

**APPLICATION OF NON-CONVENTIONAL TOOLS ON THE NEWS AND
BROADCASTING INDUSTRY- A STUDY****Prof. Mayank Sarvapalli (Phd, Msc.)**
BELLARY, INDIA.**ABSTRACT**

From being a mere communication tool, mobile phones have become an indispensable gadget now-a-days. There are 864.72 million mobile subscribers (Annual Report 2012-13) and thus the mobile telecommunications system in India is the second largest in the world. Over 18 million mobile connections are being added every month. The field of journalism is no exception to the trend as mobile phone has become an essential tool for working journalists in news reporting.

By using the mobile phones one can gather and disseminate the information in the form of text (SMS), audio or video (MMS), or sometimes a combination of all these. An OB Van besides being expensive, it needs a crew of at least two and may amounts to spend a few thousands rupees for its operations. With software like Qik and a connected mobile phone, Journalists can broadcast live video within seconds by logging-in the programs on their phone. Even news feed in the form of footage and photos of major incidents - 9/11 WTO attack, Tsunami in 2004, Bombing of Taj Hotels in India's financial capital- which were captured by the eye witness in their mobiles were largely used by the news organizations.

A more recent mobile phone technology known as 3G, for "third generation," enables multi-media on mobile phones plus fast connections and audio-video options. This article analyses how the mobile phone is used for news gathering, whether it is useful in conflict-sensitive reporting, whether it can be useful in recording exclusive visuals in investigating reporting. Also, this paper investigates whether mobile phones have improved the working conditions for journalists.

Key words: *Mobile phones, Newsgathering, Communication formats, Diffusion of Information*

INTRODUCTION:

An unexpected capture on a mobile camera created history in Journalism. A photograph taken with a mobile phone showed new path to the journalists worldwide. On 17 February, 2004, the New York Times published a news picture, captured through the mobile phone, for the first time on its page one (Quinn, Stephen, 2009). Five years later, a Television journalist Jeremy Jojola presented a live reporting through his mobile phone with the help of free web-based software called Qik. Mass Media in 21st century, is working on the objective of zero deadlines. And every media organization is aiming to air news first on service, compelling the journalists to look at the advanced technology and explore every possible way of adopting communication technologies in their job. According to Diane Coyle, Mary Beth Child (2005) Mobiles in both immediate aftermath and recovery phases in disaster, crisis and conflict situations lie in the decentralized, person-to-person flow of information. Mobile phone, a multimedia functionary, became a great news gathering gadget across the world, revolutionized the world's communication system. Information can be obtained and transferred in the form of Small Message Service (SMS), Multi Media Service (MMS), Images, Videos, Voice calls, Graphics. Now a day SMS is an important tool to get emergency response, and it's going to become increasingly important, says (Per Stenbeck, International Fundraising Director at UNICEF, 2005). Media Monster organizations have already identified the potential of mobile phones applications for their

business. In addition, mobile phone manufacturing companies have been developing default options for sharing photos, videos, text messages, graphics and animation on par with the social media. In Western countries mobile journalism has been popularised after adaptation of applications, offered on the mobile phone. After China, India bagged second place in using mobile phone. The mobile subscribers' figure has touched to 864.72 million (Annual Report 2012-13). Over 18 million mobile connections are being added every month. Indian TV news channels have already adopted use of mobile phones in gathering and disseminating of news content. Due to the availability of 3G services in metro cities across the nation, regional news channels in respective states have been practicing innovative ways for news gathering.

