

Journalism Research's Objects and Objectives During and After the Coronavirus Pandemic

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Abstract: *The most immediate and severe implications of the covid-19 are on the health of a large number of population entire of the world. Hence, it is a waking point for the researchers to extend the researchers to highlight the upcoming crisis in order to find the solutions to cope in this area of sufferings especially in journalism research. As academics or researcher, it is needed to pause the things that brought us to a point where our studies, both individually and collectively hope to go in the future, especially when so much of our work appears to be irrelevant. Researcher of this study recommend that two aspects of journalism research at this time: is objects why conducting this study and what is the purpose and objective behind this study. By honestly admitting the flaws, the scholar may refocus this research agendas to be both responsive and introspective to response the current crisis and prepare for the uncertainties ahead. The current research may see the current circumstances as an opportunity to shift to Covid-19 research and to gather the actual data by using different mediums like social media news in transition, but also as an opportunity to reimagine our research enterprise in a much broader context.*

Keywords—Journalism, Pandemic, Research, communication, Covid-19 , post-pandemic.

INTRODUCTION

Within a few short months, a global pandemic centered on the coronavirus that causes Covid-19 has erupted, resulting in health crisis and then economic outbreak. A large amount of population has passed away in entire of the world and millions have lost their jobs and stayed at home while facing financial, emotional and sickness crises therefore, the social distancing was another disruption that could last for a long time and may have created a lot of adverse effects that will linger to the next decade. It is a clear fact that the many aspects of our societies and daily lives will have an entirely different shape after this pandemic and the post-pandemic era would be encouraging and may give a new face of this world. Hence, as of now it looks quite impossible to predict the future while standing at this stage, but the scholars and researchers are predicting that there would be a lot of opportunities will be including the ones are working as scholars studying news and journalism. This isn't a case of asking, "How does this affect? Rather, taking the advantage from the opportunities to break away from

established routines in order to reconsider what we study, how and why we study it, and for whom we study it.

In that context, it is beneficial to serve as a starting point for further examination of journalism in the post-Covid era. The goal of this research is to focus on two inter-connected parts of journalism research that could benefit the scholarly objects and the research goals if given greater attention. Despite the fact that I do not claim to know all of the answers and the intention to dictate the course of this research. The aim of the current study is to concentrate on two issues first, no single person should be allowed to decide the direction of a work or task.

Let's, hope that that this article will challenge the future researchers to be more conscience about research agendas and the goals that guide the work, even to respond to the world's current crises. The researcher of this study may accept level of uncertainty that surrounds the people around the world at this moment, whereas, in doing so, the scholars can build more cognitive modesty, or a clear awareness about the knowledge. Researcher can take a step to critically examine on what has brought to us to this point in the research, both individually and as a group, and where we want to go from here in the future, as much as our working life appear to be interrupted. In the upcoming sections highlighted the two topics to think about in this time: objects (what we study) and our objectives (why we study).

In order to continue, two points must be made absolutely apparent. The scholars are arguing that the all of the situations are changing at a breakneck pace; it is not, and it will not. Even if the epidemic proves to be extraordinarily disruptive, literature illustrates that many permanent tensions and tendencies will emerge, with enormous ramifications for media and society as a whole. The abrupt drop in advertising revenue is hastening the collapse of many under-resourced, largely local, for-profit publishers. Resulting, the news media landscape on the other side of the pandemic may appear quite different (and significantly diminished) for a long time. Furthermore, exploring that it would be difficult to view journalism research in the same light for an extended length of time.

