

# The Impact of New Media on Television Broadcasting: A Case Study of Congolese National Television Radio (RTNC)

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## Abstract

The study is an investigation into the impact of New Media on television broadcasting a case study of National Congolese Radio Television, (RTNC). It is evident that more journalists are now using new media such as social media to receive and updates news items. Journalists are now relying on Twitter and Facebook to gather news instead of going out in the field to collect new information. The power of the internet has revolutionized journalism. New media which refers to gathering of information and communicating in groups has made more journalists to obtain information about government from the new media because it is impossible to gather all the news themselves in the field. The medium has permitted people to express themselves through blogs, websites, pictures, and other user-generated media. The study argued that the new technology in Congo has both advantages and disadvantages. The study sought to find out the structural and organizational consequence of the new media on television broadcasting as well as to establish its scope. This research used the quantitative research design to conduct its study and was supported by a questionnaire. Purposive sampling aimed at including journalists working in Television Broadcasting (RTNC ). The study therefore analyses the advantages and disadvantages of the new media pitted against traditional forms of media such newspapers.

**Keywords:** New media, Television Broadcasting, Television, Congolese National Television Radio

## 1. Introduction

Persons in Communication knows how quickly the field is transforming As more people become involved with New Media , Journalist and Media professionals need to understand what social networking, website is, but also how news audience use them to find information from organization and friend, how these organization can or should influence these sites and finally, what the news media will probably look like in the future on it has completely grasped the somewhat newly concocted concept of new media (Patino, Pitta, & Quinones, 2012). The word news media refers to the groups that communicate information and news to people. the majority of Americans obtain their information about government from the news media because it would be impracticable to gather all the news themselves. Media outlets have responded to the increasing confidence of Americans on television and the Internet by making the news even more willingly available to people.

The increase of new media has amplified communication between people all over the world and the Internet. It has permitted people to express themselves through blogs, websites, pictures, and other user-generated media. However, the changes in the new media environment create a series of tensions in the concept of "public sphere". According to (Volkmer, 1999) "public sphere" is defined as a process through which public communication becomes restructured and partly ghostly from national political and cultural institutions. Interactivity has become a term for a number of new media use options developing from the rapid propagation of internet access points, the digitalization of media, and media convergence. In 1984, Rice defined new media as communication technologies that enable or make easy user-to-user interactivity and interactivity between user and information. Any individual with the suitable technology can now produce his or her online media and include images, text, and sound about whatever he or she chooses. Thus the convergence of new methods of communication with new technologies shifts the model of mass communication, and radically remodel the ways we interact and communicate with one another.

(Guterman, 2002) described three different kinds of communication media. He saw Interpersonal media as , one to one , Mass media as one to many, and last of all New Media as Individuation Media or , many to many. The rising importance of social media has affected both journalists and public communicator work .Journalism is no longer the exclusive protect of journalists. Social-media technologies allow a far wider range of people to take part in assembly, filtering and distributing news(Pledel, 2006). News now emerges from an ecosystem in which journalists, sources, readers and viewers exchange information. The "people" congested being the "audience" (or mass- media) once they got the tools of production (camera-phones...) and the "horizontal media" (Facebook, Twitter, blogs) allowing them to distribute the news they produce. Social sharing functionalities now guide readers straight to the stories that are most popular among their social circle." (Tom Standage) what 's a difference National Congolese Television Radio have before the emergence of new media at this time and in the treatment and the rapidity of information. This study introduce journalist to a diverse set of reading about digital media's impact on television broadcasting, and provide a position of exercises to help the journalist apply the conceptual framework and empirical finding discussed in the course to factual world event and

context. The main purpose of this study is to learn: how new media have managed to incorporate it into the television broadcasting to such an extent that it has a major weigh.