MOBILE PHONE JOURNALISM IN INDIA:

In India, around 100 national and a few hundred local news channels are in operation, providing news services (Gloria Khamkar, 2008). Realizing the benefits of the mobile phone technology and services it offers, the news channels provided latest technology to their reporters such as smart phones, laptops, 3G SIM cards and high speed internet facility at their respective offices. Now-a-day, smart phones enable to send the information through multiple formats like Short Message Service (SMS), Multimedia Messaging Service (MMS), Voice Calls and Whats Up etc. these are cheapest and easiest way to disseminate the information and news. SMS allows 160 English characters to be sent per text message. This new technology will save time and speed up the newsgathering process in league of innovative journalism (Romesh & Shruti, 2013). And also this new technology is permit to communicate the information to the number of the people in a same time. SMS is used to alert users of incoming e-mail, voice mail and faxes, as well as to call their attention to weather forecasts, news headlines, stock quotes, lottery results and other events. So that it can be save the time and effort in the process of mass communication, particularly who works in the ground level. Multi Messaging Service is another messaging service, format is enables to communicate the information with effectively by creation of a new wave of interactive applications and services such as maps, images and videos etc. it is more than just messaging format to provide the information to the targeted respondent. These short message services and multiple messaging services make

available for exchanging information in two-way communication. This useful communication technology makes easier the reporters duty in the process of collecting and dissemination of news.

Third generation (3G) technology based mobile phones providing more facilities to communicate another person with different apps like Whats Up, Twitter and Face book and so on. All these multiple formats allow sending the information in text, audio and video in a single file. The advancement of mobile phone technology makes the news organization to adopt the mobile news gathering and disseminating technology for giving competence in their respective field. And every day these channels air programmes expressing the public opinion on an important issue of the day, and the audience obliges with a steady stream of text messages. Nevertheless, these concepts have been adopted by the regional news channels.

MOBILE JOURNALISM IN TELUGU ELECTRONIC MEDIA:

The year 2004 is the red letter day in Telugu Television journalism after airing of news for 24x7 was explored and made possible and thus ETV network has started its first Telugu 24x7 news channel in united Andhra Pradesh. Few months later, another channel TV9 was launched in January, 2004. It has introduced the concept of breaking news coverage, which received unpredicted response from the viewers. People tuned out to the style of news presentation. In 2007, NTV started with twelve DSNG vehicles and thus became the country's first regional channel to have been equipped with such a technological advancement. Another Telugu news channel TV5 was launched, with concentration on district wise news bulletins. Major print media organizations in Andhra Pradesh - Sakshi and ABN-Andhra Jyothi - have started news channels after they succeeded in print media. However, above a dozen news channels are broadcasting news from Andhra Pradesh. Every channel has its unique features in gathering and presentation of news, on par with international standards. Telugu media also advanced in maximum utilization of mobile phone technologies. TV9 has developed its own mobile phone tool kits, exclusively meant for reporting crisis management. These kits were distributed to all the reporters across the state. On the other hand, all the Telugu news channel reporters in Delhi using Black Berry smart phone and send group SMS at a time. So that team of the regional media reporters can share the information and also it can send to the respective news bureaus. Worldwide, the entire

electronic media journalists use the mobile phones for report the news particularly during the times of conflict reporting and forwarding breaking news. Electronic media reporters have been depending more and more on mobile phones for finishing their duties. Basic information of an incident can send over by mobile phone to the news bureau and scrolling and chief editor in Small Message Service (SMS). Then, the reporter can give the Phone- in. Sometimes, either or nor availability of Video journalist, the reporter send the short duration of visuals (minimum 30 seconds duration) may send over by mobile phones. Sometimes the reporter may not be reach the spot on time where news event took place, in that case the reporter keep doing update the information over by phone only and in investigating and Scoop reporting mobile phones becomes the best tool for news coverage. This trend is keeps on changing with advancement of mobile applications. Samsung Galaxy, Smart phones, iPhone, Blackberry, Net Books can make easy of mobile news coverage. These mobile phones apps can support the better live coverage. According to Peterkent, head of IT at International Federation of Red Cross (2005), Mobile technology can certainly help in the response phase. This study has explored the uses of mobile phones to access the communication, collecting of supporting content over mobile phones, use of mobile phone in crisis reporting, evidence of news stories, live reporting through mobile phones, role of mobile phone in performing the duties of reporter and so. All these areas could be recorded from the respondent under the following objectives.

