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The changing nature of "News Reporting, Story Development and Editing"

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With advancements in technology in this age of globalization and digital media, the nature of News Reporting, Story Development and Editing across the United States have been constantly evolving. Through a systematic secondary research, the current research would examine various factors which led to the evolutionary journey of News Reporting, when there was simply a man behind a desk delivering news to the age of journalism and reporting with the help of robots. This journey has been truly inspiring and has developed a relationship with the target audience in terms of expecting something new each time they see various podcasts and live reporting from journalists across the globe. The results depict similar advancements in the niche area of Story Development as we have entered the age of digital storytelling. This includes various skillsets such as research, resource-selection, script-writing, voice-overs, technical skill development, collaboration, creative expression and presentation, all of which would be discussed in detail. Similar advancements were observed in the journey of document editing as well as film-making and editing procedures from the traditional years to the digital age.

Key words: News Reporting, Story Development, Story-telling, Editing.

INTRODUCTION

The evolutionary history of News Reporting, Story Development and Editing is filled with many changes. Although the elements constituting news have not changed, the reception and delivery of news have drastically changed over the last 50 years. News Reporting evolved from an age where there was only a man behind a desk to deliver news to the modern times where there are mobile phones with news applications and various news-reporting blogs over the internet. In other words, digital technology dramatically changed the manner in which news is created, reported and consumed. News websites, social media and mobile apps are increasingly being used today as the preferred source of news information. In other words, due to advancements in technology, people expect real-time access to news (Boitnott, 2018). In olden days, families gathered around radios and TVs to listen to the latest news. The National Public Radio which is the primary non-profit radio service in the United States offered over 900 stations. With the growth of the internet, the daily routines of journalists changed and the broadcasting/ reporting of news entered a new era altogether as

it simultaneously changed the manner in which consumers expected to get real-time information. With the advancement in technology, as consumers shifted to new tools to gain access to news information, news reporters too switched over to various tools to gather and present news. For the same, social media platforms such as Facebook and Twitter are increasingly used by news reporters. Live Streaming Apps are now being used to disseminate information. This includes platforms such as Periscope and Ustream which allow access to live videos from users around the globe (Boitnott, 2018). Therefore, during emergency breaking news and weather conditions, live reporting can be executed for the people across the globe.

With emerging streaming services, it is also possible for a consumer to expect a personalized experience when gaining access to various news information and content online. The consumers can now talk about what they want and how they want it, providing them with a niche personalized version of News Reporting. With advancement in technology, it is now possible to learn about the target audience visiting the website and, therefore, only specific news information could be delivered across to them as per each individual's interaction with the site. Therefore, News Reporting has entered the arena of personalization wherein news is delivered with content that is specific to each visitor's interest. Consumers now expect personalized information delivered in a concise manner and therefore, it is much needed that the marketers and journalists connect well with the target audience (Boitnott, 2018). In today's times, News Reporting and journalism via robots is increasingly being observed.

With advancements in technology, the nature of Story Development and editing has also evolved. Story developers avail many opportunities to experiment with the advancing technologies and perform the relevant tasks of Story Development. We would hereby understand how with advancements in digital technologies, much changed with regards to Story Development and editing. The editor must have appropriate knowledge of the style of visual and sound effects to be used in presenting a film. Similarly, a story developer must be aware of the various concepts and technicalities used in presenting a story and should be well-versed with it. It is indeed a matter of fact that the digital age has affected, inspired and changed the manner in which stories are delivered across to the target audience. The storytellers continue to innovate and explore new opportunities, as well as develop digitally enabled relationships with the target audience.

