smart-phones and better internet access. According to the recent data and evident growth in both mobile-phone companies and internet service providers, India makes a rich and potential state for MoJo to get started and accepted by Indian media sooner or later.

REVIEW OF LITERATURE

Jen Headley (2012) in his paper has emphasized on how the journalists are adapting themselves with the emergence of new technology. The paper undertakes Boston Marathon Bombings (2013) as a case study to discuss the changes in journalism practices and incorporation of social media practices as a developing media platform. The author has narrowed down his research by completely focusing on Twitter as a social site (micro-blogging site) and discarding other social sites such as Facebook, YouTube, etc. from the research.

The author has given a theory of "uses and gratification" with a different perspective, stating that audience now decide what they wish to see as they are learned, discerning and active with their activities on the internet and social media. The need of being participative by the contemporary audience suggests that media no longer controls its audience. Audience, at their free will, choose the news and media platform from which they wish to consume information. As a result of shift in the consumption pattern of news and information, journalists are coherently adapting to the change in technological preference of their audience.

As a part of research, the author has considered three major broadcasters of Canada which are simultaneously active on Twitter, viz. Global National, CBC Top Stories and CTV National News. Activities of these media organizations were thoroughly monitored from April 15, 2013

to April 19, 2013. The paper showed the results in increased interaction with the audience through twitter on a regular basis. The media organizations used Twitter extensively for posting links and connecting with their audience, at the same being on quick and on their toes with quick updates as and when the incidents unfolded. Technological advances have resulted in cultural shifts and increased audience engagement, making it a two-way process.

In a paper written by Zeenab Aneez (2016), she focused on the 'digital transition' in newspapers of India and its effect on the newsroom practices. The author considers print and web based start-ups separately, stating that various media are adopting new technology in their practices to remain relevant to its audience. Various newspapers, both national and regional (Hindi, Marathi, Malayalam) are heading towards adopting the new trends of media. Zeenab's study clearly shows that various web-media start-ups are turning into mobile first and internet first service providers because the growth trends are positive in infrastructure and internet subscriptions.

The paper considered three newspapers of different languages viz. 1. Hindustan Times (English); 2. Dainik Jagaran (Hindi); 3. Malayala Manorama (Malayalam) based on their market coverage and digital presence/ digital adoption efforts. The editors and reporters were questioned on their strategies and skills of news gathering, methods and tools used for data collection, environment, personal engagements with their audience, news processing techniques. The paper also considers changes in the newsroom practices, flexibility in decision making and diversity in the work stations.

As a result, it was found that Hindustan Times was very much following the international trends, on the contrary, the regional newspapers launched digital services which run

parallel to their newspapers and serve their niche customers and focused market. Digitalization has changed the functioning of print newsrooms. The online stories and breaking news are filed first for the web audience, where on the other hand, newspaper gets the whole day to work upon.

RESEARCH METHODOLOGY (BACKGROUND RESEARCH)

To facilitate the research findings, a combination of approaches, design and methods were employed in order to draw the required results. Since Mobile Journalism is still under the process of getting acknowledged and identified all over the world, there is no particular method or formula to conduct a research with. Therefore, the paper has undertaken a combination of various methods, viz:

1. Non-disguised participatory observation of newsroom
2. Semi-structured interviews
3. Case study

To simplify the research and to state a valid comparison between different media platforms and their MoJo techniques, the paper has segregated media into broadcast, print and web journalism. To further narrow down the research, the study has picked one media house from each of the three categories and focuses on their reporting styles in order to bring out a systematic result. The media houses have been determined based on their feasibility and acceptance of web and mobile journalism. The cases considered are as follows:

1. India Today TV (Broadcast)
2. Hindustan Times (Print)
3. Quint (web/digital)

Data collection process began with a month-long participatory observation in a broadcast newsroom (India Today TV), acting as

a non-disguised participant and understanding the broadcast's advancements and flexibility towards employing mobiles for shoots and field/ ground reporting. During the span of time spent in the newsroom in understanding the role and space for new media, various points were learnt, like, this particular broadcast media house had recently adopted the practice of mobile journalism. As a participatory observer, Facebook lives shot from the studio were taken as an important element. Also, anchors/ journalists/ reporters, who were conducting FB lives through phones direct from the studio were interviewed. By the end of one month spent at the broadcast media house, satisfactory data was collected through observations and interviews conducted with two journalists, learning about the basic functioning of a news room and the changes which mobile journalism practices may tend to bring in near future.

