

Original Article

Exploring the News Media Revolution and Journalism Practices: The Transition from TV to Digital Journalism.

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Abstract: This study examines the revolution in news media and journalism practices, as well as the transition from traditional television to digital journalism. It explores how the digital revolution has dramatically transformed the news media industry, particularly with the continuous emergence of new technological features and their integration into software and applications. Digital media journalism has successfully met public expectations, primarily due to the ease and smooth access to real-time news. Not only is news now available instantly, but its investigation and analysis can also be accessed whenever needed. traditional journalism practices, once common in electronic media, are no longer the norm. Today, news can be created entirely via mobile devices whether in the form of written content, images, or video visuals and can be updated and published instantly through the same means. a significant positive aspect of this entire process is the reduced use of resources, meaning that digital journalism is now easily accessible to both individuals and institutions. Major examples of this can be seen in the growing number of YouTube channels, vlogs, reels, and modern storytelling formats. As a result, a large population is now visibly active on social and digital media platforms, and it is expected that this trend will continue to grow in the coming days.

Keywords: News, Transformation, Digital Media, Digital Journalism, Broadcast.

Introduction:

The News Media Revolution and Journalism Practices: The Transition from TV to Digital Journalism For a strong state, having television is essential, but with time and technological advancements, how has television evolved to digitalization? More importantly, how has news and journalism been made more autonomous

and credible for the public in today's era? The role of journalist organizations, institutions, and news TV channels has changed significantly, especially with the rise of digital journalism. (Benson, 2011).

Previously, news used to reach the public through newspapers, and although newspapers now hold archival significance, they remain crucial for keeping people informed. Earlier, people had to wait a full day for the news, but with the advent of television, the delivery of news became more immediate and impactful. It was as if the entire world America, China, Japan, India, or Pakistan was right in front of the viewers. Whether it was government activities or global developments, people remained informed through television. To stay updated, people would set aside time from their busy schedules to watch the evening news bulletin with prime stories or hourly news updates. Television news bulletins adopted a unique style to deliver information efficiently. However, journalism practices also evolved, making every piece of news significant and turning almost every report into breaking news. (Bruno, 2012).

Television news also contributed to a culture of breaking news addiction, immersing audiences in sensationalism. It modernized journalism in a way that resonated with the public. (Nielsen, 2016). In Pakistan, the Pakistan Electronic Media Regulatory Authority (PEMRA) played a crucial role in regulating television news, managing its ups and downs, and elevating its importance. (Ordinance, 2002).

Through this research, we examined the emergence of digital journalism, which gained widespread acceptance globally after COVID-19 as people increasingly shifted to digital platforms. This marked the foundation of new journalism, significantly transforming journalistic practices worldwide.

Disruptive technology has reshaped the foundations of news media. In Pakistan, digital journalism took off when individuals started launching their own YouTube channels, sharing daily informative videos, reports, and stories. This made public engagement with content creators both easier and more user-friendly. Institutions also played their part by integrating traditional newspaper journalism with technology. Many newspapers merged their operations with television, and now, TV news channels have either integrated themselves into digital platforms or separated into digital news entities. Prominent mainstream media groups such as JANG Group, ARY News, BOL Network, Samaa TV, and Samaa Digital have expanded into digital journalism. Recognizing the significance of this shift, Pakistan has embraced digital journalism as a necessity of the times.

With the rise of mobile phones, every user now essentially owns a personal TV, and often more than one mobile device. Screen time engagement has increased to 15–18 hours per day. Platforms like YouTube and Netflix have become so user-friendly that accessing news and information has never been easier for the common person. Digitalization, especially in Pakistan, has been further reinforced by the Prevention of Electronic Crimes Act (PECA), introduced in 2016. However, it was not fully implemented back then. Now, in 2025, PECA has gained significance, addressing digital crimes, cybercrimes, fraud, scams, and particularly fake news. (Mirza Adocate,2025) This indicates that the policies and procedures of digital journalism have diverged significantly from those of television, making it a more challenging field for journalists. Aitamurto, T. (2016). This paper explores the importance and standards of digital journalism, as well as the future direction of this evolution. It also assesses the impact on journalistic work and the potential transformations that lie ahead in this digital era.