With digital Story Development and editing, it is the perfect opportunity of engaging young people in media literacy and making them learn as to how media is influential in building our perceptions. Many approaches to Story Development have been captured such as the storyboard development which refers to an orderly presentation of drawings and photos to summarize an event. Looking at these sequential photos, an individual can completely understand the story. This approach of storytelling and development is termed as story mapping (Ohler, 2005). The main storytellers of a film include the screenwriters, directors and the editors. With various editing techniques, the editor can work on a narrative or documentary to produce it as per his/her own will. Editing majorly determines the pace and structure of a film and is an essential component of efficient Story Development. Editing also determines the speed and sequence at which events in a film move along. Editors cut and paste material from different sources to depict a series of sequence and the illusion of unity in a film. In other words, the editor decides the duration of the shot, the events of the shot and the kind of edit between the shots.

The process of selecting and preparing written, visual, audible and film media to convey relevant information is termed as editing. It mostly involves correction, organization and various other modifications with the sole purpose of producing correct, accurate and consistent work to the target audience. The author starts with individual new idea for work and at a later stage collaborates with the editor once the work is created. The top editors in big publication houses are termed as the executive of the chief editors. They could serve various industries such as books, magazines, films and others. Editors help in presenting ideas in the most accurate and marketable manner with accompanied responsibilities. Copy editors help in correcting spelling and grammar and work on remarkable headlines and issues ensuring accurate data presentation at all times. They evaluate the entire structure of problems, organization, logical consistency and sentences/paragraphs that could be rewritten or condensed further. Copy editing also involves concepts of proofreading and formatting.

Through this paper, we aim to understand how the nature of News Reporting, Story Development and editing has evolved with advancements in digital technologies. The main research question of the study is whether or not there are significant milestones in the history of News Reporting, Story Development and Editing in the United States – enough to change their nature and functioning completely.

RESEARCH METHODOLOGY

Through systematic research methods of collecting secondary data, we hereby aim to critically appraise research studies depicting the advancements in the changing nature of News Reporting, Story Development and Editing across the United States. Research papers published from year 2010-2018 were mostly considered. These were searched by using databases such as ScienceDirect, PubMed, CINHAL and Elsevier. The keywords used for searching the articles were "News Reporting in the United States", "Story Development in the United States", "Editing and Film Making in the United States", "History of News Reporting in United States" and a few more. The research is designed to provide a complete summary of current evidence related to the addressed research question. Thereafter, the results were analysed and discussed with

specific emphasis to the factors that recently changed the nature of News Reporting, Story Development and Editing in the United States.

RESULTS AND DISCUSSION

Changing nature of News Reporting

In the 1960's, News Reporting was most prevalent through newspapers and radio. These were the black-and-white days of television and due to the lack of portable equipments, News Reporting via TV could not compete with on-the-scene reporting of radio (Halbrooks, 2018). Also, during this time, the customary practice of News Reporting simply involved a newsman reading a script on the camera. However, the event of *Kennedy Assassination* changed the nature of News Reporting completely. This was when the media journalists made efforts to get live video and photos from Texas to be transmitted across to the country and the globe at large. After this tragedy, images and videos became the future of news broadcasting. As satellites were not launched, events such as parades and wars were captured by moving large trucks and cameras to the venue much ahead of time.

In the 1970s, the trend of teams working for News Reporting started rather than just a man presenting the news. Much expenditure was spent on logo design, news music, anchor desks and news promotion. Journalists and consultants were hired to conduct market research and surveys. During this time, videotape was replaced with film and live microwave trucks allowed "LIVE Reporting" from a scene that needed immediate attention of the nation. In the 1980s, it was understood that News Reporting is much beyond typical news, weather and sports. The trend of Health and Consumer Reporting was initiated to emphasize upon the importance of living health and give due importance to savings. Computers were introduced during this decade to many newsrooms which made the process of News Reporting much more organized and automated (Halbrooks, 2018).