In order to secure information from the print and web media houses, semi-structured interviews were conducted with a number of five journalists practicing journalism through mobile in their respective media houses. The interviews were conducted over phone calls and communication applications such as WhatsApp and Snapchat. Internet and technology were fully utilized for the study and data collection process. To put simply, three journalists from Hindustan Times⁺ and two from Quint were interacted to give their inputs about the Mojo practices in India.

The main questions put up during the semi-structured interviews are as follows:

1. How are data/ information collected on mobile phone processed before transmitting to the final audience?
2. In case of low outreach, how are journalists adapting to their audience's need? (the

challenges faced)

3. Is Mojo evolution in India an impact of international journalism practices?
4. What can be a proposed future of Mobile Journalism in India? Will the traditional media practices get affected with the evolution?

To establish how each media organization is dealing with change and conducting themselves in the process, a live case study was monitored. The case study was about a media-driven protest conducted in various cities of India. The main focus was Delhi's Jantar Mantar where renowned activists, students and media personnel had gathered to raise their voices against the evil. Through the case study, it was easier to prove the perspectives gathered from interviews by showcasing real and practical journalism practiced at the venue. Therefore, observation and interview was followed by a case-study, monitored and recorded as and when the events had unfolded.

Thus, the paper undertakes qualitative and exploratory design to discover various aspects of the study. The primary data is, therefore, collected in three different steps, each of which is performed to extract a separate form of information and when combined, makes sense all together.

CASE STUDY: NOTINMYNAME PROTEST

Not in My Name or #NotInMyName was a media driven protest against communal lynching carried out across the nation in six cities on June 28, 2017. A sixteen year-old Muslim boy from Haryana was stabbed to death on a train two days before Eid celebration. The boy was allegedly attacked for being a Muslim and wearing a skull cap which led to a communal dispute between the two groups. The protest was carried out in six cities all over India.

⁺Yusuf Omar, Former Mobile Editor of Hindustan Times, had started working in UK's CNN when the interview was conducted.

As a matter of fact, the case study focuses on the event held at Jantar Mantar only. A number of media channels were present at Jantar Mantar in Delhi to participate and report on the protest. Therefore, the event proved to be an establishing observatory case study for the paper. In the later stages, it is observed that social and digital media played a major role in mobilizing and giving a direction to the protestors.

The protest serves as a case study to show how the three different media platforms, viz India Today (broadcast), Hindustan Times (Print) and Quint (web) reported the same event through different or similar media platforms, serving different or similar set of audience, respectively.

Before the protest kicked off, Hindustan Times and Quint published information and notifications on Facebook, Twitter and their respective web pages, informing about the protest to be held in 6 cities. As the protest commenced with students and activists raising their voices and placards in media's presence at Jantar Mantar, Delhi; various reporters begun with interviewing and reporting 'live' from ground zero. As an observation, Quint, a digital media site, started Facebook live at 18:04 IST and another at 18:39 IST, both ending with 281K views and 24K views respectively. As Quint went 'live' through a social media platform, it engaged more than 2000 people to interact and express their opinions.

Along with FB live, Quint was regularly tweeting updates on twitter. It also published an article on its web page on the same day of the protest. To summarize, Quint i.e. the digital media, was engaging its audience through Facebook live, twitter and an article on their web page simultaneously.

MoJo team of Hindustan Times, like The Quint, also started their coverage with Facebook Live at 18:05 IST and ended with a viewership of

58,191 views, 857 shares and more than 2000 people engaging through comments and giving their feedbacks. As and when the event unfolded, Hindustan Times kept its audience updated through their Twitter handle also. By the time the protest ended, Hindustan Times was ready with their final video summarizing the whole day's event. The edited video of protest was posted on their Facebook page at 21:59 IST on the same day which crossed over two million views. Along with regular updates and Facebook post, Hindustan Times kept up with its Instagram page by posting an image of the protest on June 28. As Hindustan

Times is a print media first, it was quick with publishing the article at 22:15 IST. To conclude, Hindustan Times i.e., the print media, undertook the services of Facebook Live, Facebook video post, Twitter, Instagram and an article on its web page to keep their audience updated. Hindustan Times, through its final edited video that summarized the whole event occurring at various places in the country, gained a relatively high number of viewership.