Problem Statement

Since the advent of the digital era, news media and especially journalism have undergone a remarkable transformation. This digital shift has given journalism a new direction, but it also brings significant challenges, particularly for those journalists who have remained deeply rooted in traditional print and TV formats. The core issue is that we have yet to fully embrace digital journalism in the way that we should.

Perhaps it's like the time when we transitioned from print to television news media, and journalism took time to gain acceptance in that new format as well. Aitamurto, T. (2016).

The problem that is having us today lies in the fact that we do not want to believe that digital journalism is a true form of journalism and an advancement to the former. The study shall serve to describe the way in which we have to transform how we can do some digital work in journalism. It also outlines that there is necessity to reconsider news media policies because digital media is not only need of the time but also a part of our everyday life. It enables the instant updating of world events and what is more important is the crucial role as the provider of timely and correct news to the population which is one of the essential concerns of the journalism. Ananny, M. (2018).

Research Objective:

The objective of this research is to explore how journalism practices need to adapt and transform to embrace the digital shift, which has become a critical need of the time. The core aim is to recognize that digital journalism, following television, now holds a new identity, one that has rapidly transformed the entire news media system. It has introduced new styles of news presentation and modern approaches to journalism. This research also seeks to understand how we perceive the transition from TV news to digital news and what significance digital journalism will hold in the future.

RO1: To explore how traditional TV News influenced digital news practices towards journalism?

RO2: To Explore digital journalism challenges, especially regarding fakes and misinformation news and stories.

RO3: To explore the freedom of speech on digital news media by creating different laws and regulations.

RO4: to investigate the positive and credible news that the News Media provides on TV also be found on digital media.

Research Questions

RQ1: How has traditional television news influenced digital news and journalism?

RQ2: In today's era, digital journalism is challenging, especially regarding fake news and stories.

RQ3: Can we limit freedom of speech on digital news media by creating different laws?

RQ4: Can the positive and credible news that is provided by News Media on TV also be found on digital media?

Significance of the Study

This study is significant as it figures out because it explores the revolution in news media brought about by the digital transformation and analyses how the importance of digital news media has increased while traditional TV news media has become almost ineffective. This study fills a gap where we need to thoroughly analyse the future of digital news media and assess its growing importance for journalists and the journalism industry. It also examines how the status and power of the news industry will evolve in the digital landscape, in the same way that electronic media, particularly TV, maintained and managed its power and position for a long period.

Literature Review

A revolution has unexpectedly emerged in the news media landscape, bringing with it a range of new challenges that are experienced daily. One of the most significant changes is how journalists today are not only responsible for researching and verifying news stories but also for ensuring their publication and broadcasting across both mainstream and digital media platforms. Anderson, C. (2011).

Making a more narrow focus on digital media, we have witnessed the integration of different AI tools increasing over time. T. D, Aunno, (2009). The tools have also increased the rate at which the news moves. As an example, one can cite such platforms as Nauka Pakistan or Raftaar, where technology is changing the speed and scope of journalism. This study discusses these trends on the basis of several digital platforms, and with more emphasis on the revolution created by the YouTube channels. Institutions or only individuals owning these channels, it has been noticed that the level of audience engagement has gone up remarkably. D. Gillmor (2004). The most fascinating thing is that this interaction is still increasing gradually with time as can be witnessed through the number of subscriptions, like, and comments on YouTube. Beam as R. A. (1995). Moreover, the research focuses on discussing the change of traditional TV news to digital delivery through the prism of several perspectives and covers the analysis of the issue of digitalization and the way in which it alters the interaction with audiences and the distribution of the content. Holton, A. E. (2018).

Transition of news broadcasting from television to digital media

The transition from traditional news channels to digital media has proven to be a significant and challenging shift. Graefe, A. (2016). In this evolving landscape, technology has played a pivotal role in reshaping news broadcasting. Unlike in the past, where running a news channel necessitated a large infrastructure or grand buildings, the current era demands access to technological resources and their effective utilization. This technological pivot has become essential for survival and relevance in the modern media environment. Rashidian, N. (2017).

