The Impact of Technological Advancement on PR And Journalism

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Abstract

Advances in technology, whether online publishing or Artificial Intelligence or both, have an influence on what was normally seen as traditional journalism. This impact of these new technologies lead to uncertainty in the mainstream media resulting in media institutions closing down, people loosing or changing jobs, with many journalists moving to public relations. Public Relations has to cope with the influx of these newcomers to their field. Consequently, the situation forces course designers at institutions of higher learning to rethink how to make Public Relations graduates competitive with students from other disciplines, in other words, Public Relations graduates face increasing competition for existing positions due to the influx of Journalists, whether recent graduates or seasoned professionals. This situation has both positive and negative consequences for both professions, whether at academic professional and/or individual level. The crossover, however, causes imbalances on both sides of the spectrum. As much as Public Relations get skilled and experience individuals, it is at the cost of Journalism that is left with less manpower to carry out the same functions. Public Relations, on the other hand, experience increased competition as mentioned above.

This paper makes use of qualitative approach in attempting to demonstrate how the entry of journalists to public relations, poses a challenge to both fields as areas of study and as professions. A literature review was conducted to define both these professions in terms of communalities, to highlight the challenges, and to show the problems experienced on both sides, whether journalism or public relations.

Keywords: technology, education, disruption, crossover, public relations, journalism