



SCHOOL OF JOURNALISM AND COMMUNICATION

**Assessment on the Challenges and Opportunities of Citizen Journalism on
News production: the Case of FANA Broadcasting Corporate**

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Advisor: Samson Mekonen (PhD)

**A Thesis Submitted to the School Of Graduate Studies of Addis Ababa
University in Partial Fulfillment for the Degree of Masters of Arts in
Multimedia Journalism**

Addis Ababa University

School of Journalism and Communication

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Addis Ababa, Ethiopia

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This is to certify that the thesis prepared by Rediet Wagaye entitled assessing challenges and oportunites of citizen journalism in news production the case of Fana broadcasting corporate and submitted in partial fulfillment of the requirements for the degree of Masters of Arts in Multimedia journalism complies with the regulation of the university and the accepted standard with the respect to originality and quality.

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Abstract

Citizen journalism surfaced around the year 2000 as a way of challenging the role of journalism and other dominant institutions in shaping public debate. Citizen journalism is when ordinary people do professional intelligence work. This study focuses on the challenges and opportunities of citizen journalism in news production. The study used qualitative methodology with purposive and convenience sampling techniques. Focus group discussion and interviews were the data-gathering instruments used for collecting the data. The editors and reporters from Fana broadcasting corporation were the subjects of this study. As the finding revealed, citizen journalism has challenges and opportunities in the news production of main stream media. The challenges are impact on news credibility, spread misinformation and unethical activity in the names of journalism, challenges for gatekeeping and framing characteristics of the main stream media as well as it leads the professional journalism in to critics. On the other hand, citizen journalism has been an opportunity for the main stream media's news production process. The opportunities are that it is used as a news source, opportunities for participatory journalism, creating room for feedback and discussion and coverage about political corruption.

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Chapter One: Introduction

1.1. Background of the study

Journalism is ‘ an account of the being real world as appropriated by the intelligencer and reused in agreement with the particular conditions of the journalistic medium through which it'll be circulated to some section of the public ’(McNair 2002). For Deuze(2005), Journalism is a profession that continuously reinvents itself with the changing trends.

Citizen journalism isn't inescapably a new idea. In early times, people gathered information and circulated it for the community without training or literacy about journalism ethics, but it continued to do so until 1908 when the first sanctioned journalism academy opened at the University of Missouri. Wally Huges (2010) stated" at the end of the first section in the subsection named 1908 is birth of the journalism profession" because this academy embarrassed thenon-professional intelligencer, the number of citizen intelligencers dropped. 1980 is the stylish time for citizen journalism because it was the morning of the World Wide Web and the internet helped to produce a lot of content generators, just like citizen journalism does moment (test Fido news in 1984).

According to Matheson 2008 stated on vikitoria 2014" the term citizen journalism surfaced around the time 2000 as a way of challenging the part of journalism and other dominant institution in shaping public debate"(Matheson 2008)

The first content creator that surfaced in 2000 was oh my news in South Korea, which grew due to followership dissatisfaction with mainstream media and their news reporting. In the 21st century, a large number of citizen intelligencers come popular and a many online performances of mainstream media open up, similar as current television in 2005 or CNN in 2006. These openings of mainstream media allowed citizen journalism to expand around the globe.

Citizen journalism is explained in different ways by experts according to bosen 2008 stating in Bowman and Willis 2003" the act of citizen or a group of citizens, playing active part in the process of collecting, reporting, assaying and propagating news and information." Citizen journalism is when ordinary people do the work of professional intelligencer.

According to Viktoria 2010 stated in Curtis 2012" the gathering writing editing product and distribution of news and information by people not trained as intelligencers citizen intelligencers arenon-professional intelligencer who collect circulate and dissect news on blogs wikis participating websites using tablets, laptops cellphones digital cameras and other mobile phones and wireless technology's" Using this description as a companion, we see that citizen intelligencers simply need a technology advancement, not any previous knowledge of journalism, to be suitable to circulate what they've seen and heard with the substantiation they've gathered, including prints, videotape, and voice recordings.

Citizen journalism is in practice in Ethiopia thanks to social media. Different violence and political conflicts were covered by citizen journalism in Ethiopia. It's known that there were different violence are exercised in Ethiopia. Some of the violence was covered by citizen intelligencers in Ethiopia were in Metekel, Wollega, Guji, Shahsemen and Sidama. Under this circumstance, the mainstream media was divided along ethnical lines, which was reflected in the position and depth of reportage on issues affecting certain regions. During the violence, some main sluce media chose to state different programs while some stations were used to spread and incite violence. The print media also reported variable performances of analogous events, which left a gap of what was the factual reflection of events. This gap was filled by people spreading information that may not have been entirely true, swaying the dears of violence. A citizen-journalistic platform that would allow the public to partake information using the available communication means. Different transnational media used citizens' testaments via textbook dispatches, Twitter, Facebook and blogs (Banda, nd).

In recent times the growing of citizen intelligencers has shown each over the world including Ethiopia (Tsfaye Bezabih, 2018). Now day citizen journalism has an openings and challenges in the news product of the main sluce media. The same effects are passing in Fana broadcasting commercial which is one of the main sluce media in Ethiopia. The practice of the journalism, the journalists and news editors are the main groups who are largely served and challenged by the practice of citizen journalism and the wide spread of information through social media without time and place limitation. This study is going to assess the challenges and openings of citizen journalism on news product of Fana broadcasting commercial.

1.2. Statement of the problem

Thanks to the advancement of technology the flow of information grow immensely. With the help of new media technology platform peoples from deferent part of the world can communicate each other's simultaneously through different social media platform. With the advent of such technology the practice of citizen journalism, non-professional practice of journalism flourished. The practice swap the traditional flow information, unlike traditional journalism news flow from the producer to the audience, citizen journalism is a two-way stream, in which they are both producers and consumers of the content.

As a result of the practice, people can get first-hand information about the phenomenon. The 2010 Haiti earthquake, the Arab Spring, and the Syrian civil war are the major issues covered by citizen journalism on a global level. Taking a look at the national context, citizen journalism exposed many things before they were covered by mainstream media. Here we can raise the case of conflicts in different regions of the country, such as Metekel and Wellga.

Some studies have been conducted related to the impacts of citizen journalism on the main stream media. Apeh & Didiugwu (2017) conducted a study focused on the implications of citizen journalism on main stream journalism in the Nigeria case. Their study proved that citizen journalism has posed a serious challenge to the mainstream media in Nigeria.

Onyango (2013) conducted another study on the Impact of Citizen Journalism on the Gatekeeping Process: A Case Study of Kenya Broadcasting Corporation Television. As indicated by his study, the main challenges that were reported to have been created by citizen journalism and included inaccurate and difficult-to-verify reports, poor quality pictures, and most reports lacked objectivity. One of the studies conducted in the Ethiopian case was by Bitima Milkessa, which focused on the perceived impact of social media on mainstream journalism practices. The case of Ethiopian Broadcasting Corporation and Fana Broadcasting Corporate (2019) and his study showed that social media has a strong influence on the field of journalism and practitioners. All the studies indicated above clearly show that citizen journalism has an impact on the practice of main stream media. Also, the studies focused on the impacts and implications of citizen journalism, but this study will focus on the challenges and opportunities of citizen journalism in the Ethiopian context. Citizen journalism is seen as another form of journalism that abuses the standard and

control of a professional journalist (Salawu, 2007). Hence, the growth of citizen journalism is undeniable in Ethiopia. Therefore, it is critical to assess the challenges and prospects of citizen journalism in Ethiopian mainstream journalism.

1.3. Objective of the study

1.3.1. The general objective of the study

The general objective of the study is to assess the challenges and opportunities of citizen journalism on news production the case of Fana TV.

1.3.2. Specific objective of the study

1. To assess the opportunities of citizen journalism on news production
2. To identify the challenge of citizen journalism on news production.

1.4. Research question of the study

1. What are the opportunities of citizen journalism on news production?
2. What are the challenges of citizen journalism for news production?

1.5. Scope of the study

The aim of the study is to assess the challenges and opportunities of citizen journalism for news production on main stream media in Fana broadcasting corporate. It is known that there are different media institutions are available in Ethiopia at regional and federal level. Additionally, all the main stream media institutions are benefited and challenged by the practice of citizen journalism. To make the study manageable, it is better to limit the scope of the study. Therefore, based on the researcher observation and the experience shared from reporters who are working there, the researcher decided to conduct this study at Fana broadcasting corporate sharing company. Fana broadcasting corporate sharing company has managed FM radio, mainstream radio and TV. From those media outlets, this study only focuses on TV.

1.6. Significance of the study

After the study is conducted the result of the study clearly shows in which extent the Ethiopia mainstream journalism affected by the practice of citizen journalism. And the result may use as a source of information for those in the sector in order the review the practice. It may motivate the other researcher to do more research in the area. The study also used as a reference material for those who have interested in the field of communication specifically citizen journalism.

1.7. Limitation of the study

The major constraints faced by the researcher while conducting this study were; lack of empirical research about citizen journalism in Ethiopian context, respondents understanding about the citizen journalism as well as not available of the journalists during focus group discussion.

1.8. Organization of the study

This study consists of five chapters. The first chapter gives an introduction on the background of the study, a statement of the problem, objectives of the study, the significance of the study, scope and limitation of the study. The second Chapter reviews the literatures which focus on challenges and opportunities of citizen journalism and theoretical framework of the study and issues that are related to citizen and traditional journalism. The third Chapter presents discussions of the methodology employed to conduct this study and the reasons why the researcher has chosen quantitative and qualitative methodology. The fourth Chapter discusses the analysis and presentation of the data. This chapter discusses all the data collected from respondents. Finally, chapter five provides conclusion and recommendations.

Chapter Two: Review of Related Literature

2.1. Journalism as a profession

Because both organizations work in the field of qualitative information chores, Abbott (1988) compared journalism to the profession of librarianship. Throughout the last century, he said, "the news jurisdiction has continuously risen in size and importance," and "the incumbent profession of journalism has come to remarkable authority" (Abbott, 1998:225). According to Abbott (1988), historical events such as the Civil War enhanced public demand for news coverage and strengthened newspaper jurisdiction.

Established journalism has had power as a profession, and journalists have held occupational status and privilege, similar to other professions. "Specialized knowledge, technical abilities, practice experience, disinterested public service, professional codes of ethics, and exclusive work jurisdiction" have all been hallmarks of established journalism (Deuze, 2005; Jennings et al., 1987; Oledski, 1998; Roberts & Dietrich, 1999; Wilensky, 1964; cited in Chang et al., 2010:4). Because "journalism is the only occupation in the United States that is specifically protected by the First Amendment," journalists have had and enjoyed extraordinary power in the United States (Chang et al., 2009:4).

Journalists have been focusing on "how they create themselves as professions" and "how the occupation of journalism got codified and legitimized in society" as part of professionalization (Anderson, 2008; Gieryn, 1983, cited in Lewis, 2012:841). Lewis (2012) saw "this process of codification and legitimation as a sort of boundary work," invoking Gieryn's (1983) phrase from his study of the scientific community (p.841). "These are efforts to build and increase the limits of one domain's institutional authority compared to outsiders, thus generating social borders that provide larger cultural and material resources for insiders," as Lewis explained (2012:841). The profession reaffirms its professional identities and claims to professional jurisdictions by building and negotiating its own boundaries.

Boundary work is a major process of defining rhetorical boundaries between journalism and other similar occupations, as well as between journalists and non-journalists, in journalism studies

(Robinson, 2009; Zelizer, 1992). Journalists establish and negotiate professional boundaries by demonstrating specialized competence and social authority in order to strengthen unique professional identity and jurisdictional claims. Nonetheless, whether journalism is a career and if a journalist is a professional is still debatable (Abbott, 1988; Chang et al., 2010a; Singer, 2003). "Journalism remains a very porous occupation," according to Abbott (1988:225), which means there is no obvious line between journalism and public relations, or journalism and other forms of writing. It could be because "journalism does not have the trappings of a traditional career" (Lewis, 2012:843).

Despite the fact that journalism has schools, associations, degrees, and codes of ethics, "those without them are not excluded" (Abbott, 1998:225). Journalism "does not have a monopoly on formal training and certification of its personnel," and it lacks "the ability to discourage others from becoming journalists" (Lewis, 2012:843). In the United States, most journalists are not obliged to pass the same admission examinations, certifications, or licenses as other professions (Allison, 1986; cited in Jones & Himelboim, 2010). "Journalists are—and normatively should be—closely related to the common man in order to execute a free press role," according to the democratic value of journalism (Jones & Himelboim, 2010:276).

2.2. Citizen Journalism

Citizen Journalism has been named "public," "participatory," "popular," and "guerrilla" or "road" journalism, among other terms. This type of journalism, according to Bowman and Willis (2003), is "the act of a citizen, or group of citizens, taking an active part in the process of collecting, reporting, assaying, and propagating news and information," with the thing of "furnishing independent, dependable, accurate, wide-ranging, and applicable information that a republic requires."

In his description of citizen journalism, Radsch (2013) brightly captures the spirit and substance of the conception as "an indispensable and activist form of newsgathering and reporting that functions outside mainstream media institutions, frequently as a respite from faults in the professional journalistic field, that uses analogous journalistic practices but is driven by different objects and ideals and relies on indispensable sources of legality than traditional or mainstream

journalism." Citizen journalism is the polar contrary of the mainstream media's rigid, nearly unilateral top-down communication paradigm.

"Participatory journalism is a bottom-up, emergent phenomenon in which there is little or no editorial oversight or conventional journalistic process dictating the decisions of a staff," Bowman and Willis (2003) write. Instead, it's the consequence of a slew of concurrent, dispersed dialogues that either flourish or wither in the Web's social network. "The fluidity of this method puts greater focus on information dissemination rather than filtering," they write. Conversations take place in public places where everyone can see them. Traditional news organizations, on the other hand, are geared up to filter information before it is published. Citizen journalism, by its very nature, does not allow for gatekeeping. Information is delivered to members of the public who are directly involved in this type of journalism.