OBJECTIVES:

The objective of the study is to highlight the use of Mobile Phone in news gathering. The conditions that are create the need to the journalists to use mobile in their profession. The objectives of the study broadly are:

1. To study the usage of mobile phones in news gathering by the journalists.
2. To find out how the mobile phone's multiple communication formats (SMS, MMS and Voice Calls) are useful in reporting.
3. To study how the performance of the journalists has improved by using mobile phones.
4. To study how the journalists send Internet links to their sources that can read the online news from their mobile phones.

5. To explore the use of mobiles phones for record prima facie visuals in investigating reporting.

METHODOLOGY:

It is designed to conduct a sample survey and design a questionnaire to administer for this purpose of collection of data. It is planned to undertake a pilot study to test the competence of the questionnaire, before going for the survey. In the study, Simple Random Sampling method was employed. Questionnaire is used for collecting secondary data and the tools employed to collect the primary data were direct and personal interview schedules. It was set on a five point Likert's scale.

The researcher administered twenty six questions keeping the objectives of the study in focus- about receiving of information, dissemination of information, handling the breaking news, conflict, emergency situations and investigative reporting by using mobile phones. The respondents are from Telugu TV (24X7) news channels. It was designed to record the responses of the respondents which helped the study to be more precise and practical.

RESULTS AND DISCUSSION:

The study shows majority (61.54) of the respondents are between the age group of 26 and 35 years while 23.08 per cent among the total respondents are from the age group of 36 to 45 years. A total of 13.46 per cent of the respondents are from below the 25 years age group. Unprecedented 88.46 percent of the respondents are male and the rest are female.

The study observes that the majority (57.7) of the Journalists had background of urban life and the rest hailed from rural pockets. Of them total respondents, barely half of them (57.7 %) did post- graduation and 34.62 % are graduates. Respondents with professional degree are 3.84 per cent and remaining 3.84 have completed diploma certificates.

Incredible number of 67.3 % of the scribes married. When concentrated on place of their work, majority of them (92.31) are based in Metro city, while 5.77 % and 1.92 % are working in urban areas and rural areas respectively.

Above 44 per cent of the journalists covered in the study have experience of between one to five years and 34.61 % had experience of between 5 and 10 years. A total of 11.53 % experienced in the field for 10-15 years and 7.7 per cent got experience of 15 to 20 years in Journalism. Nevertheless, 1.92 respondents said to have been earned experience above 20 years.

It is revealed that 75 % of respondents specialized in political reporting, 5.77 per cent are working as National and Business correspondents. However 9.62 % of respondents are correspondents covering crime and features while 3.84 % are covering sports.

The study explores that majority of 57.7 % of the respondents are using palm mobile. Among the others 38.46 per cent of the respondents are using 3G mobiles in the news reporting. And only 3.84 per cent of the respondents are using android phones in the news reporting.

It is noticed from the study that 82.7 per cent of the respondents make local calls for reporting, among these respondents, 21.15 per cent of respondents make local calls as well as SMS/MMS. And 15.38 per cent of the respondents are making National/ International calls. Further, 1.92 per cent of the respondents make voice calls.

The study explains 57.7 per cent of the respondents having their monthly mobile bill between Rs.500 to Rs.1000. Moreover, 38.46 per cent of the respondents have monthly mobile bill between Rs.1001 to Rs.1500. However, 3.84 per cent of the other respondents are having monthly mobile bill between Rs.1501 to Rs.2000.

It is noticed that the majority of the respondents (65.39) strongly agreed with the statement 'Mobile phone helps journalists to access information easily'. While 34.6 per cent of others 'agreed' to the above statement. It is noticed from the data that the majority (69.23) of the respondents have agreed to the statement, 'Exclusive photos, videos, can be recorded with the help of mobile video recording function. While 23.08 per cent of the respondents have strongly agreed with the statement and 5.77 per cent of the respondents stated can't say to the above statement whereas, 1.92 % of the respondents have disagreed with the statement.