## 2. Theoretical Review

### 2.1. *The concept of New Media*

(Manovich, 2001a, 2001b)he think “ new media stand for a convergence of two separate historical trajectories: computing and media technologies” . Both terms used in this definition , computing and media are generic , proving that new media is an even broader term. Computing could be defined as the use of computer ( [www.thefreedictionary.com](http://www.thefreedictionary.com) computing) while media are the means of communication (dictionary. reference. com ,media) thus the mixture of these two areas result that new media is a term for all forms of electronic communication. Although company websites, chat-rooms, email customer response services and electronic news release distribution are now viewed as standard aspects of public relations practice (Galloway, 2005) many public relations practitioners are fraught with the impact of new media, and particularly the Internet. Research has shown that practitioners are not fully taking on new media, are ill-equipped to do so and have a panic of the technology (Alfonso & de Valbuena Miguel, 2006). The terrain of public relations practice is also variable with new media bringing about considerable increases in stakeholder power through facilitating communication within trustee groups and between different stakeholder groups (James, 2007; Michaelidou, Siamagka, & Christodoulides, 2011). Information ‘pours out of digital spigots ’ (Stephens 2007, p. 35) and news now arrives ‘unbelievably fast from an surprising number of directions’ (Stephens 2007, p. 35) and it is often 138 free. Anyone with a computer linked to the Internet has the ability to publish information for potential global use and it is clear that the internet ‘is revolutionizing many aspects of public relations research and practice’ (Theunissen & Noordin, 2012). The Internet gives public relations practitioners a unique occasion to collect information, monitor public opinion on issues, and connect in direct dialogue with their publics about a variety of issues. (McAllister-Spooner, 2009; McAllister & Taylor, 2007) However, much of the academic literature has in general tone of lament that practitioners were simply transferring traditional approaches and models of public relations practice to the web and were not developing their practice.

With past facts suggesting that public relations practitioners were open to using new technology (Alfonso & de Valbuena Miguel, 2006; Sha, 2011) it seems incompatible that even a traditional foundation of public relations practice like media relations is not taking benefit of the potential offered by the web (Alfonso & de Valbuena Miguel, 2006)

The Commonwealth report, 2005 put ahead of that digital content and applications in the 30 century will be as significant and as fixed in economic well-being as was electronic power in the twentieth century. The report states that like information and communications technology usually, digital content and applications have the characteristics of a ‘general purpose technology’ (Commonwealth of Australia, 2005, p.3). When investigative cultural forms and contexts in which these new technologies are used, what is striking is the fact that new media potentially makes people technically more accessible for more of the time: in the car, out shopping, in the bureau, at work, at home and when socializing.

(Silverstone, 1999) The new media, indeed, affect and involve us fully as social and political as well as economic beings. And in questioning their importance the bottom line might be found in use, and in our capacity to assemble their potential for social and political good. That the new media have the notable capacity to change existing institutions is not in uncertainty. The same not in doubt is the equally remarkable ability for vested interests to mobilize against, or appropriate, such potential for conventional or conservative ends. There are, however, theoretical and practical and policy-making spaces in this complex cyber chartroom.

The impact of the Internet and other new information and communication technologies on the profession of journalism should not be underestimated. The Internet is changing the profession of journalism in at least three ways: it has the potential to make the journalist as a liaison force in democracy extra (Bardoel, 1996, 2002; Deuze & Bardoel, 2001) it offers the media professional a vast collection of resources and pure infinite technological possibilities to work with (Deuze, 2003; Deuze & Bardoel, 2001) and it creates its own type of journalism on the mesh so-called digital or quite online journalism (Singer, 1998; Deuze, 1999).

This involvement will take the developments in journalism on the Internet as the starting point for a discussion about the changing face of journalism in universal. The key characteristics of journalism on the Net - convergence, interactivity, customization of content and hyper textuality put together with the widespread use and availability of new technological ‘tools of the trade’ are putting all genres and types of journalism to the test. The result seems to suggest a turn towards what the authors of this article called ‘network journalism’; the convergence between the core competencies and functions of journalists and the civic potential of online journalism.

This contribution will first temporarily discuss the developments and characteristics of journalism on the Internet, sketch on our research covering the range of scholarly and professional literature, discussions on sending lists for (online) journalists and pertinent newsgroups. Secondly, the paper will refer to the public

journalism discuss, paying more specific attention to the shift towards the audience (or: publics) in contemporary journalism.

The expression “new media” seems to escape its very definition. Loosely, new media is a way of organizing a shade of technology, competence, and processes that change so fast that it is impossible to completely define just what those tools and processes are. For example, the cell phone in the late 1980’s could be thought of as part of new media, while today the term might only apply selectively to a certain type of phone with a given system of applications, or even more commonly, the content of those apps. Part of the difficulty in defining New Media is that there is an indefinable quality to the idea of “new.” The very prospect of being new to signify an event just beyond the horizon, something that has only just arrived and which we are just beginning to get our hands on. New media become considered “new” is not only because of its winning integration in the form of the traditional interpersonal and mass media, but also because of its new functions that enable individuals to evenly control messages in interpersonal media, which allows them to control messages in mass media (Dou, 2004; Stăiculescu; Wenxiu, 2015)

### **2.2 Elements function of new media**

New media functionally allows people to act together with multiple persons concurrently with the aptitude to individualize messages of the process of interaction. New media has five distinctive characteristics: digitally, convergence, interactivity, hyper textually, and virtually (Chen & Zhang, 2010; (Moore, 2007); (Lister, Giddings, & Grant). First, digitalization is the most prominent feature of new media. New media also makes it potential for a large amount of information to be retrieved, manipulated, and stored in a very restricted space.