This trend is not unique to any one country; rather, it is a global phenomenon, with Pakistan being no exception. The rise of digital systems across the world stands as a testament to the changing dynamics of news dissemination. Patel, M. (2013). News delivery has become more accessible due to the increasing number of users who rely on mobile phones for consuming content. The audience today is predominantly mobile-centric, and this shift is primarily driven by increasing screen time per individual. Benkler, Y. (2006). Consequently, traditional broadcasting models have, to a certain extent, been compromised or restructured, giving way to live streaming and other forms of digital content delivery. This shift marks a fundamental transformation in how news is produced, distributed, and consumed in the digital age. Roberts, H. (2018).

Transformations in journalistic practices

Digital era has not merely changed the character of journalistic work, but also transformed the working and behavioural pattern of the journalists. S. M. (2015). Mobile applications and software platforms have become the dominant platforms of news production that is no longer done on traditional news desks. As in most instances now they are transferred and shared through instant messaging via WhatsApp. Professional equipment (DSLR cameras or Electronic News Gathering (ENG) tools) is no longer seen as mandatory to the production of news. Rather, the quality of a mobile phone, particularly that of the camera has become critical in the field of journalists. A decent smartphone could help journalists to record footage, take photos, and will also allow to generate an entire news package. F. S Bermejo (2009). Because of this, news companies are putting more investments in technology and digital devices. The use of dedicated cameraman is also declining. On his/her own, a journalist with access to a smartphone can generate content, perform editing with help of mobile editing programs, and post a final product with equal quickness in online publications or share it in the respective WhatsApp Groups. Boczkowski, P. J. (2005). The move represents the beginning of a more comprehensive change in the way news is produced, focusing on speed and portability as well as digital efficiency in place of traditional production processes. Because of the availability of technology and

publishing in real-time, the job of the journalist has changed as the journalist is no longer a contributor but the full content creator. Boczkowski, P. J. (2010).

Audience interaction with news content

The attitude and behaviour towards news verification varies among the target audience of the news media by their way of thinking. Television news is at some point censored and thus, it does not reach the audience in its timely manner as it is on the digital media platforms. The result of this trend is a massive change in the behavior of audiences especially when it comes to the consumption of news. Recently, viewers are no longer dependent on TVs to get the news information since they are able to choose what they want to watch on the digital channel which is also more immediate in providing information. Mitchelstein, E. (2013). Previously the television viewers were mostly subjected to the programming of the television station and the editorial judgment of the broadcaster but today with the ascendancy of digital media, the viewers have taken a larger control. They have the possibility to decide on the kind of information they can have whereby selecting the news and once they want to do so, may resort to YouTube or any other platform of their choice. These sites give news review which is usually unsanitized and delivered by independent content producers and this attracts listeners who want different perspectives. The audience has access to different YouTube channels and content creators who provide news without reducing their level due to the manner in which traditional media eliminate some subjects in their news. Graham, T. (2012). The biggest thing in this matter is that the audiences are not required to tune into a timetabled news round up anymore on TV. They can consume material at their own will and as per their own choice, and as such a paradigm shift can be witnessed in news consumption. This transformation highlights the transition between organized constraints of time-limited content to consumption at any time and with a personalized approach to watching news, which is a wider pattern of audience consumption in times of the Internet. Bruns, A. (2008).

Misleading information and fake news

As we have already addressed the effectiveness of digital media news especially when it comes to prompt publication and maintenance of the news to the customer, one of the major issues that the news media in the digital era has to contend with is the deception or rather misleading information, not to mention the increased phenomenon of fake news. On television, news are normally referred to reputable centers and they have a complete check before they are relayed. Bunce, M. (2017). PEMRA 2002 is a key element in the process because it makes sure that every news is thoroughly checked on whether an institution or an individual has successfully published the news correctly. This is a demanding procedure that gives the news in televisions credibility. M. Carlson (2018). Digital media on the other hand is well-known to embrace the culture of fake news where it has become a norm. Specifically, certain YouTubers distort some stories to change the course of the news brood. The active construction of fake news and narratives is now being observed on a large scale but this is at times viewed as misleading. This has created the need of the Government of Pakistan to initiate stringent policies under PEMRA, and the introduction of the PECA Act of 2025. The act has been designed to prevent spread of fake news, online fraud and scamming and to help regulate and control misinformation in the digital environment. City Laws Pakistan. (2025).

The emerging role of digital journalism in the future.