In the 1990s, News Reporting occurred via news magazines. Few of the examples of famous news shows included *60 Minutes* and *ABC's 20/20*. Many controversial investigations were also carried out by the news magazines to become famous. Logos became bigger and bolder to gain more attention of viewers. These were the days when the Cable TV was launched giving the viewers an access to many programs other than newscasts. With a heart-throbbing 9/11 terrorist attack in 2001, the old fashioned reporting through market research and technology took a back seat (Halbrooks, 2018). The anchors made great efforts to continuously report the news related to the 9/11 terrorist attack and also tried to give reassurance to the viewers. The newsrooms also had to decide if they should report about rumours of further terrorist action or wait for factual details.

The decade of 2010 depicted many technological changes in the nature of News Reporting. TV newsrooms were providing news and information across a variety of platforms. These included websites, social media platform (Reddit, Twitter, Linkedin, Facebook, YouTube, Instagram) and much more. News became accessible on mobile phones and tablet computers. Therefore, we can say that traditional TV news changed itself to solid and accurate News Reporting that was influenced by many visual presentations, facts, outside sources and TV personalities. From 2010 onwards, the News Reporting landscape resorted to automated reporting wherein journalists and media practitioners try to gather information through various digital survey and analysis (Matsa and Lu, 2016). In other words, "Digital News" has become one of the most prominent news-platform across the world. Therefore, the youth today is more inclined towards turning on to the web for access to news, rather than switching on the television/radio or reading the newspaper. Many of the smart-phone users frequently get news alerts and prefer to read the relevant full stories or search online for more information. Therefore, we can say that that News Reporting evolved from the age of Newspapers and Radio to Local TV, Cable TV, News Websites, Social Media Platforms and News Apps on Mobile Phones (Gottfried and Shearer, 2016).

In the olden times, typewriters, newspaper clippings, messages at hotel reception desks and various other methods were used to gather information. However, with advancements in digital technology, wireless connectivity and smart-phones, it has now become possible to cover LIVE News Reporting and transmit it to the public within few minutes. Many communication tools are now used which have completely changed the nature of News Reporting. These included Digital Audio Recorders, Digital Cameras, Podcasts, Photoshop, Youtube, Mobile apps and Smart-phones. Increased connectivity was achieved through Cellular Telephone Networks, Email, Social Media, Wireless Internet and much more. The advanced research methods involved in News Reporting include Crowdsourcing, Global Village Journalism and Online Newspaper Archives. Various news companies such as BBC, Wall Street Journal and BuzzFeed are launching experimental platforms for reporting news through various Chat Apps such as Snapchat, Viber, Facebook Messenger and many more (Radcliffe, 2018). Chat Bots are being launched which include various interactive services such as quizzes in a fun and conversational style to deliver interesting news by engaging audiences in an innovative manner. In today's highly automated times, robots are being extensively used for news related to business earnings and sport (Radcliffe, 2018). However, the use of robots in other fields of News Reporting is yet under investigation and research. It seems that the digital news revolution has just begun and there is a lot more to discover. Few other emerging technologies that are revolutionizing the News

Table 1. Evolution of Changing Nature of News Reporting in the United States.

Name	Means of distribution	Main media type	Founded (Year)
New York Times	Newspapers	News, Sports	1851
Los Angeles Times	Newspapers	News	1881
The Wall Street Journal	Newspapers	News	1889
Washington Post	Newspapers	News	1877
Hollywood Reporter	Magazines	Hollywood film	1930
Newsweek	Magazines	News	1933
Private Broadcasting -ABC/CBC/NBC-News	Television	News	1945
CNN	Television	News	1980
Fox News Channel	Television	News	1996
HuffPost	Online	News	2005
TMZ	Online	Celebrity News	2005
Techmeme	Online	Tech News	2005
Vice News	Online	News	2013
Many Other Online Sites such as Yahoo! News and Google News	Online	News	2005 onwards

Reporting industry are Virtual Reality (VR), Data Journalism and Visualization, Text-to-Video Creation, Live Video Platforms and others. All these advances in technology demonstrate that News Reporting is dramatically changing. It also refers to investigation of how news content could be improved and distribution processes can be increased.

