

Abstract

In the social media age, communication tools like Twitter have become an important medium to report the latest update from the field. More and more social media users now follow journalists' personal profiles to get news apart from following major media houses. Through a visual examination of the Twitter profiles and the tweets of seven Indian political journalists for a period of 61 days amid an election and COVID-19 second wave in India, this study tries to understand branding practices that are done to promote one's individual as well as news organization content when interacting on social media. Based on an extensive corpus of tweets, results indicate that branding as a tool for self-presentation is common among Indian journalists on Twitter, where they largely try to keep a professional and organisation profile. The study also shows that while branding themselves online, the most widely used visual element of branding by journalists was a reference to his/her own journalistic works, instead of organisational or personal branding identity.

Keywords: Twitter, Journalistic Branding, Profile Analysis, Indian Journalist