It is interesting to note from the study that 48.08 per cent agreed with the statement 'Photos, videos can be sent to news channels for exclusive reporting through mobile phones'. Of them all, 34.61 per cent of others stated strongly agree with the statement. Another 9.61 per cent opined that they can't say to the above statement where as 7.7 % of the respondents disagree with the above statement.

It is evident from the study that 63.46 per cent of the respondents accepted that 'Online breaking news can be read, viewed or sought out with the help of mobile internet

facility'. A total of 23.08 % of the respondents are strongly agreed with it. However 7.7 % of the respondents stated 'can't say'. Of them total, 3.84 % of the respondents disagreed to the above statement, and 1.92 % stated strongly disagreed it.

It is interesting to note that the study has revealed that 76.92 % of the respondents agreed with the statement - 'News alerts that are relevant to our location can be received through mobile phones'. Of them all, 11.54 % of others stated, strongly agreed and another 11.54 percent stated disagreed to it.

According to the table, majority of the respondents (63.46) agreed to the statement of 'News story input/content can be collected by using mobile internet facility'. Among others, 21.16 % of the respondents stated can't say to it. Whereas, 5.77 per cent of the respondents stated that they strongly agreed to the above statement. However, 9.61 per cent of the respondents stated disagree to the statement.

It can be observed from the study that 59.61 percent of the respondents agreed with the statement, 'The investigative/scoop news stories can be reported by using mobile phone' whereas 19.23 % of the respondents stated strongly agree to the above statement. However, 13.46 per cent of the respondents stated disagree and 7.7 per cent of the respondents stated can't say to the above statement.

The data reveals that the majority (63.46) of the respondents have agreed with the statement, 'Crisis management can be reported by using mobile phone'. 19.23 per cent of the respondents stated strong agree to the statement and 11.54 per cent of the respondents say that they can't say and 5.77 per cent of the respondents stated disagree to the above statement.

The study also reveals that 67.30 per cent of the respondents have agreed that 'Mobile phone footage could be used as evidence to the news stories'. And 26.92 per cent of the respondents have strongly agreed with the statement. Whereas 1.92 per cent said that they can't say, however another 1.92 per cent of the respondents disagreed with the statement and remaining 1.92 per cent of the respondents have strongly disagreed.

It can be noticed from the study that the majority of the respondents (67.31) have agreed that 'By using mobile phone we can report the conflict/sensitive information'. And 13.46 percent of the respondents stated strongly agree to the statement. Whereas 9.61 per cent of the

respondents stated can't say to the above statement. However, 7.7 per cent of the respondents disagree with the statement, among others 1.92 per cent of the respondents strongly disagree with the statement.

The study also reveals that 53.85 per cent of the respondents have agreed to the statement, 'Mobile phones (smart phones) help journalists perform duties effectively'. However, 28.85 per cent of the respondents strongly agree with the above statement. However, 13.16 percent of the respondents stated disagree with the statement. Among others 1.92 per cent of the respondents stated can't say remaining 1.92 per cent of the respondents stated strongly disagree with the above statement.

It is noticed from the study that 32.70 per cent of the respondents have agreed to the statement, 'Mobile phone is useful to make live reporting from on the spot'. Whereas, 28.85 per cent of the respondents are strongly agree. However, 23.07 per cent of the respondents stated can't say to the above statement. Among others 13.46 per cent stated can't say and 1.92 per cent strongly disagrees with the above statement.

It is interesting to note from the study that 57.70 per cent of the respondents strongly agreed with the statement, 'Breaking information can be sent as messages (SMS/MMS) by using mobile phones. Whereas 40.38 per cent of the respondents stated agree and remaining 1.92 per cent of the respondents are disagree with the above statement.

The study also reveals that 40.40 per cent of the respondents agree to the statement, 'The live news can be reported through mobile phones in zero deadlines. Whereas 25 per cent of the respondents stated, can't say. However, 23.08 per cent of the respondents stated, strongly agree with the statement. Among others 5.76 per cent of the respondents disagree with the statement and remaining 5.76 per cent of the respondents stated, strongly disagree with the above statement.