According to the research, the future of journalism is digital in its nature and the most important stimulation is the constantly rising technological development and its usage. Such transition resembles how artificial intelligence has been taking over the world in different divisions with every sector implementing AI in its operations. As a case in point, it can be observed that in the news media industry, digital journalism is what the future has in store. The evolving investment and marketing trends could be regarded as one of the primary factors of such a shift. Usher, N. (2016). The phenomenon of digital marketing itself has also changed in a considerably large way to bring about a fall in the interest held by the investors in the traditional

mainstream media, including TV-based sources of news. Investors have currently developed low interests in investing in traditional TV news media, and are moving towards more dynamic and fast changing forms of media, which is the digital media. Therefore, some of the trends used in news are currently over dependent on the digital channels. As an instance, TV programs that are shown with ads in their long forms are becoming less and less popular to come in the busy life of the modern world. Nielsen, R. K. (2016).

Audiences are now more engaged with short-form content, such as podcasts, short reels, and bite-sized informative content. This shift highlights a growing preference for more immediate and accessible news delivery. Therefore, in the coming years, digital journalism is likely to witness further innovation and significant changes, adapting to the preferences of modern audiences and technological advancements. C. M. (1997).

Ethical principles and truthfulness in the field of journalism

In journalistic practices, the most important aspect is that the investigation of news depends on the truth. However, this often conflicts with the ethical responsibilities and basic morality of journalists, which can sometimes be compromised. This issue, which we are currently witnessing in the digital era, was also evident to some extent during the electronic media era. However, since the rise of digital media, we have seen a shift in the behavior of many content creators, such as YouTubers and Instagram influencers – whether they are professional journalists or not who have overlooked ethics and moral values, particularly in the pursuit of numbers and subscriptions. Christin, A. (2018).

Starbird, K. (2014) One significant issue is the use of misleading thumbnails for content, which have no relevance to the actual story. This issue has become increasingly prevalent in the digital media space. From this perspective, we can also view this study as an exploration of how the moral values and importance of journalism are evolving. Coddington, M. (2015).

Nauka Digital Platform and Senior Journalist Kamran Khan

The concept of Nauka Pakistan was introduced by Pakistan's senior journalist, Kamran Khan, who has dedicated over 30 years to print and electronic media. Throughout his career, he has faced various challenges in the field of journalism. Kamran Khan was a significant figure at Pakistan's top media channel, Jang Group, where he hosted the highly rated prime-time show, *Aaj Raat Kamran Khan Ke Saath*, on Geo News for many years. Following this, he joined Dunya Group, where he continued his prime-time news programming.

Kamran Khan has played a pivotal role in disrupting traditional media through the introduction of digital technology, which has had a profound impact on the news media industry. However, he decided to bid farewell to Dunya News, announcing that he would no longer appear on mainstream traditional news channels. This decision came as he recognized the numerous challenges facing news channels and acknowledged that it was time for him to embrace digital journalism and digital platforms.

Raftar Digital Platform and Journalist Farhan Mallick

Raftar Digital Platform is primarily news-based, and most of the content on this platform is analyzed news. Despite its relatively short period of development, the platform has grown rapidly. However, much of its content has been controversial. A significant portion of its offerings is in the form of podcasts. The reason behind this is that Raftar Digital focuses on topics that mainstream media often censors, addressing issues that are typically not covered freely on television.

The founder of this platform, Farhan Mallick, is a senior journalist with extensive experience, having served for many years as a director of news at Samaa News. Additionally, he has worked in the advertising industry,

giving him a comprehensive understanding of digital media tools. Farhan Mallick had distanced himself from mainstream media even before the COVID-19 pandemic, and he often shared his vision of digital journalism through various podcasts.

Theoretical Framework

In this study, the theoretical framework focuses on exploring the news media revolution and journalism practices, particularly the transition from TV to digital journalism. This framework is structured around the integration of four key theories, Gans, J. (2016). which together provide a comprehensive lens to understand the transformation of television news into digital media within the field of journalism. Gans, H. J. (1979).