Broadcast i.e. India Today TV seemed to follow the traditional style of reporting on ground zero at Jantar Mantar, New Delhi. The broadcast media posted 2 videos on its Facebook page after editing it i.e. going editing desk before getting published on the social site at 20:50 IST and 22:23 IST respectively. The video shared at 22:23 IST was a part of channel's 9 PM Prime time show debate on protest and lynching. Another video based on the newsroom debate was published on June 29. Unlike Quint and Hindustan Times, there were no lives on Facebook or quick updates on twitter. The protest coverage was done particularly for television viewers in general.

To conclude, two out of three media platform seems to be working flexibly with the cultural shifts in reporting practices.

FINDINGS

INTERVIEW

Q1. How are data/information collected on mobile phone processed before transmitting to the final audience?

Cultural shifts in any newsroom can be easily determined with changes in the functioning of a newsroom. As the question was put up to all the participating journalists belonging to their respective media organizations (viz. India Today TV, Hindustan Times and Quint), it was learnt that all three organizations have different outlooks and approaches to process the news stories. India Today TV, though practices MoJo, continues to process the stories and information in their conventional style, i.e. treating and editing visuals on the software after restoring them to desktops and then, passing on to the rundown for broadcast. MoJo works like a 'kit' for the broadcast media in India. The journalists practicing in India Today TV carry the 'MoJo kit' (which includes an I-phone, lapel mic and a selfie stick) to places where it is difficult to get heavy cameras for shoots. From thereon, visuals collected on the mobile phone are treated in the same way as the visuals shot on heavy cameras are. Stories are then stored in the channel's feed which can be taken down for broadcast at any time. Therefore, MoJo has not really affected the working of broadcast newsroom as they continue to follow their conventional ways to process stories. The new form of journalism is yet to make an impact in the broadcast industry and make its existence prevalent to TV journalists.

In HT Media, mobile journalism has initiated a new era of journalism all together. Introduction of MoJo in a print media has enhanced the process of news services and have improved online visibility of Hindustan Times. Since the

print is heading towards audio-visual aids, a major transition in the media house has emerged. Hindustan Times had an online presence since a long time but was not so influential until the era of 'Mobile Journalism' under the headship of Yusuf Omar (presently, the co-CEO of Hashtag Our Stories) began in 2016.

Journalists now have the freedom to shoot and edit videos on the phones themselves. They do not have to count on other departments and waste crucial moments in coordinating with people for minor tasks. "It's like empowerment. I can do text, social and video. It is more of a cultural change. You don't depend on other people to do your work." Says Sanshey Biswas⁺, former mobile journalist, who helped setup MoJo at Hindustan Times.

The process of filing stories through the phone and not resorting to the desktops have sped up the process without compromising with the credibility of news stories. At the same time, a number of steps get omitted and the video gets online within minutes, which, in a way, increases the use of Facebook and snapchat where almost immediately information can be broadcast. This process, as a result, also stirs audience engagement with the news organization.

Team of MoJos often refer themselves as "jeans journalists", as coined by Yusuf Omar. This term refers to the 'shrinking' of tools and equipments which are compatible enough to fit in the back pockets of these 'jeans journalists'. To put it simply, heavy cameras have been replaced by smart phones (with internet), handheld mics with wireless lapel and conventional over-sized tripods with gorilla pods which are great in providing similar stability to the mobile cameras. These basic tools fit easily in the pockets, hence providing more comfort in mobility during shoots.

⁺Sanshey Biswas worked as a Mobile Journalist with Hindustan Times when the interview was conducted.

With changes in the workplace, journalists also witnessed alterations in news gathering process. Now, it is not only a reporter's task to look out for stories, instead, technological advancements have given rise to citizen journalists too. According to Sanshey Biswas, former Mobile Journalist at Hindustan Times, there are certain levels of gathering data by the Mobile journalists, viz.

1. Reportage: reporters find a story and work on it.
2. Sourcing the footage: utilizing videos from other credible sources.
3. Crowd sourcing: crowd becomes content creators and journalists curate them.

Many people have now started feeling a sense of responsibility and alertness. The power to be heard has in fact, boosted audience engagement, not only for the feedbacks but also for content generation process.

