
SOURCING THE SOURCES—RECENT TRENDS IN JOURNALISM

Dr. Bhargavi D Hemmige,

Department of Management Studies, Center for Management Studies,

JAIN(Deemed-to-be University), Banagalore, India

Email Id- dr.bhargavi_d@cms.ac.in

Abstract

At the heart of the discipline of journalism lies the relationship between journalists and their sources. Journalists rely on informants for intelligence collection and narrative creation. Simply stated, there will be no news without the sources. A "source" in journalism, as the name implies, refers to a source of information from which the reporter obtains material for writing a story. This includes documentary sources like published papers, social media, and data dumps from websites like WikiLeaks. The reporter's connection to source isn't static. It changes historically, socially, financially and economically. It is also substantially evolving in response to advances in communication technologies. NGOs can create, curate, and publish information, and the audience can. In doing so, relationships between actors and the hybrid network begin to develop as the "create, manipulate, or direct knowledge flows in ways that match their purposes" and "modify, allow, or disable others' agency in the process.

Keywords: *Media, Journalism, Information Source, Public Relations, News, Reports, Social Scrutiny.*

I. INTRODUCTION

As the literature review in this article shows, the usage of these new channels by growing numbers of media sources is increasingly changing, allowing and suppressing the right of journalists to play their normative function as political watchdogs. On the one side, the rise of new media is improving the art of journalism. The relations between journalists and sources are in a state of flux, in reaction to these shifts. While the conventional partnership between journalist and source still

persists, it has become an flexible partnership in which sources can either "opt-in" or "opt-out" based on the audience they wish to meet

A. Journalist-Source Relations in the Age of Mass Media: -

Throughout the era of social media, the interaction between journalists and outlets has been the focus of considerable study across a variety of communication fields including advertising, public relations, and political discourse. Most of the literature in question falls into two broad categories: (a) the dynamics of influence in reporter-source interactions, and (b) the use of information in journalism. Of course there is variation between these arbitrary classes, but these specific headings have been adopted here for operational purposes

B. The Power Dynamics in Reporter-Source Relations: -

The relationship between reporters and sources is based at its heart on a fight for authority over information delivery. In reaction to changing conditions, the essence of the war fluctuates (Berkowitz, 2009; Broersma, Den Herder, & Schohaus, 2013; Carlson, 2009). The power relationship between a journalist and author will range from being a simple sharing of facts at one end of the continuum to a tense struggle at the other, depending on the story; the author; and the larger cultural, societal, financial, and economic context. The power struggle in the sense of Western democracy reflects a conflict of values between the journalist who is charged with serving the public interest by scrutinizing authority; and the sources that pursue it [1]. This dichotomous depiction of the relationship is of course an oversimplification of a complex situation in which journalist and source will behave both in the public interest and be driven by self and other interests. This simplistic interpretation is also not generally indicative of the power relations in non-Western and non-democratic structures between journalists and sources. In countries where journalists put less focus on the prevailing Western values of "objectivity," transparency, and accountability, there is less adversarial relationship between journalists and official sources.

II. LITERATURE REVIEW

Journalists face challenges in many parts of the world to conduct autonomous reporting for a wide variety of ethnic, political and economic purposes (Waisbord, 2013). Studies in diverse communities in media in non-Western western countries have shown a desire to "support government policy and portray a favorable picture of political and business leadership" (Obijiofor & Hanusch, 2011, p. 50). In Western capitalist democracy, however, the capacity for tension between the two parties has been heightened in the age of the mass media due to the reliance of outlets on journalists to get their message out to the public. Journalists and their news outlets had generally decided before the Internet what content had found its way to the TV screens of viewers and onto the newspaper pages. The tension between reporters and sources is being strongly examined in studies on the relationships between journalists and public figures, such as politicians. This is a dilemma that derives from the ethical position of media as a political "watchdog" charged

with keeping government to account, while elected leaders seek to gain control of their agenda and sway popular opinion in their favour.

