

Chapter 4

Introduction to Online Journalism

Online Journalism

Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast.

Online journalism is a process that has been in use for the past years by newspapers industries, journalist report facts produced and distributed through the internet. It has been noticed that people no longer buy the printed out newspapers except they want to keep it for reference purposes but the internet users sees it has a readily available and less costly network.

The internet makes news more interesting because of the interactivity and multimedia like videos, audios that are used. The online news organization is increasingly gloomy about its financial future and online journalists are optimistic.

Fewer barriers to entry, lowered distribution costs, and diverse computer networking technologies have led to the widespread practice of digital journalism. It has democratized the flow of information that was previously controlled by traditional media including newspapers, magazines, radio, and television.

Some have asserted that greater degree of creativity can be exercised with digital journalism when compared to traditional journalism and traditional media. The digital aspect may be central to the journalistic message and remains, to some extent, within the creative control of the writer, editor, and/or publisher.

Characteristics of Online Journalism

- **Real Time:** Online journalism can be published in real time, updating breaking news and events as they happen. Nothing new here -- we've had this ability with telegraph, teletype, radio, and TV.
- **Shifted Time:** Online journalism also takes advantage of shifted time. Online publications can publish and archive articles for viewing now or later.
- **Multimedia:** Online journalism can include multimedia elements (Text + photos + audio + video + graphics).
- **Interactive:** Online journalism is interactive. Hyperlinks represent the primary mechanism for this interactivity on the Web. Users can easily participate in the process information dissemination.
- **Control:** Internet has made able everyone to generate and consume content simultaneously. In this scenario, it is very difficult for anyone to control media which also limit the role of all those individuals and organization who control the freedom of expression which is a basic right of all humans.

Online Writing

1. Know your Audience
2. Think First & Think Different
3. Tailor Your News Gathering

4. Write Lively
5. Explain
6. Don't Pile On
7. 800 Words
8. Short but Sweet
9. 800 Words
10. Break it Up
11. Eliminate the Guesswork
12. Do Not Fear the Link
13. Take Risks but remember the basics
14. Short Paragraph (100 words)
15. Attractive appropriate Title
16. Subheadings of important points
17. Boldface of significant
18. Lists of crux
19. Brevity
20. Redundancy

Prospects and Challenges

1. Accuracy
2. Copyright
3. Corrections
4. Freedom of Expression
5. Gatekeeping
6. Journalistic Ethics
7. Legal Challenges
8. Multimedia
9. Multi-skill Personnel
10. News VS Opinion

11. Plagiarism

12. Privacy

13. Professionalism

14. Public Agenda

15. Speed