### **2.3 Old Media**

Old Media are traditional means of communication and expression that have existed since before the coming on of the new medium of the Internet. Industries that are commonly considered element of the old media are broadcast, cable television, radio, movie and music studios, newspapers, magazines, books and most print publications. According to (Richard Collins 2002) even studies suggest that new Media, primarily the Internet, is increasingly getting stronger, replacement of Old Media is not a widespread phenomenon quite yet. There is insufficient evidence and it appears that television outlets are still deeply regarded as valuable news sources. The fact is, the “old” media have already realized that in order to continue to be pertinent, and may be commercially possible, they have to embrace these new means of distribution. Newspapers, publishers, television stations and networks, and radio outlets have all added the “new media” equivalents to their old-school paradigms so, the distinction is one without a real,

Content is still content. If it's good, it tows an audience. In old-media, there were only a few channels, one or two local newspapers, so they didn't have to try very hard. Even ‘bad’ material guided to find an audience due to limited choice. With the development of new technologies, audiences have access to a much wider selection of choices and can consume the programming they desire, rather than what's served up by a handful of information curators (called editors or publishers). Because of technology, the playing field is more level than ever before. Anyone with some information, some ideas, and a minimum amount of access to technology can create and publish content and find an audience. Such photograph consists from a number of orderly dots i.e., samples, however, the diameters and areas of dots vary constantly.

As the last example illustrate (Manovich, 2001b) while old media contains levels of discrete representation, the samples were never quantified. This quantification of samples is the crucial step accomplished by digitization. But why, we may ask, modern media technologies were often in part discrete? The key assumption of modern semiotics is that communication requires discrete units. Without discrete units, there is no language. As (Barthes, 1994) has put it, “language is, as it were, that which divides reality for instance the continuous spectrum of the colors is verbally reduced to a series of discontinuous terms. In postulating this, took human language as a prototypical example of a communication system. A human language is discrete on most scales: we speak in sentences; a sentence is made from words; a word consists from morphemes, and so on. If we are to follow the assumption that any form of communication requires discrete representation, we may expect that media used in cultural communication will have discrete levels. At first this explanation seems to work. Indeed, a film samples continuous time of human existence into discrete frames; a drawing samples visible reality into discrete lines; and a printed photograph samples it into discrete dots.

### **2.4. Different Types of New Media**

In fact, the word Media did not come into frequent use until the late 1950s, prior to that, it was generally called the press. There was mainly the print press publications that were printed, and required you to know how to read newspapers, books, and magazines. However, then, gradually, along came other forms of communication in the late 1800s, there were recorded music and movies which at first were quiet, but you could watch them, and read the title cards. In 1920, along came radio; discussion pictures were perfected by 1927; and by the late 1940s,

there was television. Finally, by the early 1990s, wider access to the internet occurred the precursor to the internet was ARPANET, a network used by the military in the late 1960s, but the middle person had no access back then. So... the different types of media include newspapers, books and magazines; recorded music; movies; radio; television; and the internet.

New media refers to various technologies that have emerged or seen rapid growth on a global scale during the latter part of the 20th century and into the new millennium. Most people who have an Internet connection are already conscious of some of the major types of this media, which includes social networking sites such as Facebook and Twitter, as well as blogs and video sharing sites such as YouTube. Those type of media has also greatly advanced cellular communications in the last 30 years, through applications that connect with the Internet and other technologies. As new media is constantly evolving to connect to as many different platforms and people as possible, one of its most defining characteristics is interactivity.

One of the first forms of new media that the general public became familiar with during the latter-20th century was cyber chatting. If one to one or within a chat room, chatting online quickly evolved from a mostly text-based tool to one which also included audiovisual capabilities via such applications as webcams. Because of the anonymity afforded by the Internet, many people who engaged in online chatting began reconstructing the tale of their real lives, posing online under a different name, age, gender or occupation. Today, the notion of a new online identity first introduced in chartrooms has expanded to include visual recreation, by the popular web service, Second Life. On Second Life, members can create their own 3D image, also recognized as an avatar, and interact with other members in a wholly practical world. (C.H. Gonzalez-Campo 2013).