Although news can be accessed in many different ways today, the majority of the professionally produced news journalism in the United States is primarily underwritten by the newspapers (Levy and Nielsen, 2010). The multimedia News Reporting organizations have started giving specific emphasis to interactive graphics, podcasts, video streaming and other similar advance-ments. Aggregators like Yahoo! News and Google News attract large number of visitors in the United States for News and other players such as Drudge Report and Huffington Post play significant roles too (chiefly in the U.S). Table 1 depicts how the nature of News Reporting changed in the United States with advancements in technologies. Today, there are thousands of newspapers, 26 local television stations and cable networks – MSNBC, Bravo and Syfy- throughout the United States.

Changing nature of Story Development

It is important to know how the nature of Story Development changed with time and how it fits the new world of technology to explore opportunities. In this niche area, it is essential for the story developer to continue to risk, learn, adapt and move forward. This is how the film makers learn to tell worthwhile and deeper stories to their audiences, so as to understand the core of innovation. Today, with advancements in technology, story developers experiment in smaller ways in multi-platform projects to climb up the ladder of success (Higgs, 2014). They continuously work towards exploring new opportunities to innovate in the distribution arena, working in new partnerships. This further involves developing direct digitally-enabled relationships with the target audience (Higgs, 2014).

In the olden times, much importance was given precisely to content of the story. Late in the 1970s, there has been a significant wave of storytelling in the U.S. wherein stories were narrated in the form of oral traditional or "folk", music, dance and crafts. Today, with a broader network of enthusiasts, the professional storytellers use a variety of amateur and professional settings to depict their wonderful stories (Dt. Sobol, n.d). However, in today's modern times, creativity and digital approach to Story Development is also given significant importance. Much psychological research is being done on how people depict greater understanding and attachment to the story worlds because of new stories working in their brain (Higgs, 2014). They have great abilities to understand them and project them into realistic outcomes of Story Development to target audience. Therefore, we can say that Story Development starts with a baseline story with great content and ideas. The film-makers then partner with the best digital creative artists to reach out to target audience. The success of Story Development is measured qualitatively as well as quantitatively to understand how well it captures target audiences (Issa, 2015).

The nature of story developed has entered the age of "Digital-Storytelling" wherein people share aspects of their story through digital media production. This term describes the new practice by which people use various digital tools to develop and describe their own story. The media may include various film techniques of video and sound and other forms of non-physical media in the form

Table 2. Forms of story development since 2004 to present (Allen, 2017).

Year	Form of Story Development
2004	Blogs rule the web
2005	Social Media (Facebook, YouTube, Linkedin, etc) gains importance
2006	The Social Media Release debuts
2007	PR becomes important
2008	SEO (Search Engine Optimization) gains importance
2009	Two-way communications between company and customer
2010	"New" Newsrooms Change the Conversation
2011	Digital Presentations
2012	Content Management
2013	Visual Content
2014	Communicators Became Technologists
2015	Personalized Marketing
2016	Influencer Marketing
2017and Beyond	Augmented Reality through reality apps and devices

of photographs, electronic files, paintings and much more – through which individuals can depict a story or present an idea in the form of story-telling. In today's modern times, digital Story Development covers a range of digital narratives such as narrative computer games, hypertexts, interactive and web-based stories. The Story Development concept is also used for advertising and promotion and has been recently used for film-making too (Piccirillo, 2011). Story Development and story-telling involves the process by which people share various life stories with others. Various accessible media techniques are involved in this process which includes the use of various equipment such as digital cameras, digital voice recorders and various hardware and software. Various techniques of Story Development allow individuals to share their stories over the internet through YouTube, Podcasts and other electronic distribution systems (Hinton (n.d) and Mole, 2018).

