

LJ Institute Of Media & Communications



Report on guest session, “Nextgen Journalism: Inside Digital Newsrooms”

Date: 2nd August, 2025

Time: 10:00 am- 11:30 am

Venue: TV studio, LJIMC

Resource Person: Bhavin Raval

Faculty Incharge: Dr. Divya Soni

Participants: BMC and MMC sem 3

Introduction

The session was conducted by Mr. Bhavin Raval, the digital head of VTV Gujarati. He shared insights on how journalism has been changing rapidly. Today, most people consume news on their phones or laptops through websites, apps, or social media. This new form of journalism, known as digital journalism, is quick, engaging, and data-driven. He explained how digital newsrooms function and how technology, changing audience behaviour, and platforms like Google and Instagram have significantly influenced the way journalism works today.

Objectives

- To understand how digital journalism functions.
- To learn how audience data helps in delivering news.
- To explore the use of social media algorithms and SEO in journalism.
- To know the responsibilities of journalists in the digital era.
- To understand how to filter fake news and maintain news quality.

Process of Digital Journalism (In the session)

- **Speed and Instant Delivery:** Digital journalism is fast. News platforms like Pinkvilla or Good News Today publish breaking news within seconds using CMS (Content Management System).
- **Audience Engagement:** Viewers shape news trends through clicks, shares, likes, and comments. Tools like Google Analytics, CTR (Click-Through Rate), and Engagement Rate help measure audience interest.

- **Social Media Algorithms:** Platforms like Instagram, X (Twitter), and Facebook use algorithms to boost trending content. Journalists must craft catchy headlines and engaging stories to reach wider audiences.
- **Data and Technology Use:** Journalists analyze user behaviour, test headlines (A/B testing), and track trends in real time. Tools like Google Fact Check and News Sense help fight misinformation.
- **Search Engine Optimization (SEO):** SEO techniques—keywords, meta tags, backlinks—ensure articles appear in Google searches, increasing visibility.
- **Revenue Models:** Digital newsrooms earn through ads, sponsored content, brand deals, and subscriptions. Higher traffic leads to higher revenue.

Outcomes

- Students learned the importance of maintaining accuracy, ethics, and responsibility in digital journalism.
- Students understood how to use digital tools like SEO, Google Analytics, and social media algorithms to enhance news visibility.
- Students recognized the role of audience engagement in influencing content creation and distribution.
- Students explored how technology and storytelling combine to produce impactful and timely news in the digital era.

Conclusion

Through this learning experience, the students understood that digital journalism is not just about speed, but also about responsibility and accuracy. We learned how modern journalists use tools like SEO, Google Analytics, and social media algorithms to reach audiences effectively. At the same time, we realized the importance of ethics, fact-checking, and audience engagement in shaping trustworthy news. This exposure helped us see how data, technology, and storytelling come together to create impactful journalism for the digital age.

Annexures:

https://www.instagram.com/ljimc_ahmedabad/?hl=en

Media links:

<https://www.vtvgujarati.com/news-details/ahmedabad-nextgen-journalism-awareness-session-lj-institute-presence-of-media-where-expert-addressed-the-session>



