

The Digital Pulse: Social Media and the New Age of Public Discourse in India

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Abstract: *The media landscape in India is experiencing a significant transformation driven by fast paced technological process and changing audience preference. This paper critically examines on how traditional forms of media such as print and broadcast are gradually giving way to digital-first formats with a focus on AI-driven journalism and the demand for personalized and on-demand content. On the basis of reports and secondary data from Indian media organisations, the research highlights diminishing influence of conventional journalism and alongside the emergence of OTT Platforms, the expansion of social media and the increasing impact of citizen-led news reporting. Also, it raises critical questions about ethical challenges including the spread of misinformation, the presence of algorithmic bias and the lack of clear regulatory frameworks. By analyzing how media organisations are responding to the disruptions, the research contributes to a insightful understanding of the major transformations in the processes, tools, platforms and practices of journalism brought about by the technological advancements in the Indian media landscape. The paper presents strategic recommendations to enhance media literacy, safeguard editorial independence and promote accountability across digital platforms which contributes to the development of a resilient, ethical and future-ready information ecosystem..*

Keywords: *Online platforms, Journalism practices, Digital transformation, Audience engagement*