It is noticed from the data that the majority (32.70) of the respondents are agree to the statement, 'We can make exclusive interviews (like politicians, celebrities, sports persons) by using mobile phones. Whereas, 28.85 per cent of the respondents are stated can't say to the above given statement. However, 25 per cent of the respondents disagree with the statement. Among others 9.61 per cent of the respondents stated strongly agree with the above statement and 3.84 per cent of the respondents

stated strongly disagree with the above statement.

It is observed from the study that majority (46.16) of the respondents have stated agree to the statement, 'Exclusive visuals with voice-over can be sent through mobile phones. Among others 28.85 per cent respondents are disagree with the statement. Whereas 15.39 per cent of the respondents stated can't say with the statement. However 5.76 per cent of the respondents are strongly agree and 3.84 per cent of the respondents have stated strongly disagree with the above given statement.

The study explore that majority (50 per cent) have agreed with the statement, 'We can update the news in social networking sites (i.e. face book, twitter, YouTube) by using mobile phone. However, 34.62 per cent of others stated strongly agree with the statement. Among others 4.69 per cent of the respondents stated can't say with the statement and remaining 7.69 per cent of the respondents stated disagree with the above statement.

The data reveals that majority (42.31percent) of the respondents have stated can't say to the statement, 'Mobile phone operations are easy than OB operations and 23.08 % of the respondents agreed to it. A total of 21.15 % of the respondents strongly agreed with the above statement and 13.46 % of the respondents stated disagree with the above given statement.

It can be noticed from the study that the majority of the respondents (50 Per cent) agreed with the statement 'Mobile phone helps to reduce consumption of money, time, and man power than outdoor broadcasting'. A total of 23.08 per cent of the respondents stated can't say with the statement. Totally 17.30 per cent of the respondents disagree with the above statement. While 7.7 per cent of the others stated strongly agree to the above statement. The remaining 1.92 per cent of the respondents stated strongly disagrees with the above statement.

It is observed from the study that majority (42.31 per cent) of the respondents agree to the statement 'We can edit the videos on the spot by using mobile phones during the conflict/sensitive reporting'. Among others, 25 per cent of the respondents of the respondents stated disagree, whereas 23.08 per cent of the respondents stated can't say with the statement and remaining other respondents (9.61 per cent) stated strongly agree with the above statement.

The study explores that majority (53.85 per cent) of the respondents have stated agree to the statement. 'We can make hard copy of mobile recorded photo, videos for library (reference) purpose'. Among others 19.23 per cent of the respondents strongly agree with the statement. Whereas 13.46 per cent of the respondents stated that can't say. However, 11.54 per cent of the respondents disagree with the statement and 1.92 per cent of the respondents strongly disagree with the above given statement.

The study explains that majority (51.92 per cent) of the respondents are agree to the statement, 'Most of the Telugu channels have separate e-mail ID/Web page for receiving amateur photo, videos'. Among others 21.15 per cent of the respondents stated can't say. Whereas, 19.23 per cent of the respondents strongly agree with the statement and remaining 7.7 per cent of the respondents disagree with the above given statement.

The data reveals that majority (44.23 per cent) of the respondents agree to the statement, 'Mobile networking signals are enough for news reporting through mobile phones'. Whereas 30.77 per cent of the respondents stated can't say to the above statement. However, 11.54 per cent of the respondents strongly agree with the statement and equally stated disagree with the statement. Among others 1.92 per cent of the respondents strongly disagree with the above given statement.

It can observe from the study that 40.39 per cent of the respondents agreed with the

statement, 'We can down load mobile media software's (apps) with free of cost for news reporting'. Of all, 34.62 per cent of the respondents stated can't say to the above statement. Among others 9.61 percent of the respondents strongly agree and remaining 5.32 per cent of the respondents disagree with the above given statement.