The hybridization of different types of media has given way to some concerns over privacy in recent years. The potential to combine different forms of new media into one source, such as connecting to social networking, email, phone, and web bank through a handheld device, renders one more vulnerable to identity theft via hackers and spyware.

### **2.5 The Internet**

The Internet gives public relations practitioners a unique occasion to collect information, monitor public opinion on issues, and connect in direct dialogue with their publics about a variety of issues. (McAllister & Taylor, 2007) The Internet is slowly changing the news media because more Americans are relying on online sources of news instead of traditional print and broadcast media. Americans wave the sites of more traditional media outlets, such as NBC and CNN, but also turn to unique online news sources such as weblogs. Websites can provide text, audio, and video information, all of the ways traditional media are transmitted. The web also allows for a more interactive approach by allowing people to personally tailor the news they receive by personalized web portals, newsgroups, podcasts, and RSS feeds.

Weblogs known colloquially as a blog have become very significant since the start of the 20 century. Leading bloggers write their opinions on a diversity of issues, and thousands of people respond on message boards. Although many blogs are highly partisan and inaccurate, a few have been instrumental in breaking big stories.

### **2.6. Broadcasting**

Broadcasting is the distribution of audio and video signals programs to a number of recipients listeners or viewers, that belong to a large group. This group may be the public in general or a relatively large audience within the public. Thus, an Internet channel may distribute text or music worldwide, while a public address system in (for example) a workplace may broadcast very limited a hock sound bites to a small population within its range. The sequencing of content in a broadcast is called a schedule.

A broadcasting organization may broadcast several programs at the same time, through several channels (frequencies), for example, BBC One and Two. On the other hand, two or more organizations may share a channel and each uses it during a fixed part of the day. Digital radio and digital television may also transmit multiplexed programming, with several channels compressed into one ensemble.

When broadcasting is done via the Internet the term webcasting is often used. Broadcasting forms a very large segment of the mass media. Broadcasting to a very narrow range of audience is called narrowcasting.

Television has already modified our social behaviour. It fosters, for example, our taste for things visual the impact of the picture and its colours. It encourages in us a yearning for the big spectacle the razzmatazz and the forthright declaration. The effect can be seen in the way we react one to another and in the world of advertising. But television cannot yet be said to have enriched our civilization. For that to happen it must become interactive, so the viewers may cease to be just absorbers.

Television offer something of everything, and each viewer can pick and choose whatever he or she finds the most instructive.

## **2.7. Geographical presentation of the Democratic Republic of the Congo**

The Democratic Republic of the Congo (DRC) is situated in central sub-Saharan Africa, bounded by (clockwise from the southwest) Angola, the South Atlantic Ocean, the Republic of Congo, the Central African Republic, South Sudan, Uganda, Rwanda, Burundi, Tanzania across Lake Tanganyika, and Zambia. The country lies between latitudes 6°N and 14°S, and longitudes 12° and 32°E. It ride the Equator, with one-third to the North and two-thirds to the South. The size of Congo, 2,345,408 square kilometers (905,567 sq. mi).

### **2.7.1 Congolese National Television Radio (RTNC)**

RTNC is an organ of public media, under the presidential decree n ° 81-050 of 2 April 1981, the media institution is recognized as a public educational and commercial. It has a legal personality and financial autonomy. This newspaper is subject to the aforementioned order and the general provisions applicable to other public and its own statutes and regulations of business enterprises. The unique Channel of Zairian television, called OZRT (Zairian Office of Radio and 39 Television), born in 1978. She holds the television monopoly until the period of democratization initiated in April 1990 and is the origin of a flowering private television channels, starting with antenna A that breaks the monopoly OZRT 1993.

The law of media liberalization, passed by the Parliament of Transition June 22, 1996, confirms this fact and allows many private commercial and religious channels hatched around the country. Upon arrival to the AFDL of Laurent Désiré Kabila in 1997 power, the country was renamed as the television becomes the RTNC (Congolese National Radio-Television) May 17, 1997. As the only public channel with national coverage, the RTNC broadcasts in 5 languages. Its production capacity is limited, however, mainly due to the obsolescence of materials production and dissemination. Political information occupies an important place in its programs given the current context of political transition and the strong public demand for this type of issue debates.