Meyer (1995) argues that "the large range of titles given to the concept of public journalism, e.g., civic journalism, citizen journalism, community journalism, or communitarian journalism, is one measure of the unease that journalists have about the concept of public journalism." He continues, "Part of the fault for the misunderstanding must go to the early proponents of public journalism, who have resolutely refused to give it a definition or anything more than a hazy theoretical structure." They argue that defining it would be pointless because it is still in development. Perhaps, however, debating public journalism has the effect of debating a Rorschach test. Each perceives it as a manifestation of his or her most cherished wishes or greatest fears.

Misgivings about what defines citizen journalism and who citizen intelligencers are, it appears, are fueling the misreading." There's considerable disagreement over the expression "citizen journalism," Glaser(2006) writes," since numerous professional intelligencers believe that only a trained intelligencer can grasp the adversities and ethics involved in reporting the news." In discrepancy, numerous educated intelligencers take over citizen journalism by creating their own blogs or commentary online outside of the established media scale." Despite the wide misreading, citizen journalism is just a new type of journalism in which the content is stoner-generated, undressed, uncensored, and delivered in real time.

Professor Jay Rosen's description, published in Moller(2012), explains the conception of citizen journalism" citizen journalism is when people formerly known as the followership use the press

tools they've in their control to enlighten one another." As a result, it's clear that getting a citizen intelligencer doesn't bear previous moxie in journalism, especially in this period of social media's remarkable ubiquity. To engage in the developing citizen journalism diapason, all that's needed is an introductory understanding of the operations and manipulations of the media.

The idea behind citizen journalism, according to freelance intelligencer Mark Glaser (2006), is that people without professional journalism training can use ultramodern technology and the global distribution of the Internet to produce, compound, or fact-check media on their own or in collaboration with others. For illustration, you might post about a megacity council meeting on your blog or on an online forum. You may also fact-check a mainstream media piece and point out any factual inaccuracies or prejudice on your blog. You might also take a digital snap of a noteworthy event in your community and partake it online. You might also photo an analogous situation and upload it to a website like YouTube. All these might be considered acts of journalism, indeed if they don't go further simple observation at the scene of an important event.

2.3. Professional values and citizen journalism

Journalists and academics evaluate journalism ideals from a normative perspective in order to claim their professional standing (Singer, 2003; Schudson & Anderson, 2008). Journalists produce news as a cultural product, legitimizing "their contribution to public information as significant as that of the nonprofessional" (Schudson, 1995). (Robert, 2013:26). In compared to other professionals or non-professionals, this normative structure of professionalism also aids journalists in maintaining their distinctive authority as professionals. In other words, there is "an ongoing professionalization process in journalism" with "a commensurate development of a shared occupational philosophy" (Deuze, 2005:446).

Scholars in the field of journalism studies appear to agree that what characterizes more or less universal commonalities in journalism can be regarded as a shared occupational ideology among journalists that serves to self-legitimize their place in society. In professional journalism, Deuze (2005) identified five fundamental traits as "ideal typical values": public service, objectivity, autonomy, immediacy, and ethics (Golding and Elliott, 1979; Kovach & Rosenstiel, 2001; Merritt, 1995). A variety of discursively formed ideal-typical ideals might be stated as key elements of this

professional self-definition. "These ideals lend validity and credibility to what they do," journalists believe (Deuze, 2005:446).

Autonomy has been deemed "the most vital in sheltering journalism from outside influences of government, sources, sponsors, and audience, allowing journalists to speak truth to power" among ideal-typical values (McDevitt et al., 2002; cited in Lewis, 2012:844). Journalists are meant to be self-sufficient, independent, and autonomous in their profession (Deuze, 2005). Professionalism fosters independence from outside critics and prioritizes public service over financial gain, all of which are beneficial to journalism (Beam 1990).

Professional journalists have used objectivity to assert social authority, portraying their work as value-free and neutral, and so believable, balanced, and true (Deuze, 2005; Lewis, 2012).

"Reporting of reality, of facts, as nearly as they may be gathered without the insertion of prejudice and personal opinion (Maras, 2013:7)" has long been a basic professional journalistic standard (Schudson, 2001). Journalists are guided by the objectivity norm to separate facts from values and report just the facts. "The journalist's work consists of reporting something termed 'news' without commenting on it, slanting it, or altering its formulation in any way," according to the objectivity norm (Schudson, 2001:149-150).

However, in recent years, a new sort of journalism has emerged as a significant force in news production, challenging traditional journalism. The rise of citizen journalism has cast doubt on the long-held idea that journalism comprises a distinct body of knowledge and abilities that are difficult to impart to non-professionals (Chang et al., 2012; Domingo & Heinonen, 2008; Gillmor, 2004; Lowrey, 2006). It has raised not only practical challenges for journalists, but it has also called into question long-held ideals.

The full potential of citizen participation in news production challenges general views of journalism's roles and functions (Deuze, 2003). Technology has extended "mass communicative abilities to a larger part of the public – so, citizen with the means to record, share, and analyze information in text, visual, and audio, as well as the ability to access data from a variety of sources, and engage with fellow citizens online, the occupational control of professional journalists is increasingly challenged" (Roberts, 2013:60). If anyone in the developed world can publish anything at any time, and it becomes globally available and easily found the moment it is

published, then anyone can be a journalist" (2008). Lowrey and Anderson suggested that increased transparency in journalism and audience participation could contribute to a weakening of journalists' authority, explaining: "increased transparency may weaken the occupation's authority as well as its 'specialness' in the eyes of the public" (2005).

The expanding presence of citizen-generated news has also targeted a gate-keeping role, which is "the principal marker of occupational jurisdiction in journalism" (White, 1949, cited in Mitchelstein & Boczkowski, 2009:571-572). According to Deuze (2005), "one of the most fundamental 'truths' in journalism is that the professional journalist dictates what the public sees, hears, and reads about the world" (p.451). Professional journalists lost their privilege and authority when they lost control of information. As a result, in today's media landscape, who can be a journalist and what constitutes journalism are more subject to debate than ever before (Allan, 2006; Kopper et al., 2000; Singer, 2003). Boczkowski (2004a) discovered that news professionals engaged in 'gate opening,' or activities that encouraged user interaction rather than the usual gate-keeping chores of content selection.

The loss of the gatekeeper function could cause audiences to question journalism's legitimacy, as well as the assertions of objectivity and autonomy that make up the profession's main norms (Boczkowski, 2004b; Deuze, 2007).

2.4. Overview of Citizen and professional Journalism

User participation in the news creation system has long been an element of journalism, and hence under the control of journalists. Digital forms of participation, on the other hand, have increased "the potential volume and scope of citizen journalism" (Lewis, 2012, p. 859). Ordinary people, free of time and space limits, have an infinite number of ways to contribute in internet news processes through diverse formats such as video, photo, or text.

"More people are passing on their views and thoughts, performing a role previously occupied only by members of the institutional press," according to the growth of citizen journalism (Gant, 2007, p.45). Individual experiences, according to Chris Atton (2002), are valuable because they are not constrained by the ingrained routines of professional news media. While non-professional

journalists acquire and generate news as part of their daily lives, they imbue a magazine with their own history, experience, and viewpoints (Atton, 2002).

Non-professional journalists can also "disrupt the mass media's framing in numerous ways and denaturalize the media's dominant social processes" (Roberts, 2013, p. 43). News professionals and the media industry have grappled with the rise of citizen journalism over the last two decades because of this power to disrupt, and they now recognize that this growing reality will damage their sector (Lewis, 2012). In dealing with this issue, journalists have been able to deal with the degree and type of citizen participation that is competing with their established news industry (Hermida & Thurman 2008; Lewis et al., 2010; Singer et al. 2011; Thurman 2008;; Wardle & Williams 2010; all cited in Lewis, 2012).

Citizen journalism and citizen media have been hailed as "a corrective to mainstream news whose quality of coverage has been found wanting on a number of instances," according to research (Bruns, 2009:9). In any case, citizen journalism's impact on traditional journalism and its position in the future news media remain hot themes in current journalism studies. The conventional power of mainstream journalism to control the content and delivery of information has been weakening in recent years (Chang et al., 2009).

Although "journalist" has greater social authority than "citizen news participant," mainstream journalists recognize that citizen journalism has become a major force in traditional news reporting, undermining established journalism's professional status (Domingo & Heinonen, 2008; Lowrey, 2006). The Internet and its surrounding digital technologies, in particular, have posed a significant challenge to professional journalists' authority and legitimacy in setting the space, timing, and context of news reporting.

"For the first time in history, established journalism's ascendance as doorkeeper of the news is risked not only by new technologies and challengers but, maybe, by the followership it serves," writes the author (Singer et al., 2011:3). In this shifting climate, several intelligencers have tried to reinterpret their journalistic places." With the explosive growth of information on a global scale, the necessity of offering information about information has come a pivotal addition to journalism's chops and tasks," as Bardoel and Deuze put it." This redefines the intelligencer's part as an notational or intentional one, a shift from the watchdog to the companion- canine"(2001:94).

Established intelligencers have been concerned that citizen journalism may fleetly displace traditional journalism (Bruns & Highfield, 2012).

Despite accepting the popular purpose of citizen journalism, mainstream intelligencers should be reluctant to embrace citizen journalism as their counterparts because of the challenges to their professionalism and legality of their established place in society. Still, exploration suggests that citizen journalism won't be suitable to replace traditional news channels or give the same position of content (The State of the News Media, 2010). Citizen journalism, on the other hand, plays a distinct part, *videlicet*, uniting with established news publications to fill in gaps when marketable news enterprises warrant coffers. Citizen intelligencers constantly unite with one another to expand their reach. On account of these practices, established news associations accept the fact that citizen journalism has continued to play a part in the journalism field (Curran, 2010; Rosen, 2006) and borrow citizen content (Brown, 2005; Schaffer, 2007).

Still, as Rosen (2006) refocused out, this doesn't indicate that citizen journalism will displace established journalism. This conflict between heritage journalism and citizen journalism, according to Lewis (2012), is "a both and condition of reciprocal capabilities," rather than "an either/ or circumstance" (p. 62). Because traditional media and citizen media have different pretensions and purposes, it's doubtful that one can fully replace the other; rather, they'll attend." What will be the quality of this concurrence in terms of the elevation and standing of the models of journalism?" is the abecedarian question for citizen journalism experts." In terms of legality and public service, how will each relate to the other?"

Citizen journalism, according to critics, is a poor substitute for professional news because citizen journalists lack the skills necessary to effectively serve as watchdogs on powerful forces' misconduct (Mosco, 2009). Critics said that "community journalism will supplant professional reporting with an untrustworthy account of events that is at best incomplete and at worst sensational, propagandistic, and potentially hazardous" (Wall, 2010:2). "Non-professional created content threatens journalism's professional norms in ways that would not help either group, weakening confidence and responsibility for professional and amateur journalists both," Thurman (2008:144). "Simply the quality of the citizen content, which critics believe is more prone to grammatical problems and bad execution, if not inaccuracies," is a more routine concern for some (Wall, 2010:5).

"The real driving reason behind the emergence of citizen journalism is simply money," according to more negative reports (Wall, 2010:3). Citizens' material has been fostered and pushed by professional news outlets in order to gain a bigger audience and persuade consumers that they can make real contributions to the news—that theirs and other, similar voices are indeed heard. Researchers have demonstrated how these citizens' contributions are subsequently homogenized to suit mainstream news's established beliefs. According to Deuze (2005), most citizen journalism is dependent on mainstream news channels and is not created independently. Citizen journalism, in this view, is just another cost-cutting strategy used by corporate news organizations.

Citizen interactive news and the blogosphere are likewise considered "biased and tilted" by established journalists since "objectivity is not expected" (Thornley, 2007:n.p.). Established journalists criticize citizen journalists for favoring entertainment stories with little background study over enlightening the public about issues that affect them as citizens (Brown, 2005; Carpenter, 2008). As a result, citizen journalists have brought professional journalism's standards down. "Where we've had the bigger problem," said Mark Cooper, the former editorial coordinator of Off the Bus, "is expecting that untrained citizen reporters can swiftly and adequately replace professional and trained reporters." If we underestimate the training and professional requirements of journalism, we do ourselves a lot of harm.

I'm referring to the qualifications and training required to become a journalist. Journalists don't just appear out of nowhere" (cited in Glaser, 2011:584). Many citizen journalists, according to critics, have not been taught to adhere to the same standards as professional journalists working for news organizations (e.g., objectivity, thoroughness, fairness, and accuracy) (Carpenter, 2008). As a result, traditional journalists view such grassroots journalism as part of a new "cult of the amateur" (Keen, 2007).

2.6. Citizen journalists as critics of traditional journalism

Traditional journalism can be unsatisfactory at times, with one typical complaint being that it does not address the needs of "regular people." Traditional journalism has been chastised for becoming highly politicized and commercialized, with some claiming that it has the ability to influence the

truth and provide a misleading image of current events (Bowman & Willis, 2003). "The act of a citizen, or a group of citizens, playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information provide independent, reliable, accurate, wide-ranging, and relevant information that a democracy requires," Bowman and Willis claimed (2003:9). As a result, proponents of citizen journalism have focused on what citizen journalism offers the public and how that news product is delivered.

Woo (2005) found that citizen journalism serves a distinct function from traditional journalism, which follows long-established journalistic news reporting criteria, allowing citizen journalism to provide a unique viewpoint on current events. Citizen journalism encapsulates "the transformation of alternative media participants (or community media, participatory media, or radical media) into active citizens, which means it accounts for the process of empowerment and power fragmentation that occurs when men, women, and youth reclaim their own media" (Rodriguez, 2001). However, "citizen journalism is dramatically realigning traditional news reporting's communicative priorities and protocols, sometimes in significant ways," according to the research (Allan, 2013:9).

It is also vital to emphasize that citizen journalism is directly linked to new technology. With the advancement of new technologies, anyone with an internet-connected computer and basic software may publish content that is accessible to anyone with Internet access (Bruns, 2010; Glaser, 2011; Goode, 2009; Matheson, 2008). Physical barriers to involvement in journalistic activities have been reduced or eliminated as a result of these technologies, allowing regular people to "reach a mass audience in terms of cost, time, technical skills, and experience" (Roberts, 2013:39). Citizens can perform "quasi-journalistic activities" through blogs, social networking sites, video-sharing sites, and other types of participatory publishing.