The first theory that supports this framework is the Media Convergence Theory, which helps explain how traditional and digital media platforms are merging. Flew, T. (2010). The second theory is the Uses and Gratifications Theory, which examines how and why audiences are shifting towards digital platforms based on their needs and preferences. The third theory. Gillespie, T. (2018). the Diffusion of Innovations Theory, provides insight into how digital journalism practices and technologies are being adopted over time. Meyers, O.(2016). The fourth theory is the Agenda-Setting Theory, which illustrates how the transformation from television to digital news media is influencing public discourse and shaping what issues receive attention. Deuze, M. (2005).

Media Convergence Theory

This theory explains how journalism, particularly media and digital journalism, has merged, allowing the development of a hybrid model of news production that integrates both television and digital platforms. It identifies the factors that can be applied from a journalistic perspective to digital tools. Pallmeyer, D. (1997). Its relevance helps us understand how television journalism can be merged with social and digital media, such as through the use of news applications and websites. Moreover, it also considers how news-based content can be effectively delivered through applications. Douglas, M. (1986).

Uses and Gratifications Theory

This theory holds significant importance in the field of media and communication studies. It provides a valuable direction for understanding social interaction, particularly how infotainment content is reflected through media platforms. It focuses on how television news engagement can be enhanced through digital mediums, especially within digital journalism. The theory emphasizes how users are supported through features like updates, interaction, and content customization. Stevens, M. L. (2008).

Diffusion of Innovations Theory

This theory, related to innovation and technology, strongly supports this research, especially in relation to the merger of digital journalism. It highlights the importance of internet-based operations in social and digital media from a technological perspective. The transformation from television to digital platforms is primarily rooted in IT systems. This transformation is driven by innovative technology, and through this theory, we can examine media landscapes from a broader perspective. Tandoc, E. C. (2018).

Agenda-Setting Theory

In this theory, we aim to understand how digital platforms influence audience interaction through specific algorithms, and how audiences actively consume news digitally. It explores the dimensions through which traditional television broadcasting has shifted toward digital journalism and live streaming. This theory also

allows us to examine the tools influenced by digital media, which help determine the value and significance of news content. Fishman, M. (1988).

Research Methodology

This study is based on a qualitative method approach, using qualitative methods to provide a comprehensive understanding of the news media revolution and explore the journalism practices during the transition from television to digital journalism.

Research Approach

The study uses a thematic analysis method to explore the opinions and thoughts of working journalists from semi-structured interviews. Doing it this way lets us spot consistent patterns, major themes, and thoughts in what the journalists we talked to said. That way, we get a more detailed picture of how the transition of mainstream TV media news to digital media journalism for such a piece of authentic news and challenges such as fake news and misinformation stories.

Sampling Method

The study uses a goal-directed sampling method to pick out 30 seniors and renowned journalists. These journalists are working in various designations, including news editors, director news, field reporters, news anchors, assignment desk staff, and news producers. Their interviews reflect their personal views and experiences, and they have specifically highlighted the current conditions and environment in which they are working. All of these journalists are affiliated with different news channels and media platforms across Pakistan.

Data Collection

For data collection, we conducted interviews with TV journalists who are currently observing both mainstream TV news and digital journalism. Their interviews are based on the questions we provided. Data is gathered through semi-structured interviews conducted in person and online, depending on the availability of participants. Each interview follows a flexible guide covering key themes, including:

- Perception of TV's Role in Shaping Digital Journalism:
- Fake News and Misinformation Challenges:
- Freedom of Speech in the Digital Sphere:
- Credibility and Trustworthiness of Digital News.
- Television News and Digital Journalism Practices:

Ethical Considerations

The study follows ethical research principles, ensuring voluntary participation, informed consent, and confidentiality. Participants are briefed on the study's purpose, and their identities are anonymized to protect privacy. The collected data is securely stored and used solely for academic purposes.

Validity and Reliability

To ensure credibility, the study incorporates triangulation by comparing responses across different demographics. Member-checking is also conducted, where participants review summarized findings to confirm accuracy.

This methodological framework provides a structured approach to exploring news media revolution and investigates the journalism practices during the transition from television to digital journalism.

Themes and Analysis

This thematic analysis explores the News Media Revolution and Journalism Practices: The Transition from TV to Digital Journalism. Based on interviews with 30 participants as senior journalists, key themes were identified regarding Fake News and Misinformation Stories, freedom of speech in the digital sphere, and news credibility on digital media.