For something like that emphasize that my field recommendations are based on researchers my personal

experience with examining the research plan in reaction to the epidemic. Through many levels it is very fortunate that an endowed chair professorship can work from anywhere in the world with convenient, however, the unusual situation of being exposed to the pandemic while away from home, and that experience has heightened sense of reflection. We and our four children are now in high need to adjust to the new trend of life in this era where where we can currently do our research. No one should be fooled due to these global disruptions that have been especially tough for coworkers who have already been obliged to immediately relocate their teaching online, home-schooling to their young's while struggling with extensive work, or face the risk of vacation at a same time. Females who are working and supporting as a shoulder a in a household obligations may find the pandemic to be counter-productive to their research efforts. Compared to the male submissions in some journals have observed a considerable fall in the number of articles submitted by females during (Kitchener 2020). Furthermore the higher education in the entire world is now experiencing a financial crisis that will cut research budgets and job prospects, forcing us to reconsider what kind of academic output we should demand from ourselves and one another in the future.

Some of the more recent emerging technologies and journalism that I have spent my handful time of my professional career in exploring and less momentous, or at the very relevant and it looked just a few months ago, in this period of greater uncertainty. The rapidness of that understanding has made me realized to think that what is the point may be we've had a similar experience in or like this feeling has forced you to reconsider your journey to this point. The road that includes a previous job or research in journalism and getting an M.B.A., or other research degreed or both with experiences that affected ones perspective on journalism and its interaction along with business framework, and its financial viability.

OBJECTS

According to De Maeyer (2016) the objects of journalism are as the material forms and artefacts of news but here we are using the phrase to refer public or things towards whom specific actions are aimed, in this case, the "what" that we emphasise in our research. First, the answer is self-evident: journalists have characterised the evolution of journalism as an occupational area and social practise over the past two decades, considerably and continually developing and thriving digital forms. Likewise, at a same time they have established instruments and flourishing of journalism studies as a discipline of communication and other behavior research, and we, as readers of this journal, are interested in journalism. While responding responding in different ways the scholars of the study of journalism in all of its forms. Though, this isn't totally correct, because we have a tendency to favors some objects of investigation over others. The scholars have emphasize on a complete journalists in comparison

like freelancers, or The New York Times, BBC, the Guardian to more normal news-rooms which are struggling with significantly fewer resources, and the Internet rather print media. As a result, the overall impression of journalism may be skewed. We tend to focus on journalists themselves, their professional responsibilities and identities, work routines and material, at the expense of a wider institutional approach that would encompass relationships with technology platforms, political actors and audiences, as well as business (Nielsen 2018b).

The outbreak of virous brings the scholars and researchers to rethink on research areas with even more enthusiasm than we have previously. It's possible that this field has under emphasized in some areas of journalism so the major concern is how can aftermath of Covid-19 can cope with these problems, widening the blind spots in the work that should have been more visible. There is an individual as well as a societal component to answering that question. It's possible that we all have a sneaky fear that we've ignored certain problems in the past while going about our research routines. Nevertheless, there is a common factor that the desire to analytically investigation of the whole area is appreciable. It's a great moment to examine the following question: How can coronavirus-related to the circumstances like structural disparities that have grown obvious in areas like income, job, race and work status, aggravate the gap between what we are studying now and what is required us to study in upcoming future? On the other hand, the innovative changes in media, society, and higher education allow us to re-consider the importance of a place on some parts of our professional cycle. As a beginning point, consider at least three different investigational objects. The epidemic and its repercussions will heighten the urgency with which we must solve these weaknesses in our existing level of knowledge, rather than being altogether new (Costera Meijer 2019).

First and more important that there's news business which has long been controlled by media management and business but has been mostly ignored in journalistic studies. There has never been a more essential time in the history of journalism to better comprehend the opportunities and perils of income creation and public and charitable support for news than now. Many advertising and media companies that are already fighting to exist will almost surely perish as an unexpected global recession and the resulting devastation of marketing budgets. A scholarly involvement in the direction of business models is easier than, It may be required to collaborate with economists and businesses strategies, or others who have the conceptual and methodological tools and skill sets that journalism research lacks, as I explore further in the following section.