Early studies identified a strained relationship between the two parties as a "balance of confrontation and collaboration" with media, and their official sources are "allies and adversaries" at once (Sigal, 1973, p. 85). In his study of newsroom traditions, Gans (1979) famously described this fluctuation of authority between journalists and their outlets as both a "dance" and a "tug of war. In Western capitalist democracy, however, the capacity for tension between the two parties has been heightened in the age of the mass media due to the reliance of outlets on journalists to get their message out to the public. Journalists and their news outlets had generally decided before the Internet what content had found its way to the TV screens of viewers and onto the newspaper pages [4]. The early dance metaphor of Gans heavily inspired relationship work that has since been characterized in different ways as a "dance macabre" (Ross, 2010) and even a "tense tango" (Sanders, 2009). The ever-changing complexity of this stress has prompted Strömbäck and Nord (2006) to ask, "Who leads the tango?" The solution to that question lies in the negotiation sense. Blumler and Gurevitch (1981, p. 476) identified the two players as interdependent in their landmark essay on the relationship between the press and policymakers, suggesting that they were both "mutually related" and "mutually adaptive," following their distinct but conflicting aims [2]. This definition of the relationship as interdependent or "symbiotic" highly features in the litera. For example, Brants and Voltmer (2011) identified a number of factors that may impact on the degree of conflict between the two parties, including the problem at hand, the possible harm to either side's reputation or legitimacy, public opinion, emerging communication technology, and the cultural and political meaning of the conversation.

The early dance metaphor of Gans heavily inspired relationship work that has since been characterized in different ways as a "dance macabre" (Ross, 2010) and even a "tense tango" (Sanders, 2009). The ever-changing complexity of this stress has prompted Strömbäck and Nord (2006) to ask, "Who leads the tango?" The solution to that question lies in the negotiation sense. The pacing of a story agreement will also impact who is at the fore. Eriksson and Östman (2013) argued that the politician has a better likelihood of shaping activities early in talks. While the journalist is looking for a story, it is possible that the source may offer ideas. This level of experimentation or "interactional" provides an chance for the two participants to collaborate further.

An especially controversial field of discussion applies to what are referred to as "anonymous sources." Journalists refer to sources as "anonymous" by using information supplied to them on understanding that the name of the source would not be revealed. This system will pose problems for reporters and the public alike. If such an document is signed, the author is obliged by an ethics code not to reveal a sensitive source's name [3]. The choice in the case of a whistle-blower or disabled individual can be fairly straightforward. Moreover, if the public can't identify the source

of the facts, then it's hard for them to determine the reliability of statements. This has raised questions about the use of anonymous sources on the impressions of confidence in news media by the public. This shifting balance of influence isn't unique to reporters' relationship with policymakers. It's also noticeable in the relationships between journalists and professionals of public relations.

Ericson, Baranek, and Chan's (1989) research on journalist-source relations identified the relationship as one of "negotiating power" over intelligence, or facts, and the way it is portrayed. Ericson et al. (1989, p. 2) referred to this agreement as the "dialectical knowledge / power" which they saw as a tug of war over unresolved issues of "secrecy, confidence, censorship and notoriety." PR outlets have been increasing the ability to control the news agenda and raising concern. Massive increase in the number of PR practitioners or "spin-doctors" has happened since the 1980s, at the same time as the press media began to retreat. By 2008 the number of PR staff in the United States outstripped journalists by 3 to 1 (McChesney & Nichols, 2011). The growth in PR led to an increase in "information subsidies" (Gandy, 1982) such as press releases and staged events influencing the news cycle.

Studies reveal that between 50 and 90 per cent of news coverage has been generated from PR information subsidies in different jurisdictions (Macnamara, 2014, p. 9). The reliance of journalists on PR content has been compounded by the demands of the 24-hour multimedia news cycle and substantial cutbacks for reporting staff. With mainstream news outlets unable to produce adequate coverage with less money, PR companies are increasingly effective in positioning reports in the form of "editorial subsidies" (Jackson & Moloney, 2016). Such "copy-ready" Marketing material is frequently written in the manner of news reports by retired journalists, and is repeated verbatim daily by news organisations [4]. It is a situation that influential PR analysts lament, arguing that PR's growing impact on the news media is counterproductive to democracy (Macnamara, 2014; Moloney, Jackson, & McQueen, 2013). The power relations between journalists and PR outlets are also expressed in scholarships regarding the two players' attitudes towards each other. This work primarily appears in the literature on public relations, which points to historical hostility between journalists which specialists in public relations. Early studies by Aronoff (1975) into the attitudes of journalists towards PR practitioners showed that views of reporters were disproportionately negative. More recent polls indicate that the media tends to view public relations as "damage management, advertising, an effort to conceal or mask the facts" with the antipathy of journalists towards PR varying from "love-hate" to "hate-hate." Unlike this history of antagonism, there is a body of work that points to the sharing of common news principles between public relations experts and journalists (Kopenhaver, 1985), expertise, and procedures (Carey, 1969). The commonality between the two positions is mirrored in the current convergence of journalism and PR relations professionals — from reporter to source [5].

