Chapter 5
Business Tech in Media and Entertainment

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ABSTRACT

Businesses are using innovation to communicate their story online so they can reach hundreds of thousands of users at once. The technology trend is probably here to stay. This means that innovation is still in its infancy and that new types of technical advances are appearing every day. Video content is becoming more popular as a result of the use of cutting-edge technologies in the media and entertainment industries. However, the creation of novel technical ideas may result in a wide range of previously unheard-of digitalized tools and functionalities. Films, print, television, and radio were the key components of media and entertainment. The usage of gesture recognition technology, picture analysis in journalism, film screenplay analysis, and music composition and generation are a few of the new components that make up the media and entertainment environment. Due to the incorporation of innovation and technology, the media and entertainment sector has seen dramatic changes in recent years.

INTRODUCTION

In the former times, media and entertainment mainly encompassed films, print,

DOI: 10.4018/978-1-6684-4246-3.ch005

television, and radio. But in the 21st century, it has undergone a transformational change, especially in the past few years. One of the key factors that have led to dramatic change is the high application of advanced technology and innovative elements. In fact, it can be said that due to the integration of technology in the media and entertainment setting, there has been a consistent upward growth in the domain. Various business undertakings that have succeeded to exploit the ever-evolving technological landscape have grown from strength to strength and established their name when it comes to the media and entertainment setting. Technology has opened up new opportunities for organizations that enable them to creatively work in the evolving domain (Media and Entertainment|Vault.com, 2020).

It can be said that the media and entertainment realm is in a transformational phase right now. This is because both new and old elements coexist with each other. Some of the new elements that make up the media and entertainment setting include the use of gesture recognition technology, image analysis in the field of journalism, film script analysis, music production and generation, and many more (Mukherji & Sengupta, 2020). Each of the elements of the media and entertainment backdrop plays a critical role in its own way.

ALGORITHMIC NEWS STORIES

The field of journalism basically revolves around the production and distribution or sharing of news stories. Due to the use of advanced technology in this field, the process has undergone substantial alteration lately. Technology has opened up new opportunities for journalists to share their stories in unique and creative ways with the target audience. In the age of digitalization, one of the concepts that have gained high popularity is 'the algorithm method (The Algorithm Method, 2020).' The use of algorithms for the purpose of sharing news stories has the potential to redefine the existing journalism and audience relationship. One of the simple examples that can be used to understand this in a better way is that today it is much easier for people to make comments on news stories. Moreover, people can do so in a fast and public way as well. Due to the use of algorithms when it comes to sharing news stories, it is easier to relate with the audience in aggregate as well as big data sort of way (The Algorithm Method, 2020). Hammond has stated in his research study that the use of technology-driven elements such as huge volumes of data has revolutionized how news stories are stared (Hammond, 2017). Since it is not possible for human beings to process such humongous quantity of data, the role of algorithms has gained a lot of popularity these days. According to Linden, the use of algorithms or robots in the journalism scene has captured the attention of organizations and individuals who are involved in the field (Lindén, 2017, p 1).