1. News Credibility on television.

Many participants highlighted that News credibility is higher on television, especially for reports that are monitored by regulators. This is particularly true for business news, such as dollar prices and stock market updates, which we receive from reliable sources. They emphasized that this mainstream television news media transformation is still challenging in digital media journalism.

2. Engagement and Community Mobilization

Interviewees mentioned that digital news media allows interactive engagements, enabling journalist about freedom of writing and publishing, also empowering self-employment via digital media like YouTube channels, Vlogs, and storytelling. twitter X is one of the best examples of creating news trends and public engagement.

3. Misinformation and Credibility Issues on Digital Media

A common concern among participants was the prevalence of misinformation. While Digital News media spreads fake news and it's a common practice for a few journalists to get more views, likes, and subscriptions for the sake of money on digital platforms, and it kills the credibility of journalism, the reliability of sources remains questionable. Several interviewees expressed the need for fact-checking and official verification of shared content.

4. Influence of Influencers and Environmental Activists

Many respondents noted the role of digital media influencers and activists in shaping public perception. About the fact stories and quick updates without any censorship, for example few YouTube channels are very open to speak about the current situations and updates, Daily Pakistan and Rafter.

5. Impact on Behavior and Attitudes

There was a divided opinion on whether Journalists on digital News media have led to actual behavioral change. While some participants stated that Stories and News come from strong resources that are spread

on digital media few of them took the examples of Local and international elections, few of them spoke about judicial and military stories that come from the strong resources of the television newsroom.

6. Barriers to Television News Media

Despite its advantages, certain barriers were identified. News The biggest challenge in television news media is the various restrictions, which often cause delays in broadcasting news. Another issue is that not everyone watches TV anymore, so news is usually uploaded to digital platforms afterward, or the same story is often available earlier on some other digital platform. The most significant problem for television news is that people have become more comfortable with their mobile phones and are now driving their content preferences themselves. Audiences now prefer to consume news content of their choice on their preferred channels and digital platforms

R04: to investigate the positive and credible news that the News Media provides on TV also be found on digital media.

Discussion

Theme 1: News credibility on television

The influence of traditional television news on digital journalism, one participant reflected on the golden era of television journalism, when people trusted news aired on TV as credible and authentic. However, in the current age of digitization, audiences are rapidly shifting toward digital platforms. According to the participant, digital journalism has not necessarily evolved from the principles of television journalism but rather has been shaped by the entry of untrained and non-professional individuals. These individuals, often lacking formal education or journalistic training, have assumed the role of journalists simply by launching YouTube channels and using microphones without fulfilling journalistic standards. This trend has undermined the integrity of both digital and traditional journalism. Furthermore, the participant noted that the decline in professional standards is also visible in television journalism today, where favouritism, non-professional ownership, and a profit-driven mindset have significantly damaged the field.

Theme 2: Engagement and Community Mobilization

Digital media has become unrestrained and susceptible to misuse. They argued that unless specific legal frameworks are established for digital platforms, the spread of misinformation and the misuse of media for blackmailing purposes will continue. The participant also pointed out that even professional digital media organizations are suffering due to the widespread presence of fake news, which has led the public to doubt even reliable sources. whether laws can be used to restrict freedom of expression on digital media, the participant acknowledged that while lawmaking is important, using such laws to suppress dissenting voices is highly condemnable. Referring to the controversial PECA (Prevention of Electronic Crimes Act), the participant expressed strong opposition to it, stating that every individual should have the right to voice their opinion. Creating laws under the guise of regulation that, in effect, limit media freedom is a violation of democratic values and a disservice to the people of a free nation.

RO2: To Explore digital journalism challenges, especially regarding fakes and misinformation news and stories.

Theme 3: Misinformation and Credibility Issues on Digital Media

Regarding whether the same credible and constructive news seen on television can also be accessed on digital platforms, participants noted that traditional TV news channels have increasingly started publishing their reports on digital platforms as well. Most reputable media houses now maintain active websites, apps, and social media accounts, ensuring the availability of authentic news online. However, the condition remains that users must rely on verified and credible sources when consuming digital news. When asked if journalists today face the same challenges in the digital era as they did during the age of print and electronic media, responses highlighted both continuity and change. Some challenges remain constant, such as threats to freedom of expression, editorial pressure, and risks to personal safety. However, the digital era introduces new issues like the rapid spread of fake news, online harassment, character assassination via social media, threats to digital security, and the pressure to maintain accuracy under real-time publishing demands.

