

An Era of Journalism Transition in South Africa: Traditional Media versus Online Media

Akinwale Olusola*, Seriki Ibrahim and Gutura Priscilla

**Department of Development Studies, Department of Public Administration, University of Fort
Hare, Private Bag X1314, Alice 5700, Eastern Cape, South Africa
Department of Social Work, University of Pretoria, South Africa
*Telephone: +27744243678, *E-mail: Solar123415@yahoo.com*

KEYWORDS Broadcasting. Development. Internet. Newspaper. Technology. Website

ABSTRACT Reading newspapers and listening/watching news on television is gradually becoming a thing of the past, while attention is shifted to internet media. This has become a trend not only in developed countries but also in developing nations like South Africa. The increase in web visits is a problem that has led to vast decline in newspaper circulation, putting the future of the latter in a state of uncertainty. This paper studied the changes that were brought into journalism in South Africa through web media while the traditional media continue to feel the heat. Media-morphosis and technological determinism are two theories that underpinned this study. Media-morphosis supports the alliance between a current institution and changes that were introduced by new technology, while technological determinism advocates that a societal change is determined by technology. Hence, the traditional media operation could better be promoted by online journalism instead of it being banished, if infrastructure should be provided for media houses.