It is interesting to note from the study that 71.15 per cent of the respondents agreed with the statement, 'We can report the information exclusive/prima facie by using mobile phones'. However, 15.39 per cent of the respondents strongly agreed with the statement. Whereas 7.7 per cent of the respondents can't say to the above statement. Among others, 3.84 per cent of the respondents disagree and remaining 1.92 per cent of the respondents strongly disagreed with the above given statement.

The study also reveals that 53.85 per cent of the respondents agree to the statement, 'Mobile reporting kit (Smart phone, mobile keypad, stand, small speaker, solar battery) is more portability than TV reporting kit (i.e. video camera, camera stand, video journalist)'. Whereas 23.08 per cent of the respondents stated can't say to the statement. However 11.53 per cent of the respondents are disagree with the statement. Among others 7.7 per cent of the respondents strongly disagree with the statement and 3.84 per cent of the respondents strongly disagree with the above given statement.

Table-I
Demographic variables

Variables	Group (N=52)	Total	Frequenc y	Group Percentage	Total Percentage
Locality	Rural		22	42.30%	100 %
	Urban		30	57.70%	
Age	Less than 25 yrs		7	13.46%	100%
	26 to 35 yrs		32	61.54%	
	36 to 45 yrs		12	23.08%	
	46 to 55 yrs		1	1.92%	
	Above 56 yrs		-	--	
Marital Status	Married		35	67.30%	100%
	Unmarried		17	32.70%	
	Widow		--	--	
	Divorce		--	--	
Educational Qualification	Graduation		18	34.62%	100%
	PG		30	57.70%	
	Professional		2	3.84%	
	Others		2	3.84%	
Gender	Female		6	11.54%	100%
	Male		46	88.46%	
Locality of working	Rural		--		100%
	Urban		3	5.77%	
	City		1	1.92%	
	Metro City		48	92.31%	
Media Experience	1-5 yrs		23	44.24%	100%
	5-10 yrs		18	34.61%	
	10-15 yrs		6	11.53%	
	15- 20yrs		4	7.70%	
	Above 20 yrs		1	1.92%	
Reporting Specialisation	National		3	5.77%	100%
	State/ political		39	75.00%	
	Sports		2	3.84%	
	Business		3	5.77%	
	Crime& others		5	9.62%	
Type of Mobile Using	Palm mobile		30	57.70%	100 %
	3G		20	38.46%	
	iPhone		--	--	
	Android		2	3.84%	
Types of Calls Make for Reporting	Local		43	82.70%	100%
	National/		8	15.38%	
	Voice Calls		1	1.92%	
	Messages(SMS/ MMS)				
Monthly Mobile Bill	Rs.500 to 1000		30	57.70%	100%
	Rs.1001 to 1500		20	38.46%	
	Rs.1501to 2000		2	3.84%	
	Above Rs.2000		--	--	