Therefore, Hindustan Times have undergone a major change ever since MoJo came into practice. Now, the print media has been enhanced by visual elements and online news versions available on Facebook.

The Quint is a web-based digital news portal which began its journey in 2015. Since it is a part of new media, the website was developed keeping in mind the new tech-advancements and rapidly growing usage of online news portals. The Quint is one of the experimental web portals which generally tries new concepts to engage its audience with its reporting practices and news packaging styles. This is, in fact, one of those web portals where the audience can hear their own voice louder than the expertise called in for discussions. The medium attempts to stimulate as much audience engagement as possible and provides a stage to the general opinions which is, in a way, one of the main characteristics of Mobile Journalism. At the same time, The Quint

attempts to keep a wider aspect and does not limit itself with any defined editing method or reporting practice. "The news story is processed depending on the story itself", says Taruni Kumar, mobile journalist at The Quint.

Out of the three categories of media (viz. Print, Broadcast and Web), web is the only media platform which has not witnessed a major cultural shift in its functioning. Digital media started emerging at a time when various media houses had started to realize what "jeans journalism" could mean. Therefore, with a futuristic perspective already inherited, digital media gave space to various news portals of which The Quint is a crucial part now.

The Quint comes with a vast flexibility and diversity in its work environment. Giving the example of Saharanpur riots coverage (2017), Meghnad, Mobile Journalist at The Quint says that The Quint, as a part of digital media "has not only democratized the coverage but has also added a lot of depth that was missing in TV coverage".

Digital media works on the notion of providing more space and time to common voices, which means that the reportage is mainly focused on common voices and citizens of the country. The citizens, on the other hand, are also empowered with their mobile phones to capture stories and pass on to the media organizations or put out on the social sites individually. It is also called "crowd sourcing".

Meghnad also shared his experience of a Hindu-Muslim communal riot coverage in Orissa's Bhadrak (2017). The internet access was banned due to the riots but as a solo-journalist, he took interviews, pictures, videos and 360 videos, all of which were filed in various formats (photo-feature, multimedia report, tweets and text) via mobile phone and desktop editing soon after the internet services were restored. The flexibility provided in

production and filing the stories gave the journalist a power and freedom to present his angle in the story.

All the visuals shot on the phone can be easily treated on a number of handy mobile apps like Quik, iMovie, power Director etc. whichever may seem comfortable to the journalist. Like Hindustan Times, the visuals are not restored on the desktop until advanced editing are required. This, in fact, makes the process of news dispersion faster without losing out on the credibility of the source.

Q 2. In case of low outreach, how are journalists adapting to their audience's need? (Challenges and disadvantages)

Diverse challenges came handy with cultural shift in the respective media organizations. One of the many reactions was to get skeptical when the changes were suggested but with that, the organizations were also expected to be experimental and flexible in accepting the modifications. Mobile Journalism emerged with its own set of challenges in Indian environment and work culture, like, lack of advanced infrastructure, network service issues, illiteracy, inadequate knowledge about the online portals and many more. The hurdles emerging from the new form of reporting are, in a way, faced from both the ends, i.e., from the content providers (reporters, producers, crowd sources) and content receivers (audience).

Firstly, the reporters believe that there is a lot to be done to improve engagement of the audience through Facebook lives, videos, call to action, crowd sourcing (gathering footage and information from people) and so on. Manon Verchot, Mobile and video editor at Hindustan Times, pointed out that "There are still some journalists who see Facebook live as much as sort of a TV platform to engage with the audience", where reporters are still very much in front of the camera talking to each other and

occasionally bringing in audience's questions in order to portray a direct conversation with them. Also, during Facebook lives, journalists face difficulty in attending to every question raised by audience while reporting from the ground. Manon assured that, "There is definitely room for improvement" to build better interaction channels with audience where the common opinions get as much importance as the reporters and mediators on screen. Such improvements will automatically lead to better quality content demanded by the viewers.

Virtual challenges kept aside, the real life challenges like India being a part of the Illrd World economy slows down the advancing process of Mobile Journalism due to poor infrastructure and slow development rates. MoJo requires internet accessibility as an essential tool of reporting and filing stories immediately, at all times. Though growing rapidly, the Telecom industry is lagging behind in many geographical areas where it fails to provide complete network coverage, hence, resulting in poor internet accessibility. "Mobile Journalism has serious limitations in the present ecosystem and MoJo sounds too fancy without proper internet connectivity in India", says Anusha Soni, a journalist in India Today TV, who did not seem convinced with the ongoing changes in media.