III. ROUTINES AND PRACTICES

Another essential oversight agency reports on how journalists choose sources as part of their everyday schedules and activities. The successful research by Gaye Tuchman (1978) about how news is made showed that providing reliable sources actually "enables reporters to do their work properly" (p. 72). This process of collection is an example of the influence of the interviewer as a "gatekeeper" of facts that decides what story to write, who to ask, what to add and what to exclude. Such judgments are significant in that they influence the details the public gets. Such choices often illustrate the effect on the shape or "framing" of the constraints and tools of everyday journalism. These limitations include, but are by no means limited to, factors such as the quality of a source, time, expense, the reporter's personal preferences, the proprietor's partisanship, the target market, the publication's news values, and the list continues. In addition to these factors that emanate from conventional news procedures and practices, journalists often make judgments based on evaluations of a source's authenticity, integrity, or "trustworthiness" and their knowledge (Manninen, 2017). The problem of reliability of the source is crucial to the discipline of journalism, and essential to the relationship between journalists and sources [6].

Journalism's fundamental principles allow a writer to obtain their reports from credible sources of knowledge. Tuchman (1978) defined the use of sources as part of the "internet facticity" from which journalists collect information and check it. Without trustworthy or credible evidence, a writer cannot have faith that the information given is true and is thus unable to deliver to the nation a version of events that upholds the standard of journalistic "reality." As Jacquette (2010, p. 216) asserted: "Reality is the gold standard on which journalists are judged." Even as the integrity of a newspaper will depend on the reliability of its sources, when used in a report, a source can also obtain legitimacy. While questions of reality are deeply questioned and have consumed philosophers for decades, it is fundamental to the purpose of journalism, and sought in reporting by the tradition of "objectivity." It must be noted that while the concept of "objectivity" in journalism has been widely debated by journalism academics and almost unanimously dismissed.

Professional obligation on the part of media professionals continues to aim for honesty and transparency of reporting, values that remain enshrined of contemporary ethical standards in media. The idea of "objectivity" has historically arisen to describe a quasi-scientific method under which the author distanced him or herself from the report and its sources, in order to offer an objective account of events (Kovach & Rosenstiel, 2014). The determination of "fact" is then expected to proceed by a triangulation process whereby the author cross-checks the facts with a number of sources to determine its veracity before a article is written. Numerous research, however, have shown that the amount of testing reporters perform varies significantly depending on the circumstances. In their analysis of Canadian journalists, Shapiro, Brin, Bédard-Brûlé, and Mychajlowycz (2013, p. 675) found that "most interviewees demonstrated strong support for the verification method, but identified a number of realistic compromises when choosing specific types of evidence for verification and when performing it.

Like in any relationship, reliability judgments in the relationship between journalist and source can be made over time, depending on the prior handling of each other by the participants. The trust of the source would be affected by the handling of information already given to them by the interviewer, for example, whether it has been published objectively and ethically. y. The trust appraisal of the source by the journalist would be based on the veracity and currency of the information received. In the end, no matter how trustworthy the journalist or source is regarded, there is likely to be a degree of doubt in the appraisal based on an interpretation of the two actors' communicative standards (Brown, 2011). Journalists must frequently turn to the sources they trust to provide fast, informative, and accurate information in a deadline-driven and sometimes resource limited environment. This trend has led to claims that "elite" media such as lobbyists, elected officials, and corporate executives control conventional mainstream news reporting (Reich, 2011). The advent of alternative media outlets has helped to alleviate this problem, which will be addressed in the next segment, by encouraging a multitude of diverse voices to be heard without relying on traditional media [7].

IV. JOURNALIST-SOURCE RELATIONS IN THE DIGITAL AGE

As described in the introduction to this post, the emergence of new media has dramatically undermined the relationship between journalist and source. Leaks are no longer relying exclusively on journalists and news outlets to disseminate their message to a wide audience. Some former Internet-accessing outlets are free to post their own news. Given the ubiquity of the Internet, though it must be noted, there is a cultural gap between those with Internet access and those without. The source the "opt-in" or "opt-out" from a more conventional partnership with journalists, depending on the market that the source wants to meet, whether popular or specialized. Leaks may opt to circumvent reporters and post the details themselves online. Additionally, they may opt to contact a journalist from a mainstream news outlet in an attempt to obtain exposure to a wider audience. This right to write freely and "opt-out" a relationship with publishers, rather than putting an end to conventional journalist-source relationships, merely complicates the current power dynamics between reporters and sources in a modern media environment.

