Special Issue

From Headlines to Hashtags: Journalism and Storytelling in the Age of Virality and Influence

Message from the Guest Editors

In this Special Issue, we will approach the topic from a comprehensive, 360-degree perspective, considering multiple dimensions of how journalism is evolving in response to shifts in audience behavior, technological advancements, and new content formats. We invite contributors to examine a diverse range of audiences. from younger generations like Gen Z and Gen Alphawho increasingly favor short-form content and social media platforms—to the so-called "silver generation," who may engage with news in more traditional ways but are still influenced by digital media dynamics. By examining this issue from various angles-ranging from the impact of social media and short-form content on news consumption to the challenges journalists face in maintaining credibility in an algorithm-driven landscape -we aim to provide a holistic understanding of the current transformations within the journalism field. Topics may include, but are not limited to:

- Media influences in the age of virality and sensationalism
- Al in storytelling and reporting: machines as cocreators
- Journalism in the age of short vertical videos [TikTok reels, YouTube shorts etc]...

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Message from the Editor-in-Chief

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