RO3: To explore the freedom of speech on digital news media by creating different laws and regulations.

Theme 4: Freedom of Speech in the Digital Sphere:

In addressing the question of how traditional television news has influenced digital journalism, participants observed that traditional TV journalism provided the foundational structure and standards for news reporting. However, digital media has expanded the speed, reach, and interactivity of journalism. Now, news is not only instantly available, but audience feedback is also immediate, transforming journalism into a more public-facing and data-driven domain. This evolution has significantly reshaped the responsibilities and strategies of modern journalists.

participants acknowledged that digital journalism today is significantly challenged by the proliferation of fake news, fabricated rumours, and misleading content, largely disseminated via social media. To combat this, journalists and media institutions must invest in thorough research, fact-checking mechanisms, and promoting digital literacy among both professionals and audiences.

RO4: To explore how traditional TV News influenced digital news practices towards journalism?

Theme 5: Credibility and Trustworthiness of Digital News.

Digital news has influenced traditional news and journalism, mostly in negative ways rather than positive. However, with proper use, it can make things easier for people. Traditional news used to deliver limited, delayed, and controlled information. Journalists had to work long hours with limited resources, and verifying news was difficult. But digital news has changed everything. Now, people can access news anytime, anywhere. Digital news offers instant access to information, easier verification, and requires fewer resources.

But at the same time, digital news has taken away the essence of "news." Previously, journalists were well-informed and had command over language. Now, even newspapers and TV channels have spelling and grammatical errors because the ease of digital platforms has diminished the journalists' own skill set. Many modern journalists are essentially "WhatsApp journalists" – they post news without verifying it or considering its angle. This trend has raised questions about the credibility of both journalists and journalism

Television News and Digital Journalism Practices:

We must understand that TV news holds the status of mainstream media and delivers news with responsibility. However, digital media ensures that the news reaches viewers, and through analysis and commentary, it often gives birth to a new version of the story. The credibility of Pakistan's news media has become a challenge for all of us. Therefore, understanding how truthful a piece of news is, or how much of its content is based on facts, is just as important as the process of delivering that news to the public.

Research Question Answered:

The current research, which explores the News Media Revolution and Journalism Practices: The Transition from TV to Digital Journalism, addresses the research questions formulated around this topic. The answers were gathered through a qualitative approach, where detailed interviews were conducted with senior journalists and anchors in the field. They provided responses aligned with the research topic. Afterward, keeping the same topic in mind, we presented the collected data at an international conference. This allowed our research to gain further clarity, and to some extent, we were successful in our investigation. Additionally, during a focus group session, we received clear and relevant answers. Later, in the journalism workshop, students raised similar questions related to the transformation of digital media and news media.

Conclusion:

This study demonstrates the transformative impact of the News Media Revolution and journalism practices in the shift from television to digital journalism. Through this research, we observed that digital journalism, with the integration of technology, has significantly changed not only the working methods but also the direction of news and the level of detail in the information all accessible to the audience at the press of a button or a single click.

This shift to digital media has also transformed the vision of journalists and journalism itself, reinforcing the idea that news can no longer be suppressed or controlled. However, one of the major drawbacks of this transformation has been the rise of fake news and misinformation.

On the positive side, the digital transformation has empowered journalists, particularly those who have always aspired to pursue independent stories and investigative journalism. Previously, the monopolization of news channels often made it difficult for journalists to work autonomously.

Our study concludes that technology has played a crucial role in strengthening digital journalism. As a result, countless channels have been created especially on platforms like YouTube delivering news to the public in innovative ways. Notably, YouTubers are increasingly working in the area of storytelling, which has introduced a new dynamic and sometimes a competitive challenge between traditional journalists and content creators.

During this research, we conducted interviews with various journalists, each with different perspectives. However, all agreed on one thing: the importance and influence of the digital era will continue to grow in the coming days. Therefore, it is essential for all of us especially those in the journalism industry to be mentally prepared for these changes and to ensure that their positive impact reaches the journalist community and the wider industry.

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