Story Development can be considered as an extension of the ancient art of storytelling, adapted with the modern techniques of digitized images and sound. These modern techniques involve digitized forms of text, images, video, audio, social media elements and maps. The art of digital Story Development is also used in classrooms to integrate subject curriculum with various knowledge skills sets. In many schools of media and communication, students work individually or in collaboration to make their digital stories, which are then made available to the international audience depending on the purpose of the project of Story Development. These days, Story Development is reflected in the form of short media films that combines personal writing, music and photographic images (Table 2). Through technology, technical background is enabled to produce different works with combination of images and sound.

In today's age of Story Development, there is a combination of still imagery, moving imagery, sound and text. This enhances the experience of target audiences and provides a platform for further interaction and feedback. Digital Story Development has entered a new era supported by new media devices such as computers, digital cameras, recorders and software. Further, the stories created are shared through the internet, podcasts and other electronic media platforms. Various technical tools are used for story-telling and Story Development for creative expression. These include features such as edit video, add music, create title screens and various other transitions. Therefore, the features of Story Development are combined in a creative manner to give great emphasis to story, images, videos, narratives, sound effects and music. There are no set rules about a digital Story Development. As in any other story, it is important to keep the target audience in mind and make sure to convey across a profound, dramatic and interesting story. The art of traditional story-telling is no more followed and the idea of merging traditional story telling with various modern digital tools is becoming very popular. Today, anybody who possesses a computer can develop a digital story with a specific topic and a particular point of view. Various topics can be selected for content development of stories such as personal tales, historical events, search of life on other planets in the universe and exploring lifestyle in various communities and much more. Today, the art of Story Development is used for primary and secondary education by teachers, for higher education, for social services, healthcare, religious training, museums, libraries, businesses and much more.

The most important lesson to be learnt from the art of Story Development is to consider the target audience as the main hero. The story could create real life connections and needs physical element to make people feel enthusiastic about the subject and develop further interest in it. It is also important to engage visitors on a daily basis to tell them great stories on a digital platform.

It is essential to consider the narrative, creative and imaginative concepts of Story Development as and when required. When Story Development is used in education, students dissect films and content via digital as well as non-digital media platforms and learn the art of story-telling and the method of critical analysis of these forms. Through various multimedia assignments and group discussions, students learn the art of digital media production and prepare portfolio media projects. These include Story Development in the form of various podcasts, experimental films, narrative films and interactive games.

With the above discussion, we can say that digital Story Development empowers individuals to communicate confidently along with gaining new insights into technologies of editing and sharing stories. It becomes important to merge the concepts of content development with digital skills to make the most of the digital age of Story Development. Through digital Story Development, various skill sets are practiced by the story developers. These include the following (Saponaro, 2014):

a) Research: Story developers do extensive research on the selected topics of interest so as to reach the target audience.
b) Resource Selection: Story developers select the most appropriate content, images, video-clips and the best media for presentation.
c) Script-Writing: Story developers work on the script writing skill sets to improve them drastically.
d) Voice-overs: Story developers select the best voice-over for narration of the script which in turn adds authenticity to the videos.
e) Technical Skill Development: Story developers work much on their technical skills by spending many hours on editing videos, selecting the best image, adding voice-overs and much more. This in turn helps them to create the best videos that develop the interest of the target audience.
f) Collaboration: Story Development is a gradual learning process for all developers wherein they get the opportunity to practice various social skills. Various other skills also include content management and organization of new ideas from time to time.
g) Presentation: Story developers present their stories to the real target audience in various forms such as podcasts, films, e-portfolios and much more. All the aspects and parameters related to Story Development are exercised to the best of potential and capabilities.
h) Creativity Expression: As mentioned before, creative use of digital media is the most interesting aspect of Story Development in this era of advanced technology.