Nonetheless, the fact that the nation is developing and changing can't be completely ignored. Recent 4G network boom has altered the scenarios in small towns and villages where faster internet has more domination than any network could ever have. Meghnad, Mobile Journalist at The Quint shares his experience where he witnessed a positive change, "I went to a small town of Haryana and found people using 4G and I was taken aback. Internet penetration is growing and growing rapidly." Along with improved internet services, cheap mobile handsets and smartphones have spread

like fire in second and third tier cities of India, which is beneficial for Mobile and digital journalism in the near future.

Unlike newspapers, radio and television, one cannot have direct control over how a news is travelling online, neither can one determine the exact number of audience's attention that a story might grab. The news story may change apps, sites and even the form in which it was originally presented during its journey to the final audience. MoJo and digital media cannot be moderated by an individual and the destiny of a story becomes unpredictable. For an instance, in rural areas, word of mouth has always played a major role but recently, WhatsApp messaging app, supported in basic phones, have advanced the process of communication amongst the rural population. Therefore, the information gets trickled down to the remotest areas of the country over time through WhatsApp, which, according to independent reporter Sanshey Biswas, is "The black market of content". Now, the issue arises when data get doctored during the trickle-down process and is served with "real-fake" add-ons. The possibility of fake news getting shared is very high. This is in fact, an issue which can only be cured when the stories are well aggregated, curated and verified; also, when people are made to understand the difference between real-fake and at the same time, helped with contextualizing in order to bring the important stories on top of all other stories.

On the other hand, the audience get perplexed with the whole idea of mobile journalism. With the invention of new and advanced devices like 360 degree cameras and snapchat spectacles, there are many who are not camera-ready, especially when the camera has turned into a wearable and can be on "record mode" any time. Since Mobile journalism is less than 5 years old in Indian media, it is more like an idea without a proper structure which requires some more time to develop in the Indian habitat. The

media is not yet been completely understood and faces similar problem as any new multimedia would have faced. In such cases, one has to be very careful of the kind of news story being put and the channels through which it is travelling and reaching its consumers because the main purpose is to get the content to a larger set of audience without any alterations or add-on(s) on its journey.

On the other hand, these disadvantages can be seen as a set of opportunities to work better in the industry. The infancy of Mobile Journalism in India is beneficial in a way that it can adapt in terms of formats, workflows and distributions at a day's notice while broadcast and print take years to make such changes.

Q 3. Is MoJo evolution in India an impact of international journalism practices?

Almost every journalist agreed that there is a direct or indirect impact of new international journalism practices and the media organizations are regularly working towards adapting to the new trends. No doubt, media industry has taken up a little from the western world but Indian media is not totally dependent on the West. In fact, they are molding according to the circumstances, facilities and requirements of the Indian audience. Sanshey Biswas, independent Mobile journalist says that, "The influence of international journalism is there but the efforts put by the Indian journalists cannot be one of the things." This new practice has been taken up very strongly by Indian journalists themselves and they are now training each other to build up the Indian media in their own way without relying too much on international influences. The main focus is to keep a check on how it fits in the Indian context of the audience that each newsroom has. As a result, the organizations are undergoing various innovations which would match their norm of serving their set of audience and maintain a sense of relevance with them.

Although Indian media is a little behind in bringing in mobile journalism to their work stations, globalization of ideas do not limit them to only learn from the western trends. Globalization has, in fact, turned this into a two-way learning process where even BBC can pick from Hindustan Times. In 2016, Hindustan Times interviewed a rape survivor with a phone camera without revealing her identity. They used a snapchat filter to get her story across which in fact, became a viral story and was innovative in its own way. There are no fixed ways to report a story through phone. Meghnad, mobile journalist at The Quint says, "It's not like some countries know for sure what is right and what is wrong." Each media house in fact, is dealing with the stories in its own way and brainstorming every day to make the content more interactive, informative and interesting for their audience.

Q4. What can be a proposed future of Mobile Journalism in India? Will the traditional media practices get affected with the evolution?

