

# **Digital Disruption and the Impact of Social Media on Traditional News Media**

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**Abstract:** *In the era of digital transformation, social media has become deeply integrated into people's daily lives, significantly influencing how information is created, shared, and consumed. The journalism industry has adapted to various social media platforms, enhancing the speed and reach of news dissemination. Platforms such as YouTube, Twitter, Facebook, and Instagram are now widely used by organizations, influencers, and political figures to share updates and opinions in real time. Traditionally, newspapers and television news channels held dominant roles in shaping public opinion. However, the widespread availability of the internet and smartphones has led to a shift in consumer preferences toward digital media. This study examines the impact of increased social media usage on the consumption of print and television news. It aims to explore changing user preferences, evaluate the decline of traditional media, and identify the key factors influencing consumers' choice of news platforms..*

**Keywords:** Social Media, Print Media, Television News, Digital Transformation