Table-II
View of the respondents on prime aspects of the study

Sl. No	Statement	Agree	Strongly Agree	Can't say	Disagree	Strongly Disagree
1	Mobile phone helps journalists to access information easily.	18 (34.61)	34 (65.39)	--	--	--
2	Exclusive Photos, videos can be recorded with the help of mobile video recording function.	36 (69.23)	12 (23.07)	3 (5.76)	1 (1.92)	--
3	Photos, videos can be sent to news channels for exclusive reporting through mobile phones.	33 (48.07)	18 (34.61)	5 (9.61)	4 (7.70)	--
4	Online breaking news can be read, viewed, or sought out with the help of mobile internet facility.	33 (63.46)	12 (23.07)	4 (7.70)	2 (3.84)	1 (1.92)
5	News alerts that are relevant to our location can be received through mobile phones.	40 (76.92)	6 (11.53)	6 (11.53)	--	--
6	News story input/content can be collected by using mobile internet facility.	33 (63.46)	3 (5.76)	11 (21.15)	5 (9.61)	--
7	The investigative/scoop news stories can be reported by using mobile phone.	31 (59.61)	10 (19.23)	4 (7.70)	7 (13.46)	--
8	Crisis management can be reported by using mobile phone.	33 (63.46)	10 (19.23)	6 (11.53)	3 (5.76)	--
9	Mobile phone footage could be used as evidence to the news stories.	35 (67.30)	14 (26.92)	1 (1.92)	1 (1.92)	1 (1.92)
10	By using mobile phone we can report the conflict/sensitive information.	35 (67.30)	7 (13.46)	5 (9.61)	4 (7.70)	1 (1.92)
11	Mobile phones (Smartphone) help journalists perform duties effectively.	28 (53.84)	15 (28.84)	1 (1.92)	7 (13.46)	1 (1.92)
12	Mobile Phone is useful to make live reporting from on the spot.	17 (32.70)	15 (28.84)	7 (13.46)	12 (23.07)	1 (1.92)
13	Breaking information can be sent as messages (SMS, MMS) by using mobile phones.	21 (40.38)	30 (57.70)	--	1 (1.92)	--
14	The live news can be reported through mobile phones in zero deadlines.	21 (40.38)	12 (23.07)	13 (25.00)	3 (5.76)	3 (5.76)
15	We can make exclusive interviews (like politicians, celebrities, sports persons) by using mobile phones.	17 (32.70)	5 (9.61)	15 (28.84)	13 (25.00)	2 (3.84)

16	Exclusive visuals with voice-over can be sent through mobile phones.	24 (46.15)	3 (5.76)	8 (15.38)	15 (28.84)	2 (3.84)
17	We can update the news in social networking sites (I.e. Face book, twitter, YouTube) by using mobile phone.	26 (50.00)	18 (34.60)	4 (7.70)	4 (7.70)	--
18	Mobile phone operations are easy than OB operations.	12 (23.07)	11 (21.15)	22 (42.30)	7 (13.46)	--
19	Mobile Phone helps to reduce consumption of money, time, and Man power than outdoor broadcasting.	26 (50.00)	4 (7.70)	12 (23.07)	9 (17.30)	1 (1.92)
20	We can edit the videos on the spot by using mobile phones during the conflict/sensitive reporting.	22 (42.30)	5 (9.61)	12 (23.07)	13 (25.00)	--
21	We can make hard copy of mobile recorded Photo, videos for library (reference) purpose.	28 (53.84)	10 (19.23)	7 (13.46)	6 (11.53)	1 (1.92)
22	Most of the Telugu News channels have separate e-mail ID/Web page for receiving amateur photo, videos.	27 (51.92)	10 (19.23)	11 (21.15)	4 (7.69)	--
23	Mobile networking signals are enough for news reporting through mobile phones.	23 (44.23)	6 (11.53)	16 (30.76)	6 (11.53)	1 (1.92)
24	We can download mobile media Software's (apps) with free of cost for news reporting.	21 (40.38)	5 (9.61)	18 (34.61)	8 (15.30)	--
25	We can report the information exclusively/prima facie by using mobile phones.	37 (71.15)	8 (15.38)	4 (7.70)	2 (3.84)	1 (1.92)
26	Mobile reporting kit (smart phone, mobile keypad, stand, small speaker, solar battery) is more portability than TV reporting Kit (i.e. video camera, camera stand, video journalists).	28 (53.84)	4 (7.70)	12 (23.07)	6 (11.53)	2 (3.84)

CONCLUSION:

The study revealed that mobile phone applications like SMS, MMS, Whats Up and Voice calls are playing an important role in communication system. Majority of the media organizations and journalists are inevitably relying on mobile phone applications for reporting of news. This article finds that most of the journalists depending on mobile phone message applications for sending the breaking news to the news channels. This study also reveals that, mobile phones become effective

tool for reporting from the ground level i.e. where the incident took place. Moreover, qualitative telecommunication signaling system allows the journalist to working in any conditions in ground level. However, it's a boon for the journalists to rely on mobile for journalistic purposes, in the light of 'we report first' type of competition in news feeding, attending multiple assignments at a time, being uncompromising in picture quality, to be in demanding terms by delivering goods on time.

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