Student’s Name

Professor’s Name

Course Code

Date

**Technology**

In recent times, advanced technology has changed the how people interact and source of news. It is no longer News break since the information is broadcast when several other people have had access to such news. The social media provide immediate and available news compared to traditional media platform. This is s great challenge to the mainstream media and it is the reason most mainstream media are running effective social media pages such as Face book, and twitter. Without effective competition with social media platform, mainstream media could be rendered irrelevant.

The video illustrates in changes, which have occurred and resolving of technology over the last decades. In the previous years, the opinion of the public was caged. People depend on mainstream media for news and other educative information. However, that has changed and the mainstream media depends on the people for efficient update on the issues happening from around the world. For instance, the political turmoil in Egypt, Algeria and Libya were stream live through social media platform. The information flooded most social media platform which was being used by the organizers to communicate before even one media station got the information. This is evident of the changes, which technology has created around the world and the challenges; it has brought to the media industry.

Technology has also resulted to several legal challenges. Although social media platform is protected, there have been several cases of misuse. This happens in countries where the government does not want freedom of expression. In countries, like Uganda the government had closed down the facebook and other social media platform. This is meant to delay people opportunity to express their political stands freely. Despite the improvement in technology some governments still limit freedom of expression through cutting off all the links. This is properly illustrated in the video and therefore, these are some of the challenges being faced in the media industry.

Work cited

Newspaper to digital Frontier: Journalism Journal Chapter 3

Local control and freedom of expression chapter 13