Coddington, (2012:383) to interact with the rest of the world, such as reporting news, exchanging images, and providing insight or comments on current events. Mark Glaser (2011) emphasized the role of communication technologies in his complete definition of citizen journalism. "The concept behind citizen journalism is that people without professional journalism training may use current technology and the global distribution of the Internet to create, augment, or fact-check media on their own or in conjunction with others," he explained (Glaser, 2011:578).

"The capacity to make meaning and the capacity to broadcast one's meaning throughout the world, are held by, or readily available to, at least many hundreds of millions of users," Benkler (2006:27). Traditional power relations respecting the privilege of news producers have shifted as a result of the emergence of citizen journalism as a result of the Internet, and the line between news audiences and news producers is no longer clear (Antony & Thomas, 2010). According to Castells et al. (2004), technologies and methods that were previously only available to professional journalists are now available to ordinary persons for the purpose of disseminating information. Anyone with access to technology can "assume responsibility for representing common interests and actively engage in the creation and dissemination of knowledge" (Antony & Thomas, 2010:1284).

Most definitions of citizen journalism provided by scholars and practitioners try to emphasize that ordinary people who are not trained as professional journalists and are not affiliated with legacy media perform journalistic activities such as gathering and disseminating information about events in ways that contribute to alternative perspectives or deliberation using new communication technology.

2.7. News Production

The first step in decoding news production is defining and understanding the concept of news. Therefore, news is a genre of mass media content resulting from journalists' information gathering and editors' decisions and following professional practices and norms (Nossek, 2008). Additionally news is defined by Harrison (2006), "news is judged to be newsworthy by journalists, who exercise their news sense within the constraints of the news organizations within which they operate." (16).

News as 'the product of teamwork in media outlets (Nossek, 2008), 'but the definition of 'news production' goes beyond such a definition through looking at certain criteria that include tasks, structures, processes, routines, and influences on the news. According to Harrison (2006:13), "news" is "judged to be newsworthy by journalists, who exercise their news sense within the constraints of the news organizations within which they operate."

Defining news production as a process is an incredibly difficult task, as there is no generic definition of news, but it all depends on the context and the need for such news. News production begins as a process of editing ‘as soon as a journalist sees and hears of something newsworthy’ (Wilson, 1996:29) and is produced by ‘journalism professionals (of which there are different types with different journalistic subcultures, for example, reporters, producers, technical staff, and managerial staff) working in a routine day-to-day manner within a news organization’ (Harrison, 2006:99).

News production can be seen as the process of transforming events through systematic criteria into news that is publishable in the media. News production tasks are activities ‘where news workers/journalists engage in the production of the written, visual, or audio texts designated as news and information appearing in print media and on broadcast and cable television, radio, and the Internet’ (Ettema, 2008). The tasks these news workers do are mainly to ‘report, research, write, and edit reports as well as produce and assemble visual images and the graphic forms for news and information’ (Ettema, 2008). The selection of news goes through another process, often beyond news workers’ decisions, and this is where editors, producers, and news directors get involved at another level of news production.

News production is described by Weischenberg and Matuschek (2008) as ‘the process where in the modern newsroom, a journalist controls everything – the electronic gathering of information (e.g., through an online news ticker), the text processing software, the layout, and the printing, which in essence is the description of the process for news production.’ Most news is produced within the constraints of news organizations.

2.7.1. Elements of News Production

According to Domingo’s model of news production, Hanitzsch and Hoxha (2014) developed the model of news production. The model includes three elements and those elements are story ideation, story narration, and story presentation.

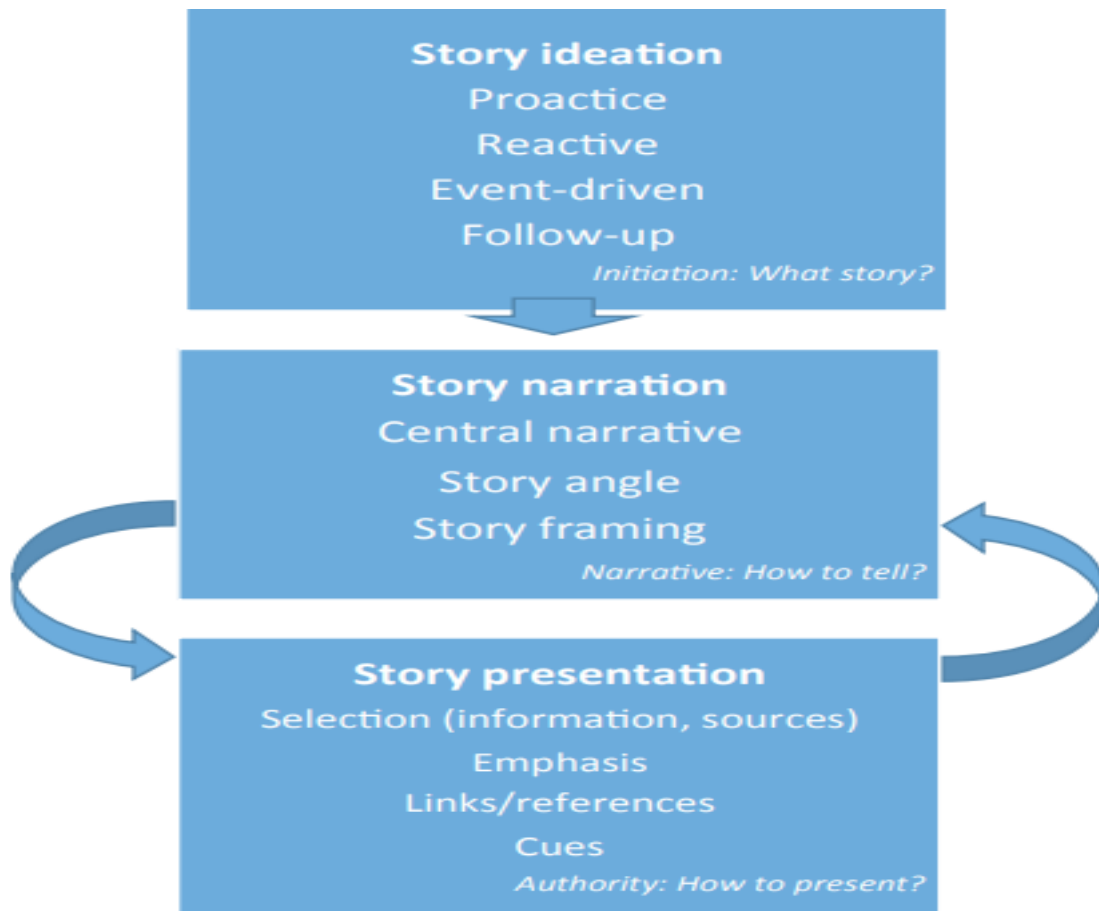
- **Story ideation** is the key process in story suggestion. This process of story generation is termed as story ideation concept according to Bantz, McCorkle and Baade (1980). There are essentially four ways how a story can come into being: Story ideation can be proactive when

journalists initiate research or observation on a particular story idea. In this case, the impulse to research a story comes from the journalists themselves, most of the times out of curiosity about something they became aware of. Perhaps more common is the reactive mode in which the story is initiated through a person or institution outside journalism. Journalists might attend a press conference and write about it, newsrooms might get press releases and turn them into articles, or some kind of sensitive information is pitched (or leaked) to an investigative reporter. In the follow-up mode of story ideation, journalists follow up on their own or other reports' coverage. The story is therefore initiated simply by the fact that the issue already receives media coverage and journalists simply continue their reporting or join the crowd. Finally, story ideation can be event-driven, for there are event that don't leave journalists and the media a choice but to report on them. In this mode, journalists routinely respond to occurrences "on the ground" that hit the established criteria of newsworthiness in a way that newsrooms feel that they "must" report on these events because everyone else will do.

- **Story narration** refers to the process of the development of a story narrative as well as its narrative context. While in the stage of story ideation, the emphasis is on "What story to tell?", story narration provides an answer to the question of "How to tell the story." In this regard, story narration takes account of the storytelling function of journalism – that is, every news account has a story to tell. There are three important aspects of story narration that play out in the production of news: the central narrative (the "story"), the story angle (the perspective from which to tell the story), and the story framing (the embedding of a story within an established interpretative framework). Berger (1997) called these functions narratemes, while the sociological approach holds that the analysis of media is done both in "content and form as a result of cultural conventions of one society at a specific time" (Becker 2004: 7). In line with the news production narration process, Gans (1979) and Schudson (1995) make a distinction between "important" and "interesting" news in terms of judgements by journalists when deciding about framing the story of angle they will take to cover the news. Two fundamental questions that are asked are "how the story is told and why it is told that way;" Becker (2004:9) argues that journalists first make decisions about the design and intention of the narrative and then use narrative techniques to create a news account. Regarding at the central narrative, story angle and story framing, we can further explore patterns, structures and roles of journalists in conflict news production.

• **Story presentation** is the third in the (partly iterative) sequence of news production because it is only after a central narrative (the “story”) has been identified; the producers of news build their coverage in a way that is consistent with the story line. In so doing, they establish discursive authority over the material they present as to be a “true” account of what happened. Four elements are central for the process of story presentation: Selection refers to the choice of information (or “facts”), sources, sound bites and any other substantive aspect that gets covered in the news account. Emphasis, on the other hand, reveals the fact that not all of these elements are presented as equally important or relevant in the news account. Certain aspects, notably those that speak best to the central story narrative, are given more emphasis than others. One reason is that joint professional ideals need journalists to provide voice to all sides in a story, but it does not violate any professional code to emphasize certain “facts” over others to get the story in line with the narrative. Links and references are significant since news accounts do not exist within a narrative vacuum. In their reporting journalists consistently make reference to previous coverage – of their own, or of other colleagues/news media – thereby linking their accounts to other news pieces. It is for this reason that individual news accounts have to be understood within a complex discursive nexus of news coverage. Cues, lastly, link a news account to real-world occurrences and found spontaneous connection among the story narrative and recognized interpretative framework. It should be noted that the cycle of news production does not necessarily end with the story presentation but rather continues its life cycle into distribution and delivery of such news to the audience, reactions to the news and feedback to the original idea of news production in the story idea and as influence on shaping the conflict. Furthermore, the two stages of story narration and story presentation should not be placed in a linear sequence. Oftentimes, the central narrative, angle and framing of a story may change as the substantive facts, article emphasis or cues do not support it. Narrative may also change in response to the coverage of other, notably competing, news media. The three elements above – story ideation, story narration, and story presentation – serve as a heuristic interpretative framework to take account of the essential stages in the production of (conflict) news. In the retrospective reconstruction interviews, journalists will be asked to recall their decisions with regard to these three domains.

Fig 2.1. News production process



Hanitzsch and Hoxha (2014:7): News production process

2.8. Opportunities of Citizen Journalism

Over the times, citizen journalism has entered varied reviews. While some spectators have waxed lyrical about the advantages of this type of journalism, others have exaggerated its downsides. As a result, a balance must be struck through an equitable appraisal of the benefits and downsides of citizen journalism. As preliminarily said, citizen journalism provides both professional and nonprofessional intelligencers with unique chances for both their profession and their compendiums. After studying several literatures, the following enterprises were honored as citizen journalism openings.

2.8.1. Participatory Citizen Journalists

In a participatory journalism environment, citizen journalists work in confluence with traditional news-media intelligencers in the production of news content for a traditional news association (Deuze, Bruns, & Neuberger, 2007). Participatory intelligencers are defined as people who contribute news, opinion, and information content to traditional news associations. Participatory intelligencers were people who submit hyperactive original content to be published in designated sections of a website, but participatory journalism's news production processes have evolved (Nip, 2006). Traditional intelligencers most frequently calculate on similar citizen, or participatory, intelligencers for their first-hand experience or for visual records of breaking-news events similar as natural or mortal-made disasters that intelligencers are unfit to pierce. For illustration, citizen intelligencers submitted further than, 1000 filmclips, 20 pieces of videotape, 1000 text-based dispatches and, 1000 emails within a many hours following the London bombings in 2005. These substantiations submitted information to news spots as events unfolded before their eyes, and news-association representatives accepted this content because they didn't have access or access during the extremity due to security restrictions (Allan, 2007).

Participatory news intelligencers submit substantially overdue content that's latterly vindicated and assessed for its news value by a news-association editor. This type of citizen intelligencer receives pleasure from contributing to the public through the sharing of their opinions on tête-à-tête applicable news stories, earning some plutocrat from landing the event, or having their name mentioned in the news media (Aubert & Nicey, 2015; Nah & Chung, 2016; Palmer, 2012).

News-association editors, still, infrequently abide by this cooperative ideal in which news work is cooperation between the news association and citizen intelligencer. Indeed though news associations are revisiting how news is constructed, content is still a reflection of once media routines and morals. Research has rather set up that traditional intelligencers don't estimate participatory intelligencers grounded on their journalistic chops, but rather on their propinquity to a news event (Hellmueller & Li, 2015). Citizen intelligencers' intellectual and creative input is minimum within this order because traditional news media organizational leaders refuse to relinquish tract and gatekeeping control over news processes and their stories (Domingo, Quandt, Heinonen, Paulussen, Singer, & Vujnovic, 2008; Karlsson, 2011). In fact, traditional intelligencers

frequently insulate citizen journalism content from their own content because of its perceived quality and emotional tone (Domingo, 2011).

Still, they're hypothetically more likely to be pious to the news association because they feel valued, if a participatory citizen intelligencer contributes to a traditional online news product. Expression of opinion can lead to an increased appreciation and understanding of the news process and of public affairs, which may in return encourage further people to laboriously share in their community and consume news (Bentivegna, 2002; Pavlik, 2001). still, exploration shows that the bare presence of a participatory community on a news- association point doesn't mean that news associations are making an trouble to connect with news druggies or that they've relinquished their part as doorkeepers. Since the emergence of the web, numerous associations have been looking for motivated individualities who want to partake their visual content.