RTNC broadcasts in five languages including French, and I guess the officially recognized languages of Lingala, Kongo/Kituba, Swahili, Tshiluba. The Congolese National Radio Television is under dual supervision from the technical point of view, it is under the Ministry of Communications and Media in its functions.

Administratively, it is, like all other public enterprises under the Ministry of the Portfolio. Its staff is governed by the status of public, the Congolese National Radio Television is in line of a long evolution of the structures of audiovisual media in the DRC Television was the flagship of the Mobutu regime and imposing tower of La Voice of People, built between 1974 and 1976 Lingwala still reflects the seniority magnitude Office Zairian Radio and Television (OZRT). Apart from this largely deserted tower.

There is not much left today of the original large dream which represented an investment of more than € 100 million. The white elephant is no longer appropriate if it ever was "Quips a journalist. The construction of this complex has not been followed by a maintenance policy and maintenance of infrastructure. These are now completely dilapidated, stripped of most of the equipment, as noted by the audit report carried out 2005. La RTNC has two operational television channels: the first (RTNC 1) national chain centred on the information, and the second (2 RTNC), created in 1996 on the remains of the RATELESCO - Radio Television School) focused on entertainment and emitting only the province of Kinshasa. The TV also has ten provincial stations have complete financial independence, only envelope to cover staff salaries happen to Kinshasa. RTNC is the partner of Canal France International, some programs are from RTNC bank CFI program.

### **2.7.2 Location The headquarters of the Congolese National Radio-Television RTNC**

Is located at the corner of Avenue de la Libération (eg Avenue Nov. 24) and Cabinda in the Lingwala. RTNC is located north of the Protestant University of Congo, south of the town hall Lingwala, east of Camp Kokolo and West Hall of the People.

The Congolese National Radio-Television provides national coverage by the channel RENATELSAT satellite network. It has, moreover, provincial stations at the capitals of provinces.

## **3. Methodology**

The method is a set of intellectual operation by which a discipline seeks to achieve truth pursued. This research used the quantitative research design to conduct its study and was supported by a questionnaire. The research distributed questionnaire by email and conducted an in-depth interview through Skype and Facebook. This study applied purposive sampling aimed at including the journalists working at Television Broadcasting (RTNC), public consumers, the channel in different areas inside (Kinshasa) and outside Congo (USA, Belgium, France and China). Questionnaires were administered to 50 peoples comprising, Journalists, citizens, bloggers, Reporters. The questionnaire was divided into two sections. The first part was basically concerned with demographic information on the respondents. The second part search answers to the research questions that were asked. The second instrument is get opinion to the journalists who work in RTNC, they expression how new media impacted they work, what's an advantage. Data collected through the questionnaire, provided answers to our research questions designed for this study. The researcher used Statistical Package for the Social Sciences (SPSS) method in analyzing statistical data from the questionnaire. It also allows for in-depth data access and

preparation, analytical reporting, graphics and modeling.

#### 4. Findings

This chapter presents the findings obtained from data collection methods. The presentation of the findings is purely based on the key research questions asked to participants. Preliminary findings revealed different perceptions among participants. While many agreed that it has an advantage impact, others posted that it has also disadvantage impact in journalists work. Generally it is revealed that, despite the different perceptions, new media has significant impact on television broadcasting as well presented in each question.

##### *i. What is the impact of new media on TV RTNC?*

This question was asked solely for a journalist who works for Television National Congolese Radio RTNC. The main reason was to probe into the fact concerning the impact of new media on TV as shown in table 1 below.

*Table.1: Responses on the impact of new media on TV RTNC*

	Frequency	Percentage
It bring a new manner of treating information	10	40
It make's journalist lazy to collect a news	3	12
It becomes faster to let people know what happens in the world because of satellite	11	44
Others	1	4
Total	25	100

The findings show that all 25 Respondents journalist who answer the questionnaire. In this regard 11(44%) pointed that the impact of new media on RTNC change so many things it makes RTNC become faster to let people know what happens in the world because of satellite or new technology, 10(40%) of respondents agree that it brings new style of treating information, 3(12%) totally answer that new media make a journalist lazy to collect news, to move into event place. Only 1(4%) of respondent were hard to say. These results suggest that new media has a positive impact on television broadcasting for it is quick to collect and report news in very formal and systematic way. Despite some respondents commented that it makes journalist lazy to collect information, but new media is not an option at this digital age.