V. SOCIAL MEDIA SOURCES

Social media sources are sources of information that journalists can access through social media outlets such as Facebook, Twitter and Instagram. Journalists frequently use tweets, Facebook messages, Instagram images and YouTube videos from people and groups in their traditional news reporting. Most of the news research on social media has centered on how journalists have used social media to improve the work of news. In fact, journalism professionals have suggested that they prefer to view social media favorably. Studies indicate that reporters find it helpful to perform research; to locate, track, and break stories; to establish sources; Keep up-to-date with events; and spread news stories within their audiences. That factor helps one to assess the dedication of a field hockey player to a match, according to Ghosh et al. It should be remembered, however, that the

high rate of lactate synthesis in the working muscles greatly raises the concentration of hydrogen ions circulating in the blood, contributing to metabolic acidosis. This, in effect, contributed to a decline in the ability to perform short-term tasks. Physical workouts of female field hockey players. According to Spencer and others, Context details on which they depend to determine how to deal with the problem

VI. CONCLUSION

This essay offered an overview of interdisciplinary research on the evolving complexity of the relationship between journalist and source from the era of mass media through to the current "high option" blended media landscape where mainstream and newer types of digital media coexist. This is a move from source reliance on mass media for publication to the alternative of autonomously distributing information directly to the public through digital platforms. This move gives them the right to "opt-out" or "opt-out" partnerships with mainstream media, based on the source's interests, whether it suits their political needs. These competition for information was unlikely 50 years ago, when the corporate news industry exercised power over reporting. Digitization, on the other hand, has contributed to a dramatic increase in the amount of outlets of knowledge that directly interact with people and allowed them to try and consume a self-adjusted diet online.

The modern media world provides both risks and advantages for the conventional news reporters. The increasing amount of multimedia news, on the one hand, presents journalists with a continuously evolving array of fresh information to draw stories from. By comparison, the vast amount of this electronic material remains unnoticed. Overwhelmed by the sheer number, journalists can't test the veracity of the reported political facts. This move gives them the right to "opt-out" or "opt-out" partnerships with mainstream media, based on the source's interests, whether it suits their political needs. These competition for information was unlikely 50 years ago, when the corporate news industry exercised power over reporting. This essay shares this important viewpoint and encourages further study into this increasingly evolving dynamic and the consequences for media, politics and culture as a whole. Finally, there is a need for more comprehensive studies into journalists and source views of the effect disintermediation has on their positions and reputation. As Carlson (2016) clarified, many journalists and academics, mostly former practitioners themselves, were hesitant to do so; Face the effects of this major transfer in control away from media to private sources and customers. It is a debate which needs to be held urgently.

VII. REFERENCES

- [1] W. X. Zhao *et al.*, "Comparing twitter and traditional media using topic models," 2011, doi: 10.1007/978-3-642-20161-5_34.
- [2] S. Messing and S. J. Westwood, "Selective Exposure in the Age of Social Media: Endorsements Trump Partisan Source Affiliation When Selecting News Online,"

-
- Communic. Res.*, 2014, doi: 10.1177/0093650212466406.
- [3] J. Shin, L. Jian, K. Driscoll, and F. Bar, “The diffusion of misinformation on social media: Temporal pattern, message, and source,” *Comput. Human Behav.*, 2018, doi: 10.1016/j.chb.2018.02.008.
- [4] S. Roychowdhury and E. Sletten, “Voluntary disclosure incentives and earnings informativeness,” *Account. Rev.*, 2012, doi: 10.2308/accr-50189.
- [5] B. E. Weeks and R. L. Holbert, “Predicting Dissemination of News Content in Social Media: A Focus on Reception, Friending, and Partisanship,” *Journal. Mass Commun. Q.*, 2013, doi: 10.1177/1077699013482906.
- [6] H. Allcott and M. Gentzkow, “Nber Working Paper Series Social Media and Fake News in the 2016 Election,” *J. Econ. Perspect.*, 2017, doi: 10.1257/jep.31.2.211.
- [7] R. Fletcher and S. Park, “The Impact of Trust in the News Media on Online News Consumption and Participation,” *Digit. Journal.*, 2017, doi: 10.1080/21670811.2017.1279979.