Media organizations have just begun with experiencing cultural shifts in their newsrooms. Once MoJo starts to expand its empire, the existing newsrooms are expected to undergo a major and more in-depth cultural shift in terms of practices, equipments, editing procedures and even broadcasting. Out of all, the editorial departments are expected to be affected the most during the evolution.

Along with the current mutations in various newsrooms, the audience, too, are becoming aware of what to expect now. Considering a remarkable change in both, i.e., the media and audience, it is now important for every media organization to develop an interactive platform where audience can participate equally. It is to be noted that a media organization can't survive for long if it fails to recognize the change in its audience behavior and will eventually become irrelevant for its consumers.

Though MoJo and digital media have already replaced television (for some) in terms of influence (not in terms of viewership), it is not a full-fledged plan to replace the mainstream media consisting of print or broadcast, instead, it is a way to enhance the existing traditional media. Manon Verchot, Mobile editor at Hindustan Times says, "MoJo is often live, and because the footage and edit isn't perfectly manicured, it can give a more real and raw feeling to the audience that they can trust." "MoJo can be a tool to bring back some trust to media organizations, which has been lost by fake news." Besides that, since there is heavy crowd sourcing and active participation from the audience, the authenticity of a story gets checked regularly and allows better credibility, hence, adding more value to the organization. Therefore, all reporters are expected to be digital along with the traditional media which they are following.

A majority of participating journalists believed that the traditional media is not going to die any sooner in a country where even in the digital age, newspaper subscriptions keep rising. At the same time, many Indian media organizations are keeping a positive outlook for the new member in house and its power to stir a revolution. Sanshey Biswas, independent mobile journalist says, "It's (Mobile Journalism revolution is) eventual and easy. It is so simple and obvious. The lag was in the exposure and now, exposure is happening already. The empowerment that journalists seek is what is making it move so fast. All you need is a phone. It has already started."

Some journalists seemed confident to ensure on the success of this new platform and some seemed a little perplexed on the future of the new member in house. With a mixed response from journalists belonging to their respective organizations, it would be safe to conclude that the MoJo is going to be an enhancement for the traditional media for a long time. Also, it will

make its own space in the industry, create its own set of audience and share in the market without actually harming traditional Indian media which is currently being followed. The next 10 years seems positive for the growth of digital and mobile journalism in India but not at a speed where traditional media would be seen as a long gone past. The advanced and traditional are expected to co-exist and work in coordination in near future.

CONCLUSION

Mobile journalism has introduced the Indian media to a new and trending era of reporting and engaging audience. The organizations, as a result, are undergoing and experiencing cultural shifts but not all of them have been exposed to the possibilities of employing this method. There is still a larger set of audience consuming information on the television and through newspaper. Therefore, the organizations which are trying to play safe as long as possible are trying to avoid the circumstances faced when a new platform is adopted. Nevertheless, the media organizations would soon understand the need of being digital and mobile at all times.

Now, audience are more alert, knowledgeable and have a larger control over what they wish to see. The audience, already exposed to digital media, do not settle with the agenda setting theories of television and print. Sooner, the mainstream media would also be demanded of similar space by its audience to engage regularly and conduct a two-way communication process. Therefore, with time, Indian media would undergo major changes in their newsrooms in order to survive in the industry.

Indian media holds a lot of potential for the positive growth of digital media and mobile journalism. The facts and figures discussed in “growth and trends” section shows favorable conditions despite few disadvantages.

Limitations and difficulties faced by MoJo would be repressed over time when it would be under execution by majority of media organizations. MoJo would become a necessity to be followed by every media organization along with their mainstream media. The future is about summarizing events and stories within minutes and being one one’s toes at all times.

The medium requires a lot of innovation and modifications since not much has been discovered about it. The fact that MoJo is a new form of journalism all together, creates a room for major improvements and innovations. Indian media cannot rely on the western countries for the innovations every time. In fact, even international media are still figuring out the usage and potential of the medium and employing it according to their needs. Therefore, Indian media too would work in accordance with the natural habitat of the country.

To conclude, Mobile Journalism would result in better visually appealing stories, multi-tasking journalists and innovative content controlled by audience. This seems like a great passage to restore media’s credibility and prove the role of “fourth estate” by providing a stage to real voices, i.e. the citizens of a country.

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