Participatory intelligencers frequently contribute overdue work because they believe that participation can lead to recognition or employment (Daubs, 2015; Palmer, 2012). The ideal that citizen and professional intelligencers will comes cooperative mates in news won't probably do in the near future, but the treatment of citizen intelligencers within these settings should be examined, and scholars should develop guidelines for ethical relationship practices in similar settings. In public relations exploration, relational ethical practices frequently guide professionals ' relations with the public to insure collective benefits and a common understanding of issues(Carpenter, Takahashi, Lertpratchya, & Cunningham, 2016).

2.8.2. Opportunities to be active participants in news content creation

The field of communication is undergoing significant change. The fundamental concept of mass communication is being challenged as new media technologies allow users more power (Severin and Tankard, 2000:17). As a result of technological advancements, it is no longer viable to think of television channels as a uniform or monolithic system that broadcasts essentially the same message to everyone. The sixth information revolution, the Information Super Highway (Fang, 1997), has resulted in the fall of the "mass" society (McQuail, 2005:136) in which media organizations played the normative function of informing, educating, and entertaining audiences.

The quantity of culture and information made available at low cost; greater actual variety and diversity; restored control to the receiver/user; decentralization, interactivity rather than one-way communication are all characteristics of new media. The authority to manage the public sphere no longer belongs only to the media, according to mass media technologists (Albaran, 2009; Baran and Davis, 2006); McQuail, 2005; Nguyen, 2006). In recent years, a number of technological and sociological advances have resulted in the transformation of news/information production from an institutionalized enterprise to a medium of popular expression (Nguyen, 2006). Citizens are now engaged/ involved in media organizations to contribute to information.

As previously said, citizen journalism allows both professional and nonprofessional journalists to participate actively in the development of news content. Members of the public are no longer helpless passive recipients of information. They've evolved into content makers. Citizen journalism has broken the mainstream media's once unbreakable monopoly. As a result, today's journalism is democratic and participative. Citizen journalism, according to Educause Learning Initiative (2007), gives a more personal, nuanced picture of events and has the ability to develop communities of individuals with a common interest by allowing anybody to cover the news. Citizen journalists have used blogs to break news about government corruption, police brutality, and other issues that affect local and national populations.

User participation in the news creation system has long been an element of journalism, and hence under the control of journalists. Digital forms of participation, on the other hand, have increased "the potential volume and scope of citizen journalism" (Lewis, 2012:859). Ordinary people, free of time and space limits, have an infinite number of ways to contribute in internet news processes through diverse formats such as video, photo, or text.

"More people are passing on their views and thoughts, performing a role previously occupied only by members of the institutional press," according to the growth of citizen journalism (Gant, 2007:45). Individual experiences, according to Chris Atton (2002), are valuable because they are not constrained by the ingrained routines of professional news media. While non-professional journalists acquire and generate news as part of their daily lives, they imbue a magazine with their own history, experience, and viewpoints (Atton, 2002).

2.8.3. It delivers news almost at the speed of lightning

Another remarkable feature of citizen journalism is that it transmits information practically instantly. It has surpassed the broadcast media's immediacy (radio and television). The editorial policy and code of ethics of the mainstream media are well-known. As a result, they broadcast/published news after going through a process and following the steps that have been established as a guideline for media organizations. The audience is expected to wait until the news hour to learn about crucial information. However, because to social media and citizen journalism, audiences can obtain news at the speed of light, regardless of time or location. It appears that the news does not need to be processed by an editor. Citizen journalism, via the social media, spreads news like wild harmattan fire just in split.

2.8.4. Immediate feedback and Space for discussion

The response is also immediate. The audience can rapidly react to the news and even contribute to the material. This is why "We Media" is the name given to citizen journalism. In fact, we can call it "Our Media" to make it easier to understand. This is because we create the content of this type of journalism. Woo (2005) found that citizen journalism serves a distinct function from traditional journalism, which follows long-established journalistic news reporting criteria, allowing citizen journalism to provide a unique viewpoint on current events. Citizen journalism encapsulates "the transformation of alternative media participants (or community media, participatory media, or radical media) into active citizens, which means it accounts for the process of empowerment and power fragmentation that occurs when men, women, and youth reclaim their own media" (Rodriguez, 2001). However, "citizen journalism is dramatically realigning traditional news reporting's communicative priorities and protocols, sometimes in significant ways," according to the research (Allan, 2013:9).

2.8.5. Stories about political corruption and police brutality

Citizen journalism played a significant part in the struggle against corruption and police brutality. "Citizen Journalists have arisen as the spearhead of new social movements dedicated to the promotion of human rights and democratic values around the world" (Radsch, 2011). Citizens around the world had exploited blogging technologies to generate and share their journalism and

opinions quicker than governments could control, censor, or regulate, according to Hamdy (2008). By 2005, journalists had understood that they were up against unknown bloggers who were transforming the media environment. They couldn't ignore the challenge any longer, so they started incorporating their suggestions into their reporting and pursuing the same stories (Hamdy, 2008).

In her article "Citizen Journalism in Africa: Is it the Messiah?" Tomi Oladepo (2011) argues that public journalism can contribute significantly to democracy by fostering citizen engagement in such a way that the power they wield holds the government to a considerable extent accountable. She goes on to say that most African countries are choking on concubines like corruption, election manipulation, and disdain for the rule of law, among other things (www.cp-africa.com). Citizens in African countries with harsh press regulations barring the flow of information to the public engage in citizen journalism as an alternative source of news/information as popular awareness of democratization grows (Banda, 2010).

2.8.6. Source of News

Sources have long had an important role to play in journalism (Carlson and Franklin 2011) and citizen journalism has similarly existed to some extent for a long time (Glaser 2012, 579). Both have their origins in the ordinary citizen; in any given situation a person might be one or the other, or neither, but whether they can be both is questionable. Blaagaard (2013, 1088) found they considered "citizen journalism as another journalistic tool to find news angles and sources, or a source in its own right". This illustrates the confusion about where citizen journalism might eventually settle in the news information landscape. In understanding citizen journalism as a tool, or source, the students were reluctant to allow for the idea that the rise of citizen journalism may affect traditional journalism practices, instead trying to neatly wedge it into "an already stable idea of journalistic practice" (1088). There is reason to be critical of the stance taken by the students as it undermines the idea of journalism being fundamentally linked to society. The rise of citizen journalism marks a significant shift in that section of society formerly deemed as the audience in the traditional journalism relationship. To consider that the audience can change in such a manner and still be sufficiently served by the same practices appears misguided.

2.9. Challenges of Citizen Journalism for professionalism

However, in recent years, a new sort of journalism has emerged as a significant force in news production, challenging traditional journalism. The rise of citizen journalism has cast doubt on the long-held idea that journalism has a distinct body of knowledge and abilities that are difficult to transfer to non-professionals (Chang et al., 2012; Domingo & Heinonen, 2008; Gillmor, 2004; Lowrey, 2006). It has raised not only practical challenges for journalists, but it has also called into question long-held ideals.

The full potential of citizen participation in news production challenges general views of journalism's roles and functions (Deuze, 2003). The ability to record, share, and analyze information in text, visual, and audio, as well as the ability to access data from a variety of sources and engage with fellow citizens online, has extended "mass communicative abilities to a larger part of the public, so the occupational control of professional journalists is increasingly challenged by citizen with the means to record, share, and analyze information in text, visual, and audio, as well as the ability to access data from (Roberts, 2013:60).

If anyone in the developed world can publish anything at any time, and it becomes globally available and easily found the moment it is published, then anyone can be a journalist. "Increased transparency may damage the occupation's authority as well as its' specialness' in the eyes of the public," Lowrey and Anderson explained, "increased transparency may weaken the occupation's authority as well as its' specialness' in the eyes of the public" (2005). Citizen journalism is an inevitable and acceptable infiltration in communication; new technologies have been noted as threats (DeFleur and Dennis, 2002, Mcquail 2005, Singer 2013). Social media scholars like Mathilda (2004), Katz (2006), Mcquail (2005), Pateno and Burnett (2006), allege that the new social media can push the old media into oblivion. They contend that journalism as a profession seems to be threatened as the public allegedly adopts the role of journalists, bridging the professional sphere with those of amateurs.

This has been reinforced, according to Banda (2010), by the traditional media's recognition of cyberspace's potential. Many stations now urge ordinary people to volunteer as reporters and encourage them to provide video photos to be broadcast. This is a challenge to professionalism because citizens have not developed journalistic abilities, making it acceptable to refer to them as amateurs. Citizen journalism has created various problems about public legitimacy, according to Banda (2010), including who permits and legitimizes citizen journalism. How will citizen

journalists be held accountable for the greater good? Is there enough evidence to justify some kind of institutional restraint on citizen journalism? These are important considerations to consider in this study, which aims to determine the impact of citizen journalism on journalism professionalism.

2.9.1. News-Media Watchdog Citizen Journalists

News-media watchdog citizen journalists are defined as journalists who verify and critique the performance of news media. Citizen journalists often hyperlink to and discuss traditional news-media content (Bosshart & Schoenhagen, 2013; Leccese, 2009). Nah and Chung (2016) found in their research that citizen journalists were necessary, given the massive amount of information and news available online, and offered more in-depth analysis concerning public issues and affairs. Complex issues often benefit from a third party to interpret the information (Sienkiewicz, 2014). Media reporting and media criticism in the news media grew in the 1990s in the United States as a way to hold the news media accountable (Fengler, 2003).

Dissatisfaction with the news media's performance is often cited as a reason for people launching their own publications and sharing their own news content (Harcup, 2005). Most often citizen journalists provide analyses or critiques of news-media reports. Specialized journalists are needed to write critically about the news industry in order to uncover mistakes, point toward potentially harmful reporting, and encourage an adherence to ethics among journalists (Fengler, 2003). These citizen journalists often follow the development of a story and evaluate the accuracy of coverage. This evaluative role is not new. Historically, letter writers to the editor used to comment on and critique how well the news media represented an issue (Wahl-Jorgensen, 2007). Fact-checking sites are among the most significant innovations in journalistic practice due to the spread of misinformation. These sites rely on crowd-sourced, aggregated content to assess the legitimacy of factual information and claims presented to the public often in news stories (Lowrey, 2017). And thus, verification, the dominant practice of journalists, is being carried out by average citizens as well.

2.9.2. Citizen journalists as critics of traditional journalism

Traditional journalism can be unsatisfactory at times, with one typical complaint being that it does not address the needs of "regular people." Traditional journalism has been chastised for becoming highly politicized and commercialized, with some claiming that it has the ability to influence the truth and provide a misleading image of current events (Bowman & Willis, 2003). "The act of a citizen, or a group of citizens, playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information provide independent, reliable, accurate, wide-ranging, and relevant information that a democracy requires," Bowman and Willis claimed (2003:9). As a result, proponents of citizen journalism have focused on what citizen journalism offers the public and how that news product is delivered.

2.9.3. Gatekeeping role

"Instead of being the gatekeeper, informing people that what is essential to them isn't news," Mary Lou Fulton, publisher of the Northwest Voice in Bakersfield, California, criticizes, "we are just opening up the gates and allowing people come on in" (Glacer, 2004). This argument is based on Bruns' (2008) concept of "gate-watching." Bruns may be referring to traditional news gatekeepers or current affairs program producers who publicize rather than publish information. Bruns claims that the community of bloggers, citizen journalists, commentators, activists, and others present an alternate view of the day's events and supply additional (and frequently contradictory) information in his criticism of gatekeeping (Bruns, 2008). He also claims that this is not a case of gatekeeping in the usual sense. According to Bruns' reasoning, alternative media create a reality that appears to contradict the mainstream media's conventions and representations (Atton, 2009).

Because society and its institutions are dynamic in nature, the media is not an exception. With the advent of disruptive technology at individuals' disposal, such as the mobile phone, ipads, and tablets, among others, social transformation is unavoidable. As a result, their media appearances reflect social transformation. According to Atton, participative, amateur media production undermines the media monopoly by contesting the concentration of institutional and professional media power. In contrast to de facto media institutions that existed before the internet and computers, the media now faces difficulties posed by technology and media proliferation. And

challenges to professional practices like gatekeeping offer opportunities to reimagine professional journalism.

The expanding presence of citizen-generated news has also targeted a gate-keeping role, which is "the principal marker of occupational jurisdiction in journalism" (White, 1949, cited in Mitchelstein & Boczkowski, 2009:571-572). (Bruns, 2008; Gillmor, 2004; Singer, 2006).

According to Deuze (2005), "one of the most fundamental 'truths' in journalism is that the professional journalist dictates what the public sees, hears, and reads about the world" (p.451).

Professional journalists lost their privilege and authority when they lost control of information.

As a result, in today's media landscape, who can be a journalist and what constitutes journalism are more subject to debate than ever before (Allan, 2006; Kopper et al., 2000; Singer, 2003). Boczkowski (2004a) discovered that news professionals engaged in 'gate opening,' or activities that encouraged user interaction rather than the usual gate-keeping chores of content selection. The loss of the gatekeeper function could cause audiences to question journalism's legitimacy, as well as the assertions of objectivity and autonomy that make up the profession's main norms (Boczkowski, 2004b; Deuze, 2007).

2.9.4. Framing

Non-professional journalists have the ability to "disrupt the mass media's framing in various ways and denaturalize the dominant social processes of the media" (Roberts, 2013, p. 43). News professionals and the media industry have struggled with the rise of citizen journalism over the last two decades because of this ability to disrupt, and they now recognize that this emerging reality will impact their industry (Lewis, 2012).

In dealing with this issue, journalists have been able to deal with the degree and type of citizen participation that is competing with their established news industry (Hermida & Thurman 2008; Lewis et al., 2010; Singer et al. 2011; Thurman 2008;; Wardle & Williams 2010; all cited in Lewis, 2012). Citizen journalism and citizen media have been hailed as "a corrective to mainstream news whose quality of coverage has been found wanting on a number of instances," according to

research (Bruns, 2009:9). In any case, citizen journalism's impact on traditional journalism and its position in the future news media remain hot themes in current journalism studies.