Through Story Development, it becomes possible to connect with people across generations as the interesting and enthusiastic presentations of stories are capable of driving attention of the target audience. The advertising and media industry is programmed in such a manner that

they can present compelling stories. The main purpose of Story Development is to influence the target audience for a specific purpose. Therefore, brands and publishers have now mastered the art of Story Development rather than creating simple advertisements. In other words, the role of brand and marketing team is changing with changing nature of Story Development. We can therefore say that the use of technology has modified the way we interact with others in the form of storytelling. Technology and digital media has truly contributed to the creation of motion pictures, photography, social media and other influential forms of communication (Yilmaz, and Cigerci, 2018). People are also resorting to social media platforms such as Twitter, Facebook and Instagram to express their thoughts in the form of stories. These platforms allow posting of statues, photos and videos depicting personal stories. Social media gives the power to story developers to express their personal opinions freely in the form of content and visual representations (Mendoza, 2015).

The American popular culture has entered a renaissance in storytelling with the popularity of radio-shows and podcasts such as 'This American Life' and 'Serial' – capturing the everyday stories of Americans. In the world of digital storytelling, there are organizations such as StoryCorps and StoryCenter who work towards capturing any stories in a digital format. The founder of StoryCenter, Joe Lambert says that 21st century precisely refers to digital storytelling. Also, in the 21st century, one of the ways of creating stories is 'remixing' which involves connecting different forms of media to narrate a story (Huff, 2017). As mentioned before, today, storytelling in America is being carried forth on Twitter, Instagram, Snapchat and Youtube. The stories produced via the channel of digital Story Development have good editing and pacing, good voice-overs, a compelling theme and visual artistry. Many story developers also use a software called iMovie to create media libraries on their devices (Huff, 2017). These include images, voiceovers and various sound tracks. In other words, digital Story Development allows developers who have difficulty with writing to communicate their stories in a very different manner. Being familiar with the related technical software is the biggest challenge faced by story developers today. Digital storytelling is being adapted for a variety of purposes in the United States as a way of communication in the digital world. It is looked upon as a great channel to listen to story of others, understand one another, learn about ourselves and also understand the world in which we live (Huff, 2017).

Changing nature of Editing

Traditionally, in the U.S., copy editing mostly referred to working on simple grammar, spelling and punctuations. However, today, the concept of technical editing has changed the nature of editing industry. This involve

working on grammar, poorly structured sentences, working on headings/subheadings, content, index, technical disambiguation, inconsistency in tables and figures and much more. Through these concepts, the editor gains a competitive edge over others for a particular product, service or technology. Different services are given by editors which include proofreading, copy-editing, online editing, search-engine-optimization (SEO) and much more. With regards to film-making, the technical part of the post-production process is termed as film editing. In other words, the action of selecting different scenes and then arranging them together to form a movie is termed as editing (Kendall, 2018). In this process, editors create various sequences of different shots to complete a motion picture. Today, this process involves the use of digital technology which is much more advanced as compared to the traditional process used in olden days (Kendall, 2018). The film editor works on raw footage and sequences and by using specific tools and techniques converts them into motion pictures. This field (film editing) is also referred to as the invisible art. In today's modern world of editing, the film maker works on layers of images, story, music, dialogue and performances of actors to craft them into a series of sequential events arranged together in the form of a film. The elements that together constitute a film are replaced with final elements of sound, music and visual effects to complete the picture.

In the early times, films were short films that were long and static. Motion was the most important element used to amuse the target audience. The concept of storytelling and editing did not exist at that time as there generally was not any story. Simple movement such as recording people walking across a street was enough to amaze the audience with the technology. In the late 1890's, a device combining camera and projector was introduced which was termed as the 'Cinematographe'. It was a compact device and light in weight. Later, the concept of 'Continuity Editing' was developed which was a style followed in the early European and American movie business (Kendall, 2018). This form of editing style constructed a continuous or advanced flow of action and emotions in film-making. Thereafter, the concept of 'Montage Editing' came into picture which involved many short shots edited together to form a narrative sequence. Various technical concepts were drawn in this form of editing such as Invisible Editing, the 180 Degree Rule, Short Reverse Shot, Cuts on action and much more (Kendall, 2018). This was followed on by technical processes of sound editing. All these processes relate to the times when the concept of editing was done by physically cutting and pasting together pieces of the film together. This process was however time consuming and involved much expenditure. Later, the flatbed editing machines were discovered. These became the standard equipment for film editing and production. Today, most films are edited digitally on systems such as Avid, Final Cut Pro and Premiere Pro.