##### *ii. How has the new media impacted journalist?*

The second question intended to obtain information about the way new media has impacted journalists. The question was sought to be pertinent to the journalists as key personnel who are directly affected by the new media. The respondents were directed to state whether the new media impacts journalists' positive or negative. Table 2. Below shows the responses from participants.

*Table 2: Responses on the impact of new media to journalists*

Responses	Frequency	Percentage
Positive	45	90
Negative	5	10
Total	50	100

Table 2 above shows that 45(90%) respondents say new media impacts journalist positively, while 5(19%) responded that new media impacts journalists negatively. The overall results suggest that new media has positive impacts to journalists. Given these viewpoints, it is clear that journalist have to effectively use new media so as to make their job easy,

##### *iii. How new media affect the way journalist do their work?*

Question three intended to obtain information about the ways in which new media affect journalists work. This was an open question which required participants to give the reasons for how it affects journalist work. Table 3. Below shows the factors mentioned by participants.

*Table.3: Ways in which new media affect journalists work*

	Frequency	Percentage
An effective and efficient in work	32	64
Journalist become lazy to look after news stories for the scoop	6	12
They have to compete with internet news source	12	24
Total	50	100

Based on Table 3. Above, three main factors were mentioned were given and responded by participants. The results show that majority 32(64%) said that new media provides an effective and efficient way in which journalists perform their functions. It is effective in the sense that it provides reliable information to the audience. On the hand, its efficiency at it takes very little time to execute and accomplish their assigned duties. Likewise, 6(12) participants commented that new media impacts journalist in the sense that relying purely on new media, it makes journalists become lazy to find good news in other sources.

**iv. How are new media transforming news content?**

	Frequency	Percentage
Good	14	56
Very good	6	24
Not very good	5	20
Total	25	100

Research question Nine prove that 14 (56%) of Respondent agreed new media transforming news contents good, 6 (24%) of journalist accepted that news content is transform and 5(20%) are said not very well.

**v. Do you think new media is an advantage for a journalist who works in TV RTNC?**

Question five intended to gather opinions from the participants concerning the way they think about advantages of new media for Journalists working in TV RTNC. Table 4 below shows the responses given and analyzed by the respondents.

*Table 4: Response on advantages of New Media to Journalists working in TV RTNC*

	Frequency	Percentage
Easy Access to Information	23	92
Allows access to multiple information source	2	8
Total	25	100

Table 4. Above shows that 23(92%) of respondents said that new media is advantageous to journalists as it helps them to access information easier and transmit the information very faster. However, 2(8%) respondents that new media has a very big advantage as it allows participants to access information from multiples source.

Generally, the findings suggest that new media has a positive impact and contribution to television broadcasting. It is something crucial to be encouraged in the entire chain of news broadcasting because of its simplicity in searching, retrieving and news reporting.

**5. Conclusion and Recommendation**

This study focused on the impact of new media on broadcasting (case study Congolese National Radio and Television), the aim of the research was to know the impact, the advantage and disadvantage of the new media on television and in the Congolese National Television Radio RTNC the exercise of the profession of journalists working in the national television, in which the channel is its development since the advent of new media.

The study collected reviews, opinions from the public, consumers of Congolese National Television Radio RTNC who watch Television programs from the capital province of Kinshasa in the Democratic Republic of Congo and also outside the country, particularly in France, Belgium, USA and the Peoples Republic of China. Indeed, this research enabled the researcher and every stakeholder to realize how the Congolese National channel is really captured by satellite and followed almost throughout the continent through the emergence of new technology provided by the new media that is the internet. As regards the work of journalists , also gave their opinions of the impact of new media on the Congolese National Television Radio, RTNC which provides a new way of processing information , seen from the point of disadvantage , some have also answered that the new media has made journalists lazy during data collection or location information event that is to say journalists do almost downhill on land for the raw information that must treat themselves often they contact a search on the internet and review updates with an ( e) friend (s) by laptop. The journalist considers this impact of new media the fastest way to enable them to inform the public of what is happening in the world in real time. Many among them have approved that new media is an advantage for journalists they are evolving to the Congolese National Television Radio RTNC. To fall to our conclusion, based on what research has shown us we can say that the new media is an asset to the media industry especially in the field of journalism in the 21st century. The study, therefore, calls a further study on the challenges of new media to Journalist in the Congo Democratic Republic.

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