The conventional power of mainstream journalism to control the content and delivery of information has been weakening in recent years (Chang et al., 2009). Although "journalist" has greater social authority than "citizen news participant," mainstream journalists recognize that citizen journalism has become a major force in traditional news reporting, undermining established journalism's professional status (Domingo & Heinonen, 2008; Lowrey, 2006). The Internet and its surrounding digital technologies, in particular, have posed a significant challenge to professional journalists' authority and legitimacy in setting the space, timing, and context of news reporting.

2.9.5. Spreading falsehood and other unethical practices in the name of journalism

One of these difficulties is the matter of the content's validity. Citizen journalism has been attacked by some critics as a new technique of disseminating incorrect information and other unethical acts in the name of journalism. One of a scholar called Mickle highlights the ethical problems with citizen journalism. He writes that professional journalists "are accountable to their employers, and such employers are accountable to others, including shareholders and (in some countries) regulators; but citizen journalists are not accountable to either professional standards or professional organizations, which may not be something to celebrate" (Mickle, 2016:90).

Ethics is an important aspect of journalism, something that most professional journalists pride themselves on. Media outlets and their employed journalists have to follow codes of ethics, a set of guidelines, to avoid legal consequences. Within the profession, there is an ideal of how a professional journalist should act (Schudson, 1989). Some of the most prominent and deemed most important parts of ethics are conflict of interest, minimizing harm and respecting audiences (Plaisance, 2018).

Roberts argues that "the connections between citizen journalism and social media are significant..." (2019:409). She explores how these types of sites acknowledge and reference ethics. In comparison with professional journalists, who often will have a sense of responsibility to follow certain ethics, citizens' journalist did not express the same level of responsibility. She

also writes that “most citizen journalism sites set low bars and social media sites lowered the bar further” (Roberts, 2019: 419). Social media sites generally did not try to enforce any type of user responsibility apart from not harming other users, meaning there was a lack of responsibility and accountability.

2.9.6. Lack of objectivity, impartiality and balance

Professional journalists have chosen objectivity as a means of asserting social authority, portraying their work as value-free and objective, and so believable, balanced, and true (Deuze, 2005; Lewis, 2012). "Reporting of reality, of facts, as nearly as they may be gathered without the insertion of prejudice and personal opinion (Maras, 2013:7)" has long been a basic professional journalistic standard (Schudson, 2001). Journalists are guided by the objectivity norm to separate facts from values and report just the facts. "The journalist's work consists of reporting something termed 'news' without commenting on it, slanting it, or altering its formulation in any way," according to the objectivity norm (Schudson, 2001:149-150).

On the other hand, citizen journalism reported on a variety of topics without taking into account the issues raised by professional journalists. Although the news may be factually correct, it has defects such as a flagrant disrespect for ethics, a lack of objectivity, fairness, and balance. It could also be a hidden agenda, a viewpoint disguised as truth, or a libelous or defamatory statement that casts the story's subjects in a negative light. Gate-keeping, a process of verification and checks in the mainstream media, can weed out falsehoods and biases. Experienced and trained journalists and editors perform gatekeeping using tools and abilities such as legal knowledge and in-house or commercial stylebooks such as the Associated Press Stylebook. (www.theopennewsroom.com).

2.9.7. Change in power relations

With the Internet and social media, the relationship between professional journalists and their readers has changed over the years. The relationship is now different from when there was only print newspaper, radio or television news, in comparison to today when most media outlets have a news site online as well (Rohumaa & Bradshaw, 2011). Because of the shift from offline to online in the relationship, the power dynamic has changed. It has gone from the professional journalist

being all-powered, towards a more equal dynamic and a bidirectional relationship (Tremayne, 2014).

The evolution of technology and media has changed the way mainstream media and institutions can control content. Before, institutions and media outlets could control production and distribution of news. With new media and social media, the control weakens, as the new media allows more people to access the content (Drew, 2013). This could be partially due to the possibility of input the readers have on news online, through comments sections on news sites and additionally the possibility to comment on the posts and news stories published on social media sites (Ghersetti, 2014). To the contrary, other researchers believe that the power dynamic is still unbalanced (Nah & Chung, 2020).

The previous process in news of sender and receiver is reversed in citizen journalism. When mainstream media publishes citizen journalistic texts, the journalist's role is more of a gatekeeper, instead of being the one that writes the news (Tremayne, 2007). The language of citizen journalism tends to be more personal than the language used in mainstream media, and can be written in either first or third person. This use of language may stem from citizen journalism coming from blogging, and within the blogging culture the language is personal and written in first person. Expressing an opinion is generally also accepted when it comes to citizen journalism. Citizen journalists are not expected to report with the same level of objectivity as it is expected of mainstream media (Glaser, 2004).

2.9.8. Sourcing news from anonymous sources

Potential false news reports are just one of the many possible ramifications of sourcing news from anonymous sources. Journalists face tremendous challenges when dealing with anonymous source stories. Christie (2014) claims journalists make judgmental errors when under pressure to break news. Furthermore, journalists are under pressure to release anonymous stories because of the deadlines of their newspapers. Dotinga (2004) claims journalists use confidential sources as one means of getting stories. Farhi (2013) argues that the alternative of not using anonymous sources

is to have no story at all. Journalists try to negotiate with their sources to publish their names but in reality, this usually does not work out.

Wasserman (2014) argues that: Certain kinds of reporting routinely incorporate routine reliance on informants who will not talk unless they are assured of anonymity. Although sensitive political and governmental stories are the areas that first come to mind, business and financial news- especially coverage of closely-held companies, professional firms and the like- would be difficult if not impossible to assemble without source concealment. Yet confidentiality poses ethical conflicts, chiefly because it may clash with two professional norms: accountability and verifiability. The result may impede truth-telling. A clearly negative aspect of using anonymous sources is that courts can demand the journalist or the publisher to reveal the identity of the person who leaked confidential information.

2.8. Theoretical Framework of the study

According to Walliman (2005) a phenomenon cannot be understood and research cannot be carried out without a theoretical underpinning. This study is therefore guided by mass media theories. A theory is a systematic explanation for observed facts or laws that relate to a particular aspect of life. MacQuail (2005) views a theory as a systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence. The relevant theoretical frameworks that inform this study are discussed below.

2.8.1. Gate keeping Theory

Gatekeeping is defined by proponents of the Gatekeeping Theory (Reese and Ballinger, 2001) as the process of filtering and determining which information the general public has access to through various channels of communication. Gatekeeping, according to Fourie (2001), is the process of rigorously reviewing information via several gates before it can be judged appropriate news material. Gatekeeping is the process of controlling information passing through a gate or filter (Shoemaker & Vos, 2009). Fundamentally, gatekeeping is all about decision making about what information should be gathered, evaluated, and ultimately shared. Meanwhile so many practices (journalism, public relations, marketing, advertising, politics, to name a few) spread information to

engage with significant publics across communication networks, the concept of gatekeeping has gained wide application in the communication field. Underlying the theory of gatekeeping is the important assumption that information aspects what happens in society and helps shape social reality (Shoemaker & Vos, 2009). Whoever controls the flow of information can influence social reality.

As a result, the Gatekeeping Theory is an ideological movement that advocates for media organizations to use "gate" keepers to standardize, filter, and determine which information should be accessible to audiences via available communication channels such as radio, television, print, or the internet. Due to the pervasive nature of the internet and infinite information flow available for everyone's use, some scholars (Williams and Carpini, 2004) refer to gate keeping as "gate monitoring." (Livingstone and Benett, 2003); Singer (2008) suggests that institutional technical developments have not impacted the primary gatekeeping practice of officiating news through official sources. Gatekeeping, based on these considerations, remains a convincing reasoning for examining the impact of citizen journalism.

2.8.2. Democratic Participant theory

Social responsibility theory has been modified to create Democratic Participant Theory. It proposes that the media should propagate, support, and promote individuals' thoughts and opinions on governance, leadership, and stewardship of public officials. It highlighted the importance of equal and unrestricted access for all people, regardless of their class, money, or position. Participation in societal decision-making and communication activities should not be limited to the wealthy, but should be available to all citizens. Small media organizations must be identified, trained, and funded by the government. Democratic-participant theory, according to Baran and Davis (2012, pp.149-150), encourages media support for cultural plurality at the grassroots level. The media is utilized to energize and empower diverse groups. The democratic-participant theory is used in most Scandinavian nations."

The main feature of the democratic participant theory relates to the needs, interests, and aspirations of the active receiver in a political society. It is concerned with the right to information, the right to answer back, the right to use the means of communication for interaction in the small-scale settings of the community. The theory favours a multiplicity of media; smallness of scale, of operation; and a horizontality of

communication at all levels. It opposes uniform, centralized, high cost, highly professionalized and state-controlled media. It is argued that the media should exist primarily for the audiences, and not for media organizations and professionals.

Democratic participant theory was emerged for the response of the superior nature of the press. It is reaction for the economic and political compressions and the expert domination in the media scheme. In addition to this, this theory introduced in reaction to the requisite to reparation the deficiencies of the social responsibility and liberation theory. The reasons were because of its failure to achieve the expected social benefits.

The theory searches for the right democratic communication through dismantling of the big and highly centralized, and commercial media in a favour of a horizontal, a time rural-based communication that can be directly managed by community members. (Folarin, 1998). Such activities assure easier media access to all possible users and consumers of the media.

The vocal point of this theory stressed that the mass media are socially important to be left in the hands of owners and operators and the members of the country have right to access the information around them, give feedback and the use of communication for their personal and social interaction (Paterman, 1979). Consequently, this theory matched with the concept of grassroots democratic media. The theory similarly seats to stress on community media as it includes diverse applied media such as community radio stations, micro-media in rural setting, newspapers, media for women and ethnic minorities to inspire and enable the citizens for a solid and healthy, pluralistic political discourse and ultimately informed choice of political leaders.

2.9. Review of Empirical studies

A study conducted by Bitima Milkessa (2019) deals with the impact of Social Media on mainstream journalism practices focusing on Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC). Mixed research methods were adopted for the study where survey questionnaire and in-depth interview were used as specific methods for gathering the data. The explanatory sequential mixed method was deployed to design the research. The data obtained and

subsequent data analysis certainly emphasized the fact that social media has had, and continues to have a strong influence on the field of journalism and practitioners'. The notion of the journalist has moved so significantly away from aspects of its mainstream media basis because of favorability social media platform for interactivity with the audience and potential sources. The findings from these sources of data revealed that Journalists' rated Social Media as very important in sourcing, processing, disseminating and getting feedback for local news. Similarly, Social Media have impacted on the mainstream journalistic practice to the level of creating new practices. Journalists used social media tools in their daily workflows, the access they each had to suitably reliable computing technologies remains an arguable issue within media organizations. Media organizations were converging and increasingly encouraging the use of social media in the daily work practices and routines of their employees. Both EBC and FBC directly linked to social media to broadcast online in addition to mainstreaming through Television and Radio.

Another study conducted by Sithokozile Sibanda (2019) deals about the Influence of Citizen Journalism in the Practice and Profession of Journalism in Zimbabwe. Citizen journalism has been widely cited as revolving the field of journalism especially in Zimbabwe where traditional media is said to be exclusive due to the styles of newswriting such as the inverted pyramid style which is elitist. In citizen journalism anyone can be a journalist and this poses a threat to the practice and profession of journalism. In an effort to revolutionise mainstream media in Zimbabwe, digital survival strategies have been employed by newspapers where people can now read newspapers online. Traditional journalism has been heavily criticised by many scholars as failing to play its watchdog role by being elitist, focusing on political figures in a society at the expense of ordinary people. It is alleged that what makes news are the powerful people who misuse the media for their own self-centered advances at the expense of ordinary people in a society.

The public media is used as a political party's sharpest weapon for propaganda purposes as suggested by Epp Lauk and Kreegipuu (2010). The contention by scholars that the practice and profession of many journalists and media are as dishonest as are different political parties with regard to how they frame, articulate and signify the political and economic crisis in Zimbabwe results in incompatible insights and worldviews by the general populace. This then brings the main thrust of the study to ascertain how citizen journalism purports to be practicing good journalism. A qualitative research methodology was used for this study which was informed by a constructivist

philosophy. In constructivism reality is subjective as people are prone to have different interpretations regarding a particular phenomenon. The study was informed by the Public Sphere theory as well as the Democratic Participant Media theory. To ensure trustworthiness of data, triangulation of data sources and data generation techniques was done.

Andrew and Didiugwu, (2017) the study evaluated the implications of citizen journalism in the main stream journalism and discovered that Citizen Journalism is emerging as a powerful phenomenon across Nigeria as showcased by popular citizen journalism websites. By its interactivity and ability to deliver news in split seconds, citizen journalism has posed a serious challenge to the mainstream media in Nigeria. In as much as citizen journalism in Nigeria has broadened people's access to a variety of news, this study suggests that a proper synergy between the mainstream journalism and citizen journalism is recommended to ascertain the best way(s) forward, for effective and efficient journalism practices in the country. The need therefore to sensitize Nigerian citizen journalists on proper use of this emerging brand of journalism is obvious.

Channel (2010) conducted a study focused on Gatekeeping and Citizen Journalism a Qualitative Examination of Participatory Newsgathering. It has been suggested, however, that in the wake of online communications the traditional function of media gatekeeping is changing. The infusion of citizen-gathered media into news programming is resulting in what some call a paradigm shift. This study will be among the first to examine the adoption of citizen journalism by a major cable news network. It will focus on CN's citizen journalism online news community called Report, which allows the public to share and submit "unfiltered" content. Vetted submissions that are deemed newsworthy can then be broadcasted across CNN's networks, and published on CNN.com. This journalism practice appears to follow the thoughts of Nguyen (2006), who states that, "future journalists will need to be trained to not only become critical gate-keepers but also act as listeners, discussion and forum leaders/mediators in an intimate interaction with their audiences."