The post-production editing in film making has three phases: editor's cut, director's cut and the final cut, which constitute complete presentation. Moreover, these involve the use of expensive machines such as video editors and the use of video editing software. Film editing includes trimming/cutting segments, sequencing of clips and adding transitions and special effects. In the digital age, film editing could also be categorized further into linear video editing, non-linear video editing, offline editing, online editing and vision mixing, with each of them explained below:

Linear Video Editing: is the term used when editing is done in a very linear way. Various video clips are recorded in a single tape in precise order of their sequential appearance.

Non-Linear Video Editing (NLE): This type of editing is done using specialized software and various programs such as Avid, Final Cut Pro and others.

Offline Editing: Here, the raw footage is copied from a particular source. Once the editing is done, original content is then re-assembled.

Online Editing: Here, the re-assembling of an offline video is done up-to the final stage of a video production.

Vision Mixing: This is mostly done within the environment of live television and real-time media.

To summarize, with the invention of computers, digital editing and real-time editing became much more prevalent (Aigrain and Joly, 1994). Digital editing is much faster and efficient than the traditional methods of editing. Digital clips are attached to a computer software which can be manipulated, cut and arranged in a sequence with additional visual and sound effects. Earlier, editing software was capable only of the basic sound and video editing. In the modern times, such software are capable of accomplishing amazing tasks such as footage enhancing effects, motion-tracking, CGI, Chroma keying and plenty more (Ross, 2018). Therefore, film editing has progressed from cutting and sticking pieces of negatives to the digital era of film editing technology. Today, the production of a film cannot be completed without editing. Editing has further been branched into storyline editing, visual animation, sound editing and many more categories (Ross, 2018).

Conclusion

The nature of News Reporting has evolved from Newspapers and Radio to the age of 24-h news cycle. Therefore, many trends are changing the way people access and interact with news media. These trends are accelerating at such as pace that it has become difficult for journalists to keep up with the pace. We have well

understood how news and journalism have changed and evolved in recent years with the emergence of the internet, citizen journalism, 24X7 news networks, streaming services and much more.

With regards to Story Development, emerging technologies in digital media have completely changed the landscape. The story developers make efforts to explore various opportunities for utilizing the digital space to capture the interest of the target audience. The concept of brand management has also evolved with the evolution of Story Development. So, the days of simple advertisements are replaced by story-telling portfolios. The concept of research, resource selection, collaboration, presentation, script-writing, voice-overs, technical skill development and creativity expression have all evolved with changing nature of Story Development. The nature of copy-editing and film-editing has also evolved significantly with time with the use of digital frameworks and systems. Therefore, we can say that for film-makers, artists and editors, the concept of Story Development and Editing is still evolving and they always make it a point to consider the demands of the target audience before working on their projects.

To summarize, the best way to develop great ideas is to understand everyone's ideas, build strong internal and external capabilities, work on the digital marketing tea and build the right platform for the team to connect with each other with creative ideas. This makes content management, story development and editing much faster, better and cheaper. Creative collaboration should exist between professionals of digital marketing, production, technology and research which would then lead us to the golden age of digital technology. In other words, News Reporting, Story Development, storytelling and Editing are only getting better with advancements in digital age. With the invention of robots and other automated systems, further revolutionary systems are yet to be encountered in the future of online journalism, Story Development, and Editing. Therefore, there is an exciting future waiting for all of us. This would be a world full of feelings, emotions, new stories and editing mechanisms. It would be interesting to research and investigate if robots would replace editors and story developers. The future holds many promises for technologically empowered services in the sector of News Reporting, Story Development and Editing.

CONFLICT OF INTERESTS

The author has not declared any conflict of interests.

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