The second issue is concerned to the news consumption which is linked to the first one. Even the advertising companies had lost advertising revenue overnight, they witnessed a spike in traffic, especially early in the crisis, as people tried to keep up with the quick changes in infection rates, hospital closures, and expert recommendations. The quantifying these

viewership trends and determining what they signify for news and expertise credibility is crucial (Nielsen et al. 2020). How may we analyse how people respond to advertising in a more visceral way, especially in the context of a crisis with an indefinite end date, unlike most others? What does it mean to be immersed in one's news intake, both in terms of lessened advantages and in terms of a volume that becomes simply excessive and even destructive to one's mental and emotional well-being? Even while the "audience turn" is a positive trend in media study, as Costera Meijer (2019) highlighted, there is still a lack of attention on "news experience" in a more affective, sensory sense in journalism research.

Based on the logic that relates the first two objects that would argue a better understanding of the advertising business is closely intertwined to a better understanding of what believed to be the next critical phase in this field of study from the perspective of its target audience, or the "value proposition". Looking at media consumption from the bottom to upward and from the outside to inside like, can help the better understanding on how news consumers perceive, appraise, and reward the value (whether social, economic, or cultural) derived from journalism. The question of whether consumers will pay for advertising has shifted to how journalists can more easily offer value for the general public.

It's possible that the value proposition for media is more about how media communication is felt in an expressive, experiential, and emotional, manner when seen through the eyes of viewers rather than journalists or scholars.

Furthermore, journalism studies have a tendency to overstate the importance of journalists while downplaying aspects of their actual lives. Remember how tough it is to report on crises and trauma while going through them yourself (Kotisova 2019). Regardless of the fact that such anxiety and vulnerability are usually linked with reporting from conflict zones or natural disasters, many journalists are now faced with a common reality. A professional photojournalists who cannot work remotely and have expressed concerns about personal protective equipment (PPE) have described the journalists in general and psychological toll of covering a crippling crisis with inadequate funds, an incident made even more daunting by the threat of pay cuts and laying off workers in the near future. How will we account for journalistic during and after the pandemic, including authoritarian threats to press freedom and forms of harassment against journalists that have worsened as a result of the lockdowns, given that we know so little about the "emotional labour" that journalists encounter during the course of their work even in normal times (Jorgensen, 2020)? At the very least, we may design study methods that better account for journalists' emotive and multifaceted lived experiences, just as we do for news readers'.

OBJECTIVES

We are persuaded of the "why" behind what we do when we go from the objects of study to the goals that motivate our

work. Even if "social acceptance" returns to much of our daily lives and academic routines, we should take advantage of this once-in-a-lifetime opportunity to reflect on our place in the world and our impact on it, questions which may take on a new ring in light of the pandemic and the increased emphasis on the relevance and reliability of our work. Therefore, the topic of the research in the broadest sense what the things that our research enables those people.

In terms of how we think about the future of journalism research both during and after the pandemic incisive critique of political communication serves as a call to arms that could be applied to communication research in general and it has resonance in terms of how we think about future of journalism research (Nielsen, 2018). Institutes, experts from other disciplines, and hybrid institutions spanning the academic–professional boundary have pushed political communication researchers to the perimeter of these discussions. This absence is significant, according to Nielsen (2018), since "discussions of basic issues in our profession are dumber than they could have been, in part due to our absence, which is due to the methods in which we as a field perform our job. This looks similar it is due to advertisement and communication to a journalism studies, and the two fields have spent a lot of time debating the same topics. However, it is obvious that advertisement and communication and journalism studies have squandered opportunities to build problem-oriented, interdisciplinary, multi-stakeholder, and publically involved research modes (Lewis 2020). Although there is nothing, intrinsically wrong with this strategy, it is critical for strengthening the reputation of media research and consequently its long-term viability (Lewis 2020).

The exclusion from public and policy dialogue has become all the more brutally evident as a result of the present pandemic. There is a greater need to comprehend the state of public trust both journalistic and other types of expertise such as scientific, medical, political, and so on, as well as to decipher what it means to designate journalism as a "essential service" or journalists as "essential workers" who may require extra support throughout in the crisis. Despite the fact that journalism academics have a lot to say about these topics, the working techniques or inability to persuade people to take our work more seriously may impede us from making a bigger impact.