Okorie, Oyedepo, and Usaini conducted a study which deals with Internet and Citizen Journalism: Perspectives and Issues in the Global Broadcast Landscape (2014). The use of participatory journalism to re-invent broadcast outlets is a common trend among media professionals and experts. This paper examines the use of citizen journalism in the production of news content for broadcast media outlets. Based on principles from Democratic Participant Media theory, the paper

argues that participatory journalism can serve as a watchdog for the development process of a nation. Also, this paper examined issues that affect global media outlets that make use of citizen journalism to produce news content. The authors suggest that citizen journalism should be seen as a tool to re-invent professional media practice. It is an inevitable practice evident on the internet that can be used to promote national development.

The Impact of Citizen Journalism on the Gatekeeping Process: A Case Study of Kenya Broadcasting Corporation Television, Onyango (2013) this study focused on the impact of citizen journalism on the gatekeeping process, using Kenya Broadcasting Corporation Television as a case study. The Information Super Highway has created a new order of information overload where the citizen as a non-professional is making contributions to media content. Traditionally, a journalist is a professionally trained person with the skills to decipher the information an audience should receive. However, this trend is changing in the wake of online journalism. The research employed a descriptive survey, purposive and stratified sampling techniques to collect data on the elements of citizen journalism practices and how these are appropriated in news and information programmes. From the findings, most of the respondents were aware of citizen journalism. Short Message Services (SMS) were the main aspects of citizen journalism contained in Good Morning, followed by opinion polls, while Twitter was the least observed. The main challenges facing citizen journalism were reported to include inaccurate and difficult-to-verify reports; poor quality pictures; and most reports lacked objectivity. Most of the respondents supported the introduction of guidelines that adhere to the editorial policy in citizen journalism.

Chapter Three: Research Methodology

This chapter describes the methodology, research design, sampling procedures, and data collection instruments as well as data processing and analysis used in the study. The chapter also includes a description of the target population. The goal of this research is to assess the challenges and opportunities of citizen journalism in news production at Fana Broadcasting Corporation.

3.1. Research Methodology and Design

The researcher used qualitative research methodology. Qualitative methodology is used to gain an understanding of underlying reasons, opinions, and motivations (Igwenagu, 2016). The researcher proposes to use a qualitative method because it anticipates the collection of qualitative data that provides a better understanding of the research problems. A qualitative research method

is considered the most appropriate for this study because it provides space for key respondents to articulate their experiences on their own terms. Therefore, this study used the qualitative research method so that the challenges and opportunities that the journalists faced because of citizen journalism could be effectively gathered. On the other hand, descriptive research design is used in this research. The researcher has used this design to effectively describe the characteristics of variables and, considering the fact that qualitative research methods were used, the researcher found the descriptive design appropriate and enabling to put down what the researcher observed.

3.2. Sampling Techniques

Purposive and convenient sampling techniques from non-probability sampling techniques are used to select the respective participants to be included in the sample size. Purposive sampling, also known as judgmental, selective, or subjective sampling, is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their surveys (Kalton, 2020). "The term purposive sampling (also called purposeful sampling) refers to a group of sampling strategies typically used in qualitative research. "The key idea underlying purposive sampling is to select instances that are information-rich with a view to answering the research question" (Flick, 2014:88). This sampling method requires researchers to have prior knowledge about the purpose of their studies so that they can properly choose and approach eligible participants for surveys conducted using online survey platforms. Researchers use purposive sampling when they want to access a particular subset of people, as all participants in a survey are selected because they fit a particular profile.

Convenience sampling (also called opportunistic sampling) is the most commonly used sampling technique as it is incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample (Kalton, 2020). Here, cases are selected based on availability. This sampling strategy has a "bad reputation" with both quantitative and qualitative researchers: from the perspective of quantitative research, it fails to produce a representative sample (Daniel, 2012); from the perspective of qualitative research, it has been criticized for insufficiently taking the goal of the study and the criterion of information richness into account. Depending upon the goal of the research and the population under study, "any case" can, however,

be perfectly suitable (Gobo, 2008). Therefore, the limitation of the convenience sampling technique is managed by the purposive sampling technique and vice versa.

3.3. Method of Data Collection

3.3.1 Data Source

Both primary and secondary sources of data were used in this study case. The primary data has been gathered by conducting an interview with selected editors and gate keepers from Fana broadcasting corporate and conducting a focus group discussion with reporters from the media station. Correspondingly, secondary data is collected through research, journals, and other published and unpublished materials.

3.4. Data gathering instruments

3.4.1. Interview

Through interviews, researchers generate detailed descriptions of participants' experiences of a phenomenon through asking open questions concerning the participants' feelings, perceptions, and understandings. These descriptions form the basis of the reconstructed interpretations of the phenomenon that is the focus of inquiry (Vagle, 2014). A face-to-face interview was conducted with the respondents. An interview is preferred because it allows the interviewer as well as the interviewees a maximum degree of clarity of information while carrying out the discussion (Kothari, 2004). In addition, it helps to obtain detailed information on the problem. In addition, interviews facilitate a strong relationship and understanding between those involved, allow greater flexibility of coverage, and enable the interview to enter new areas of discussion. It also produces richer data. The interview was conducted with purposely selected news editors. Finally, the interview data was thematically analyzed and interpreted.

3.4.2. Focus Group Discussion

The second instrument that has been used for the study is focus group discussion. Focus groups have thus become an all-purpose method that is widely used throughout qualitative research. The

strength of focus groups is the variety of different perspectives and experiences that participants reveal during their interactive discussion. This is especially important in the twin processes of sharing and comparing, which create dynamics that are not available in individual interviews. This means that focus groups are especially useful for investigating the extent of both consensus and diversity among the participants, as they engage in sharing and comparing among themselves with the moderator in a facilitating role (Uflick, 2014:251). The focus group discussion was held between reporters. Two groups with six members each will be organized by the reporters. After the focus group discussion was held, the data was thematically analyzed. Thematic Analysis is now the favored term for describing a general process of induction whereby the researcher reads and codes the data to understand what the participants have to say about the research topic (Uflick, 2014:252).

3.5. Validity and Reliability

To ensure reliability in qualitative research, an examination of trustworthiness is crucial. Seale (1999), while establishing good quality studies through reliability and validity in qualitative research, states that the "trustworthiness of a research report lies at the heart of issues conventionally discussed as validity and reliability" (p. 266). When judging (testing) qualitative work, Strauss and Corbin (1990) suggest that the "usual canons of 'good science'... require redefinition in order to fit the realities of qualitative research" (p. 250). According to Brink (1993), the following points help the researcher to check the reliability and validity of qualitative research and the researcher used

- The researcher makes sure that informants are very clear on the nature of the research.
- The researcher builds a trust relationship with the subjects and stays in that setting for a long period of time.
- The researcher conducted an interview with the same informant on several occasions, making observations more than once and over time.
- The researcher compared the results obtained with other evidence.
- The researcher kept accurate and detailed field notes to note the variations in responses over the course of time.

- The researcher invited other researchers to show their field notes. Another researcher is often much quicker to see where or how a fieldworker is being misled or coopted.

3.6. Ethical Consideration

In qualitative research, it is critically important that researchers are aware of how they are conducting themselves in an ethical manner throughout the course of the research, especially during the data collection. Qualitative data collection involves working closely with participants and this brings with it the complexities associated with cultural norms, beliefs, values, and behaviors (Uflick, 2014:33). Therefore, ethical consideration is very important in this study case. As Wimmer and Dominick (2006) suggest, all protection were taken to avoid any potential harm to subjects (in this study case reporters and editors). Brennen (2012) stipulate that all qualitative interviewers have a moral responsibility to protect their respondents from physical and emotional harm. There should be absolutely no deception about the scope, intention, or any aspect of a qualitative research study. Hence all collected information only used for the purpose of this study.

3.7. Method of data analysis

Qualitative method of data analysis used for analyzing data. Qualitative method will be used in order to provide an extensive explanation on the subject matter. Information gathered through interviews will be analyzed in the form of descriptive writing, and those data corresponded with those from the focus group discussion will be examined and the findings interpreted accordingly. After the data collected, it was thematically analyzed. Thematic Analysis is now the favored term for describing a general process of induction whereby the researcher reads and codes the data to understand what the participants have to say about the research topic (Uflick, 2014:252).

Chapter Four: Data analysis and Discussion

This chapter takes care of the discussion of the data presentation and interpretation. As mentioned earlier in the previous chapters, the main objective of this particular study was to assess the challenges and opportunities of citizen journalism in news production. The chapter presents the discussion of the data obtained through qualitative individual in-depth interview and focus group discussions. The analysis of the data mainly focuses on challenges and opportunities based themes in Fana broadcasting corporation under the study. The data analysis answers the research questions raised in the first chapter. The analysis of the data is classified into two major thematic categories. These are: Challenges and opportunities of citizen journalism in news production. Under this major categories, there are some important sub categories are included.

4.1. Challenges of Citizen Journalism

4.1.1. Impact on news credibility

News credibility is the amount of believability and attributed to a source of information (Bracken, 2006: 724). Receivers are found to be persuaded more by sources they find more credible than by those they view less positively (McCroskey et al., 1974; Pornpitakpan, 2004). Hovland et al. (1953) discovered that in order to be credible the source has to have a certain level of expertise and trustworthiness. The communicator has to be perceived as a source of valid assertions and should have the genuine intent to communicate them. Later, scholars proposed other dimensions of source credibility such as dynamism, composure, and sociability (e.g. Berlo et al., 1970; Markham, 1968; Whitehead, 1968). Article credibility focuses on the message itself, as in some cases message factors may be more important than source factors (Metzger et al., 2003). For example, recipients turn to message cues when issue involvement, knowledge, and personal relevance are high (Petty and Cacioppo, 1981) or in situations in which little information is available about the source of a message (Petty and Cacioppo, 1988). Credibility is the most important issue in news production. As mentioned by different scholars, the practice of citizen journalism affects the credibility of the main stream media. The ideas collected from the FGD and interview putted as follows-

I don't think the practice of citizen journalism affects our news credibility. Most of the audiences think that the main stream media is more credible than other social media which is the platform for citizen journalism.

Yes, it affects our news credibility because they presented the news in a sensational way. For example, they can manipulate data like numbers. Under these circumstances, the audience thought that the main stream media presented the wrong information. It is known that the audience needs a very sensitive way of presentation, but the main stream media will never present the news in a sensitive way because we have editorial policy as well as a responsibility to keep the moral and social system of society.

It really affects the credibility of the mainstream media. Due to political factors, the audience believed that our media institutions favored the government and that the news was influenced by the government's interests. This kind of thinking stayed with the audience for a long period of time. Finally, this issue paves the way for the credibility of citizen journalists, and it is a misfortune for the main stream media. Finally, I can say that citizen journalism affects the credibility of the news media institutions.

Since we are working in a government institution and our media institutions consider the media literacy level of society, we consider many things when we produce news. But the citizen journalists simply present what they hear, what they see, and what they predict as it is. When the audience gets this kind of information, they believe that the citizen journalists are more credible than us. Either directly or indirectly, the practice of citizen journalism affects our news credibility. Surprisingly, the audience posted the news of citizen journalists in order to disprove our news trustworthiness in the comment boxes.

After the coming of citizen journalism, the audience turned into them because the literacy level of the audience helped them get more credibility particularly in the case of political-related issues because they produced news and opinion to satisfy the political interests of the audience.

Following the political reformation in the country, for the first year, our news was more credible than what the citizen journalists said. But through time, the institution started to control the freedom of the journalists, censor the news and modify the facts. Finally, we became less credible and the citizen journalists became credible, which started to affect the credibility of the news. Such control can give an opportunity for citizen journalists to affect our news credibility.

I don't think they can affect our news credibility. We frame our news in different ways and we have our own audience. I can genuinely say that we are more credible than citizen journalists because they produce fake news and follow unethical methods of journalism. For example, they distributed fake and exaggerated news during the war here in our country. During these, the audience focuses on the news we produce to check whether the citizen journalists are correct or incorrect. The audience follows our news when they want to hear credible news. The feedback our audience gives us can prove this argument. Therefore, contrary to others, I can assure you that citizen journalists do not affect our news credibility.

4.1.2. Framing

Framing refers to a set of concepts and theoretical perspectives on how individuals, groups, and societies organize, perceive, and communicate about reality. Framing is a concept of theoretical perspectives on how reader acknowledges, identify, and reflect about the reality (Entman, 1993, p.51-58). The data collected from interviewee and focus group discussion states that citizen journalism challenges the framing characteristics of the main stream media. News framing is very important concepts in the profession of journalism but after the coming of citizen journalism, this basic concept is highly challenged as the interviewee said. This view highly supported by different literatures already mentioned in this study. Non-professional journalists have the ability to "disrupt the mass media's framing in various ways and denaturalize the dominant social processes of the media" (Roberts, 2013, p. 43). Similarly with the scholarly view, the focus group discussion raised the non-professionals affects and denaturalizes the news production process of the main stream media.

According to the data collected from the interview shows that the spreading of the non-professionals after the coming of social media highly affects the media industry. The way the citizen journalists frame the news impacted the attitude of the audience as well as the framing of the main stream media particularly, in the case of preparing and posting online news in the official website of the institutions. This interviewee's idea supported by the literature included in chapter two of this study. News professionals and the media industry have struggled with the rise of citizen journalism over the last two decades because of this ability to disrupt, and they now recognize that this emerging reality will impact their industry (Lewis, 2012). The following direct quote derived from the interview and focus group discussion putted as follows:

As I observed and experienced, the way citizen journalists frame the news can be a challenge in our news framing. They always focus in conflict frame and make the issue more sensitive in order to attract the attention of the audience. Their intention is simply generating money because they count on clicking, views and number of page traffic. For example, they took videos and photos from our social media pages and reposted it. When we compare the number of views on YouTube, their views are twice more than ours, but the issue is the same even if they take the video from our

page. The difference here is framing, because we are more responsible and we really care about the headline we use and the news we frame. Either directly or indirectly, they challenge the framing style of the main stream media.

