

Quality Journalism: Key to Adapting in the Digital Age

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Polis Intern Sakshi Dayal reports on the latest [Polis Media Agenda Talk](#) featuring Andrew Miller, CEO of the Guardian Media Group. Read the [full text here](#)

When I was young, Sunday mornings meant sitting on my grandfather's lap, watching him read the newspaper, something generations after me might never witness.

We live in a world full of distractions, never completely investing ourselves in anything, always wondering if there is something we could be doing. We also live in a world that is constantly evolving, socially and technologically.

What newspapers signify to my grandparents, perhaps the Internet will be to those who come after.

In an age where everyone can be a journalist with the click of a button, how can news organizations sustain themselves and those they employ? How can they ensure that people have primary access to their material rather than those of others, and how do they ensure that once they do get people's attention, they are able to hold it?

Andrew Miller, the chief executive of the Guardian media group said that news organizations will survive only if they adapt themselves to the times, and embrace the technological advancements that are taking place. He also laid stress on the need to ensure "quality journalism for quality readers" to maintain readership.

Miller's words ring true. The age of paper is over, whether it's newspaper or books; instead electronic versions are taking over. News organizations must work in synch with constantly evolving technology, making sure their work is available to readers in the form they are now most likely to access and that is digital.

Embracing new technology is, as Miller said, only one aspect that must be mastered by news organizations to survive. Quality of journalism is equally important. In today's world there are alternatives to everything and a news organization has to deal with not only its competitors in the industry, but also with those outside it who have compelling content and enough access to media to do the work of journalists for them.

In the face of increasing competition from these fronts, the only thing that can give a news organization or a journalist an edge over others is the quality of writing. Adapting to technology and ensuring the right content is available to a person at the right time will attract readers, but a click can only get people to a page; it's the content that will make them stay there and afterwards return for more.

This article by Polis intern, Sakshi Dayal.

Polis Media Agenda Talks are every Tuesday at 5pm and are free and open to the public – [details here](#)

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