Aside from the creation of a stronger public voice, journalism research as a field needs to get a better foothold in academics. Journalism studies is at a crossroads in 2020, with its oldest publications commemorating 20 years of existence and its scholarly devotees writing more prolifically than. While progress is noteworthy, it is insufficient in and of itself to solve some existential concerns, such as the place of journalism research in academia. What is its purpose (or who is it designed for)? The current crisis has increased the importance of determining what normative outcomes the next two decades of journalism studies should generate. They may at the very least cooperate more generally outside of our field rather than merely taking notions from other fields when the opportunity arises. We may also explore the "wonder" that

can emerge when we approach our objects of study, such as journalists, less cynically and more constructively, as Witschge and Deuze (2020) have recommended. Overall, journalism studies will prosper now and in the future by becoming more externally involved and intellectually relevant in our society, including on college campuses.

CONCLUSIONS

The repercussions of the pandemic that affect public health are the most urgent and significant. Aside from generating crucial social science concerns, the crisis has spurred a great number of academics to take up the charge (Matias and Leavitt 2020). There is a shift toward Covid-19 research that is likely to eclipse the most recent major shift in social science: the sudden fascination with "fake news" and all things misinformation that was sparked by the 2016 Trump election and subsequent Brexit referendum, as well as the ensuing rise of populism in many parts of the world, among other things, as evidenced by hundreds of studies across disciplines. According to a research published in *Science*, recent pandemic lockdowns had people feeling a bit like lab rats imprisoned in cages and in some respects that's exactly. Social scientists are "rushing to suck up real-time data on how people are responding to the unfolding pandemic," according to the journal, with everything from educational psychologists studying the effects of online learning to behavioural scientists analysing people's reactions to lockdown to, yes, communication scholars looking into how people make sense of public health information and what to believe (Cornwall 2020).

A research flow might indicate responsiveness and preparedness, but it can also indicate overzealousness. For example, the rush to research media has resulted in a disproportionate amount of scholarly attention being directed to something that only accounts for a small part of the overall information ecology (Allen et al. 2020). Even well-intentioned moves can backfire if scholars apply outdated theories to new situations in a hurry, forcing us to go backward rather than ahead in our thinking and reasoning.

When I refocus my research agenda to better understand the lived experience of news consumption during the coronavirus outbreak, the difficulty of being both responsive and introspective at the same time is a delicate balance that I am working to attain. Can I be sincere while keeping a historical background on crucial issues? Maintaining proportionality in the current pandemic requires understanding recurring problems and trends. To highlight a few, there are the persistent difficulties of socioeconomic inequality and the need for greater globalization in our research methodologies. When it comes to media, it progressively benefits the wealthy and underserves the poor, especially in an era of reader pay models and non-profit and there is a widening discrepancy between news agencies with abundant resources and those with little ones (e.g. Benson 2018). The journalism research

is saying about these expanding gaps in a post-pandemic economy in a more publicly engaged and cross-disciplinary. Another long-standing issue is the relative inclusivity within scholarly areas are largely dominated by North Americans and West Europeans (including white males), with much too little involvement with scholars from other regions of the world (Rao 2019; Tandoc et al. 2020; Waisbord 2019a). Reduced cross-border travel and interchange, as well as discrepancies in research resources between the essentials and thus the global higher education, could make attempts toward inclusivity more difficult to achieve after the outbreak. By making intellectual dialogue more accessible, the normalization of Zoom and the transition to remote conferences may have major benefits in terms of lowering obstacles to engagement and community. Therefore, the pandemic impacts the way of life and work that should revise the thinking that academics and what we aspire to achieve. The current scenario not only as an opportunity to acquire fast-moving information on media and news, but also as an occasion to rethink our research business in a much larger and longer-term to never let a crisis go to waste.

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