Framing is a very important issue to attract the attention of the media. Our framing style is influenced by the coming of citizen journalists. In the entertainment program, we are almost following in their footsteps. But now we are talking about the news, we are really concerned about our framing. The way they frame the news can directly affect the way we frame it. The nature of social media prompted them to address the audience before we reached the audience. In such circumstances, they manipulate the audience before we reach them.

4.1.3. Citizen journalists as critics of traditional journalism

According to the interviewees and FGD, citizen journalism is being criticized for traditional and professional journalism. Citizen journalists provide news on local issues and tried to address the interests of the regular people. But in the main stream media side, the news production process requests responsibility, ethics and professionalism. In this case, the interest of regular peoples may not be satisfied. In support of this interviewee's idea Bowman and Willis (2003) said traditional journalism can be unsatisfactory at times, with one typical complaint being that it does not address the needs of "regular people." The focus group discantant said the people tried to connect the main stream media with politics and other governmental interests. Since the main stream media like Fana broadcasting corporate owned by the government, the audience feels that the media institution favored for the government. Traditional journalism has been chastised for becoming highly politicized and commercialized, with some claiming that it has the ability to influence the truth and provide a misleading image of current events (Bowman & Willis, 2003). "The act of a citizen, or a group of citizens, playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information provide independent, reliable, accurate, wide-ranging, and relevant information that a democracy requires," Bowman and Willis claimed (2003:9). As a result, proponents of citizen journalism have focused on what citizen journalism offers the public and how that news product is delivered. The following direct quote derived from the interview and focus group discussion putted as follows:

One of the challenges I observed was that the audience started to question the credibility of the news. The audience received information from different sources, and those sources may have been fake. The citizen journalists are not responsible, there is no editorial policy that guides them, there is no journalism ethics and professionalism, and therefore they can provide what they hear and what they predict. Under these circumstances, the people criticized and blamed the mainstream media. This is the problem we are facing right now.

Yes, citizen journalism has been a source of criticism of the traditional media. There is policy we follow, the public we care for, the ethics we respect, the profession we guide. All these are the factors that we consider when we produce news. But all these are absent in citizen journalism. They tell the public what they want to hear and read related to their political interests rather than reality. Finally, those audiences/people begin to criticize the mainstream media. The broader scope of the media is itself a source of criticism for the main stream media.

4.1.3. Gatekeeping role

According to Glaser, (2004) "we are just opening up the gates and allowing people come on in" On other side Bruns (2008) claims that the community of bloggers, citizen journalists, commentators, activists, and others present an alternate view of the day's events and supply additional (and frequently contradictory) information in his criticism of gatekeeping. He also claims that this is not a case of gatekeeping in the usual sense. According to Bruns' reasoning, alternative media create a reality that appears to contradict the mainstream media's conventions and representations (Atton, 2009). According to Atton, participative, amateur media production undermines the media monopoly by contesting the concentration of institutional and professional media powers. In contrast to de facto media institutions that existed before the internet and computers, the media now faces difficulties posed by technology and media proliferation. And challenges to professional practices like gatekeeping offer opportunities to reimagine professional journalism.

According to Deuze (2005), "one of the most fundamental 'truths' in journalism is that the professional journalist dictates what the public sees, hears, and reads about the world" (p.451). Professional journalists lost their privilege and authority when they lost control of information.

As a result, in today's media landscape, who can be a journalist and what constitutes journalism are more subject to debate than ever before (Allan, 2006; Kopper et al., 2000; Singer, 2003). Boczkowski (2004a) discovered that news professionals engaged in 'gate opening,' or activities that encouraged user interaction rather than the usual gate-keeping chores of content selection. The loss of the gatekeeper function could cause audiences to question journalism's legitimacy, as well as the assertions of objectivity and autonomy that make up the profession's main norms (Boczkowski, 2004b; Deuze, 2007). The interviewee and FGD raise the same points as mentioned about. The direct quote derived from FGD and interview participants putted as follows:-

Citizen journalists, activists and others shared different opinion and viewpoint. Most of the time they shared an issue which is contradictory with the main stream media. They took a technological advantage and they posted what they hear and saw immediately without any verification. They shaped the attitude of the people as they wanted. This kind of activity challenged the gatekeeping role of the main stream media.

The journalism legitimacy is in question after the coming of citizen journalism. Everyone created content, posted news and tries to replace the professional journalism. As you know the authority of controlling information is given for the journalism but the citizen journalism is challenging the professionalism related with news.

Gatekeeping is the function of the journalism but we are losing this function. This may leads our audience to question the legitimacy of the journalism as well as the autonomy of the profession. The peoples want to create news rather than waiting the verified news of the main stream media.

4.1.4. Lack of objectivity, impartiality and balance

Professional journalists have chosen objectivity as a means of asserting social authority, portraying their work as value-free and objective, and so believable, balanced, and true (Deuze, 2005; Lewis, 2012). "Reporting of reality, of facts, as nearly as they may be gathered without the insertion of prejudice and personal opinion (Maras, 2013:7)" has long been a basic professional journalistic standard (Schudson, 2001). Journalists are guided by the objectivity norm to separate facts from

values and report just the facts. "The journalist's work consists of reporting something termed 'news' without commenting on it, slanting it, or altering its formulation in any way," according to the objectivity norm (Schudson, 2001:149-150).

On the other hand, citizen journalism reported on a variety of topics without taking into account the issues raised by professional journalists. Although the news may be factually correct, it has defects such as a flagrant disrespect for ethics, a lack of objectivity, fairness, and balance. It could also be a hidden agenda, a viewpoint disguised as truth, or a libelous or defamatory statement that casts the story's subjects in a negative light. Gate-keeping, a process of verification and checks in the mainstream media, can weed out falsehoods and biases. The following direct quote derived from interview and FGD putted as follows:-

Our work is reporting something as news without commenting and including our personal interest. Objectivity guides us to report fair and balanced news without any bias. But in the citizen journalism case they posted whatever they want as long as it matched with their interest. For your information we are busy in monitoring what they are write and protect the society from misinformation.

In our case objectivity, fairness and balance are the basic element and will never be in question. We really care about those basic principles of journalism. In citizen journalism case, they don't care about those professional principles of journalism. They used the name of journalism as an instrument of achieving their hidden agenda. Such unprofessional activity challenges our work. Peoples want to hear the same news as they hear, read and watch in the page of the citizen journalists. However we are trying to change and manage the attitude of the audience that we have responsibility and ethics.

Yes, they are challenging us regarding with producing objective news. They simply posted the news without participating officials, two parties and other important elements. They only focus on posting immediately. Finally it challenges us to divert the attention of the audience already affected by the unbalanced news.

4.1.5. Change in power relations

With the Internet and social media, the relationship between professional journalists and their readers has changed over the years. The relationship is now different from when there was only print newspaper, radio or television news, in comparison to today when most media outlets have a news site online as well (Rohumaa & Bradshaw, 2011). Because of the shift from offline to online in the relationship, the power dynamic has changed. It has gone from the professional journalist being all-powered, towards a more equal dynamic and a bidirectional relationship (Tremayne, 2014).

The evolution of technology and media has changed the way mainstream media and institutions can control content. Before, institutions and media outlets could control production and distribution of news. With new media and social media, the control weakens, as the new media allows more people to access the content (Drew, 2013). This could be partially due to the possibility of input the readers have on news online, through comments sections on news sites and additionally the possibility to comment on the posts and news stories published on social media sites (Ghersetti, 2014). The previous process in news of sender and receiver is reversed in citizen journalism. When mainstream media publishes citizen journalistic texts, the journalist's role is more of a gatekeeper, instead of being the one that writes the news (Tremayne, 2007). The language of citizen journalism tends to be more personal than the language used in mainstream media, and can be written in either first or third person. This use of language may stem from citizen journalism coming from blogging, and within the blogging culture the language is personal and written in first person. Expressing an opinion is generally also accepted when it comes to citizen journalism. Citizen journalists are not expected to report with the same level of objectivity as it is expected of mainstream media (Glaser, 2004).

Yes the audience changed from receiver of information and news to producers of information and news. Before social media and citizen journalism, the audiences only receive information from the main stream media.

Of course the audience starts to create contents and set agenda. Sometime we collect information and opinion from what citizen journalists posts. When we want to understand observe what the

audience thinks and react, our social media team assesses and collects important information from there.

I said citizen journalists are the audience of the main stream media. When we see them as audience, they are trying to change the power relation of audience and the main stream media. They posted news without considering the basic elements of news including their personal opinion. Finally, their readers and followers believe that they can produce news without any professional backgrounds. Either directly or indirectly this kind of practice from the citizen journalist side becomes a challenge for the professional work of news production.

4.1.6. Unethical practices in the name of journalism

Citizen journalism has been attacked by some critics as a new technique of disseminating incorrect information and other unethical acts in the name of journalism. One of a scholar called Miekle highlights the ethical problems with citizen journalism. He writes that professional journalists “are accountable to their employers, and such employers are accountable to others, including shareholders and (in some countries) regulators; but citizen journalists are not accountable to either professional standards or professional organizations, which may not be something to celebrate” (Miekle, 2016:90).

Ethics is an important aspect of journalism, something that most professional journalists pride themselves on. Media outlets and their employed journalists have to follow codes of ethics, a set of guidelines, to avoid legal consequences. Within the profession, there is an ideal of how a professional journalist should act (Schudson, 1989). Some of the most prominent and deemed most important parts of ethics are conflict of interest, minimizing harm and respecting audiences (Plaisance, 2018).

People criticize the profession of journalism because of citizen journalism. They spread false information, and this false information is a reason for many conflicts. People now lack trust in the profession of journalism. I approved this issue because of the feedback we collected from the audience.

Audiences call and tell us that journalists are a reason for conflicts by mentioning the news they read and watched on social media. The fake news they posted spoiled the name of the journalists.

People feel that everyone who writes and shares on social media can be a journalist. Finally, these kinds of issues could be a reason for the criticism of professional journalism.

Beyond editorial policy, ethics is the most important issue in the profession of journalism. Our news is guided by the ethics of journalism as well as the editorial policy of our institution. When we see this from a citizen journalist's perspective, there is no ethics and editorial policy. Journalism work without editorial policy and ethics is completely useless and damages the security of society. That's why people blame journalism because of citizen journalists.

4.2. Opportunities of Citizen Journalism

4.2.1. News source

Sources have long had an important role to play in journalism (Carlson and Franklin, 2011), and citizen journalism has similarly existed to some extent for a long time (Glaser 2012:579). Both have their origins in the ordinary citizen; in any given situation, a person might be one or the other, or neither, but whether they can be both is questionable. Blaagaard (2013:1088) found they considered "citizen journalism as another journalistic tool to find news angles and sources, or a source in its own right." This illustrates the confusion about where citizen journalism might eventually settle in the news information landscape. In understanding citizen journalism as a tool or source, the students were reluctant to allow for the idea that the rise of citizen journalism may affect traditional journalism practices, instead trying to neatly wedge it into "an already stable idea of journalistic practice". There is reason to be critical of the stance taken by the students as it undermines the idea of journalism being fundamentally linked to society. The same points are raised by FGD and interview participants. Citizen journalists are serving the main stream media in terms of being news sources. The main stream media are using citizen journalists after several steps of verification and checking. Citizen journalists deliver news about different issues before the main stream media does. Based on this, the main stream media further investigates the issues and produces news in detail. As they stated, selected citizen journalists could be a news source, and their opinions were shared in mainstream media. This is an opportunity provided to the main stream media by citizen journalists. The following is a direct quote from the FGD and interview:

Yes, we are using citizen journalists as sources during news production. This does not mean that we use all citizen journalists as a source. We are selective and we use different mechanisms to check the credibility of the news, their followers and other important factors. After all this processing, we use them as a news source. Because we cannot address every corner of the country, but citizen journalists is everywhere. Because of this, they created an opportunity in this case.

I can say that we use them as a news source, but only after their news has passed a long process. The main points here are whether the content they posted is credible, what source they used, and how many followers they have. After we address these questions, we can use them as a source.

Yes, we are using them as a news source. We invite them to our studio and conduct an interview if they are credible, active on social media, and have many followers. Additionally, we use them as a news source in collaboration with other sources who have a direct connection with the issue. I believe that giving room and using them as a source helps our audience to get credible and balanced news. Therefore, this is a good opportunity for the mainstream media that the citizen journalists provided.

I use them as initial point for making news. When they posted something important, I can use it an initial point to conduct news. In my case, I never use them a source when I produce news.

I never used them as a source of news. I don't trust them. For example, during the war, they posted many things without mentioning any official source. They produced fake news and tried to keep on with their interests rather than the safety of the community. We attempted to use the photo or video they captured on occasion, but we discovered it to be a forgery. As an editor, I never allowed the news to pass if the reporter used citizen journalists as a source. The news they produce always focuses on keeping their interest. When we drive their news, it directly contradicts public interest. Their news is manipulated and one-sided because of an interest they want to keep.

As an editor, I used some very important videos, photos, and texts that were captured by citizen journalists in the news sources. Because journalists cannot cover every incident in every location, it is a global fact that different incidents are captured by citizens, and citizens may have the habit of recording documents. In the case of natural and man-made crises/incidents, different videos and photos are captured by the people who are there. For example, during plane crashes, floods,

and disasters, we use video and photos that citizen journalists captured. I can say that I used citizen journalists as a source of news but it needs a very critical amount of checking.

4.2.2. Active Audience

The field of communication is undergoing significant change. The fundamental concept of mass communication is being challenged as new media technologies allow users more power (Severin and Tankard, 2000:17). As a result of technological advancements, it is no longer viable to think of television channels as a uniform or monolithic system that broadcasts essentially the same message to everyone. In recent years, a number of technological and sociological advances have resulted in the transformation of news/information production from an institutionalized enterprise to a medium of popular expression (Nguyen, 2006). Citizens are now engaged in or involved in media organizations to contribute to information.

As previously said, citizen journalism allows both professional and non-professional journalists to participate actively in the development of news content. Members of the public are no longer helpless, passive recipients of information. They've evolved into content makers. Citizen journalism has broken the mainstream media's once unbreakable monopoly. As a result, today's journalism is democratic and participative. Citizen journalism, according to the Educause Learning Initiative (2007), gives a more personal, nuanced picture of events and has the ability to develop communities of individuals with a common interest by allowing anybody to cover the news. Citizen journalists have used blogs to break news about government corruption, police brutality, and other issues that affect local and national populations.

According to FGD and interview participants, citizen journalism makes the audience active in content creation and news production processes. The audience's behavior completely changed in terms of giving interviews, reporting different social problems to the media institutions and participating in the media agenda. The audience captured video and photos that support the news production of the media. This clearly shows that the emergency of citizen journalists wakes the audience. The audience/citizen tries to cover different corruption, crime, natural disasters and other

important social issues rather than waiting until the main stream media covers the issues. The following direct quote is derived from the interview and FGD put together as follows:-

Citizen journalism, in particular, and social media in general, makes the audience active in content creation and participation in the news production process. After the arrival of citizen journalists, the audience became active in participation, giving interviews, reporting different situations and capturing incidents. Before five or six years ago, the audience was not willing to give information to the media. Now the audience exercises on social media and they make themselves familiar with the media.

I take it as an opportunity we are getting from citizen journalism because the behavior of the audience has completely changed. Today, our audience is starting to give different news agendas for the media. If something happened in their village, they immediately called and reported it to the media institutions. In my case, I received different calls and reports from the audience, and I produced different news based on their reports.

As I observed, the way the audience reacted to our news has completely changed. I think citizen journalism may help them understand the news from different angles. Our audience captured and sent different videos and photos to us. Because of our editorial policy and the ethics of journalism, we didn't use them in our news production process. However, we are using it in different entertainment programs. This clearly shows that the behavior of the audience has completely changed and they have become active.

4.2.3. Stories about political corruption and police brutality

Citizen journalism plays a significant part in the struggle against corruption and police brutality. "Citizen Journalists have arisen as the spearhead of new social movements dedicated to the promotion of human rights and democratic values around the world" (Radsch, 2011). According to Hamdy (2008), citizens around the world have exploited blogging technologies to generate and share their journalism and opinions quicker than governments could control, censor, or regulate. By 2005, journalists had understood that they were up against unknown bloggers who were transforming the media environment. They couldn't ignore the challenge any longer, so they started

incorporating their suggestions into their reporting and pursuing the same stories (Hamdy, 2008). According to Tomi Oladepo (2011), public journalism can significantly contribute to democracy by fostering citizen engagement in such a way that the power they wield holds the government to a large extent accountable. Citizens in African countries with harsh press regulations barring the flow of information to the public engage in citizen journalism as an alternative source of news and information as popular awareness of democratization grows (Banda, 2010).

As mentioned by the interviewee and FGD participants, citizen journalists cover different issues like corruption, maladministration, abuse of power, and human rights violations. These issues are very critical issues to cover for the main stream media because of political interference. Before the emergency of citizen journalism, most of the political abuse and human rights violations were hidden and not allowed to be covered by the media for a long period of time. After citizen journalism, all those issues are on the media agenda. Political leaders may compel the mainstream media not to cover such issues, but they will never compel citizen journalists to do so. This role of citizen journalism paved the way for the main stream media to focus on covering all the above mentioned issues. The following direct quote is derived from the interview and FGD put together as follows:-

There are different issues that we cannot cover because of political influence. This kind of influence can directly affect the public interest. Since our media is a government-owned media, there is a political interest that we are forced to keep. Covering these kinds of issues is very easy and convenient for citizen journalists. Finally, the public will be the beneficiaries. When the citizen journalist raised the issue, we got permission from the higher officials to cover this kind of issue. Therefore, we can call it an opportunity for citizen journalism for the mainstream media.

We received different calls and reports about political corruption from the public as well as from citizen journalists. Unfortunately, we didn't get permission from the officials, but we secretly transferred the issues to the citizen journalists. Finally, the officials believe that they cannot hide corruption from the public. I hope this activity of citizen journalism will be a great opportunity for us.

4.2.4. Immediate feedback and Space for discussion

The audience can rapidly react to the news and even contribute to the material. This is why "We Media" is the name given to citizen journalism. In fact, we can call it "Our Media" to make it easier to understand. This is because we create the content for this type of journalism. Woo (2005) found that citizen journalism serves a distinct function from traditional journalism, which follows long-established journalistic news reporting criteria, allowing citizen journalism to provide a unique viewpoint on current events. Citizen journalism encapsulates "the transformation of alternative media participants (or community media, participatory media, or radical media) into active citizens, which means it accounts for the process of empowerment and power fragmentation that occurs when men, women, and youth reclaim their own media" (Rodriguez, 2001). However, "citizen journalism is dramatically realigning traditional news reporting's communicative priorities and protocols, sometimes in significant ways," according to the research (Allan, 2013:9). The following direct quote derived from the interviewee and FGD is put as follows to reinforce the above arguments:-

Citizen journalism gives an opportunity for immediate feedback and room for discussion. After the coming of citizen journalism and social media, the audience becomes active in providing feedback and participating in different issues. As I observed, this kind of journalism is very open for discussion, and the audience shared their opinion on the issues already raised by the media.

When the audience provides immediate feedback and shares what they feel in the comment box, we can easily understand the audience's feelings. Finally, we will focus on the issues that are perfectly matched with their interests.

I think this is one of the opportunities we have gotten from citizen journalism. The audience raised many issues in the comment box when the citizen journalists wrote something. Our social media monitoring teams observe and take notes on the important issues. Finally, we will investigate the issues. If the issue is important, we will conduct news.

It is obvious that we posted news on our official website and the audience reacted to it because the audience had already adopted this behavior of giving feedback.

4.2.5. It delivers news almost at the speed of lightning

Another remarkable feature of citizen journalism is that it transmits information practically instantly. It has surpassed the broadcast media's immediacy (radio and television). The editorial policies and codes of ethics of the mainstream media are well-known. As a result, they broadcast or published news after going through a process and following the steps that have been established as a guideline for media organizations. The audience is expected to wait until the news hour to learn about crucial information. However, thanks to social media and citizen journalism, audiences can obtain news at the speed of light, regardless of time or location. It appears that the news does not need to be processed by an editor. Citizen journalism, via the social media, spreads news like wild harissa fire just in time.

Thanks to social media, we are delivering news at the speed of light as citizen journalists do. But the difference here is that we verify and pass all the steps necessary for delivering verified news. This is because of citizen journalism. They alarmed us. I'm taking advantage of the opportunity they've given us.

In our case, the editorial policy and code of ethics guide us when we produce news. Following this policy and ethics, we have to pass different steps and processes before disseminating the news. Since we have an editorial policy and a code of ethics, we will discuss it before delivering news, but citizen journalists deliver news within a second. News is all about providing information immediately.

They deliver goods without verification and checking. This is an opportunity for the audience to receive information without restriction and wait for news time. Sometime, based on their news, we will turn to checking and conducting news.

4.2.6. Participatory Citizen Journalists

Participatory journalisms are defined as people who contribute news, opinion, and information content to traditional news associations. Participatory journalism were people who submit hyperactive original content to be published in designated sections of a website, but participatory

journalism's news product processes have evolved (Nip, 2006). Traditional journalists most frequently calculate on similar citizen, or participatory, intelligencers for their first-hand experience or for visual records of breaking-news events similar as natural or mortal-made disasters that intelligencer are unfit to pierce. For illustration, citizen journalists submitted further than, 1000 filmland, 20 pieces of videotape,,1000 textbook dispatches and,1000 emails within a many hours following the London bombings in 2005. These substantiations submitted information to news spots as events unfolded before their eyes, and news-association representatives accepted this content because they didn't have coffers or access during the extremity due to security restrictions (Allan, 2007). According to FGD and interview, Citizen Journalists are supporting the main stream media in sharing different video and photos which are very important for producing news. The news contents produced and shared by citizen journalists' needs very critical verification and checking before included in the main stream media. Some of the citizen journalists, activists and opinion leaders are shared their views during news production process of the main stream media. The direct quote derived from FGD and interview is putted as follows:-

They are participating in the journalism profession and contributing to it. Not all citizen journalists, but some of them are working in line with the professionals. They take full responsibility for what they're writing and posting. We are creating opportunities for them to participate in professional news production. They shared their opinions and scholarly points when we were in need of experts about social media activity.

In the last two years, we have been working in collaboration with those who are responsible for what they write and post. They take videos, photos, and texts about different social issues, and we are using that media content in our news production process. This clearly shows that they created an opportunity for participatory journalism.

Yes, sometimes they record and capture the original video and photos. I can definitely use those videos and photos after several verifications and checks. As long as the photo and video are original and real, it is normal to use them. Citizen journalists are supporting main stream media globally, and the same thing is happening here in our case. Those citizen journalists have their own followers and audience. They shared our news on their own page and addressed their audience and followers. This means they are promoting our institutions. You know, this is participatory journalism.

4.3. Discussion of Findings

4.3.1. Challenges of citizen journalism

According to the finding, citizen journalism created different challenges for the mainstream media's news production. The challenges are: critics of traditional journalism, gatekeeping role, spreading falsehoods and other unethical practices in the name of journalism, lack of objectivity, impartiality and balance, change in power relations and sourcing news from anonymous sources. These findings are in agreement with some of the studies mentioned in this study. One of the studies that agreed with this study's finding is Andrew and Didiugwu (2017). The study evaluated the implications of citizen journalism in main stream journalism and discovered that citizen journalism is emerging as a powerful phenomenon across Nigeria as showcased by popular citizen journalism websites. Through its interactivity and ability to deliver news in split seconds, citizen journalism has posed a serious challenge to the mainstream media in Nigeria.

Another study that agreed with this finding is Sibanda (2019), which shows that traditional journalism has been heavily criticized by many scholars as failing to play its watchdog role by being elitist, focusing on political figures in a society at the expense of ordinary people. It is alleged that what makes news are the powerful people who misuse the media for their own self-centered advances at the expense of ordinary people in a society. Additionally, Channel (2010) agreed with the findings of this study. In the wake of online communications, the traditional function of media gatekeeping is changing. Moreover, the finding is consistent with Onyango (2013). The main challenges facing citizen journalism were reported to include inaccurate and difficult-to-verify reports; poor quality pictures; and most reports lacked objectivity.

4.3.2. Opportunities of Citizen Journalism

According to the finding, citizen journalism created different opportunities for the main stream media's news production process. The opportunities are: participatory citizen journalists; opportunities to be active participants in news content creation; it delivers news almost at the speed of lightning; immediate feedback and space for discussion; stories about political corruption and police brutality; and news sources. These findings agree with the recent related studies. Bitima Milkessa (2019) is one of the studies that agreed with the findings of this study. She investigates

the impact of social media on mainstream journalism practices, focusing on Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC). Social media has had and continues to have a strong influence on the field of journalism and practitioners. The notion of the journalist has moved so significantly away from aspects of its mainstream media basis because of the favorability of social media platforms for interactivity with the audience and potential sources. The findings from these sources of data revealed that journalists rated social media as very important in sourcing, processing, disseminating and getting feedback for local news. The reason could be the two studies conducted within the same organization.

Chapter Five: Conclusion and Recommendation

5.1. Conclusion

According to the finding, the researcher concluded that citizen journalism impacted the main stream media's news production process. Citizen journalists have impacted the credibility of the mainstream media; they disseminate inaccurate news; they challenge the gatekeeping role of the mainstream media; they change the power relations between the audience and the media; they use anonymous sources; they forget about the objectivity, balance, and impartiality of the news; and they spread falsehood and other unethical practices in the name of journalism. The full potential of citizen participation in news production challenges general views of journalism's roles and functions (Deuze, 2003). The ability to record, share, and analyze information in text, visual, and audio, as well as the ability to access data from a variety of sources and engage with fellow citizens online, has extended "mass communicative abilities to a larger part of the public, so the occupational control of professional journalists is increasingly challenged by citizens with the means to record, share, and analyze information in text, visual, and audio, as well as the ability to access data from (Roberts, 2013:60).

According to the finding, the researcher concluded that citizen journalism created different opportunities for the main stream media's news production process. The opportunities are used as a source of news, opportunities for participatory journalism, opportunities for news content creation, stories about political corruption and policy brutality. Citizen journalists have arisen as the spearhead of new social movements dedicated to the promotion of human rights and

democratic values around the world (Radsch, 2011). Deliver news at the speed of light, with immediate feedback and room for discussion. Woo (2005) found that citizen journalism serves a distinct function from traditional journalism, which follows long-established journalistic news reporting criteria, allowing citizen journalism to provide a unique viewpoint on current events.

5.2. Recommendations

Based on the findings, the researcher provided the following recommendations:

- Since social media has played an important role in delivering news without any restrictions, the main stream media should deliver news on social media.
- Since political, corruption, and maladministration issues are a serious social problem in the country, the main stream media should focus on political, corruption, and maladministration issues.
- Independent media lead to a better government system and provide reliable and timely information. Therefore, the main stream media should show their independent role in governmental and political issues in order to overcome the challenges of citizen journalism.
- Citizen journalists should deliver objective and credible news, and they should care about news verification.

Appendix

Interview and Focus group Discussion Questions for Editors and Reporters

1. Do you think citizen journalism has an impact on news production? How?
2. Does citizen journalism affect your news credibility? How?
3. Do citizen journalism influenced you during news production? How?
4. Have you ever used news content (photos, videos and texts) from citizen journalism/ social media in your work?
5. Have you ever used citizen journalist as sources of news? How and when?
6. Do you think that citizen journalists make your audience active?
7. Do citizen journalists influenced your work of professionalism? How?
8. Do citizen journalists/ social media posts influenced your news framing style? How?
9. Have you observed any unethical practice of citizen journalist committed in the names of journalism?
10. Do you think that citizen journalists have posed a significant challenge to professional journalists' authority and legitimacy in setting the space, timing, and context of news reporting? How?
11. What are the challenges of news production after the coming of citizen journalism?
12. Is there any difference in the feedback of the audience after the coming of citizen journalism?
13. What are the mechanisms to tackle the challenges of citizen journalism in your news production?

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