Online journalism is journalism more or less produced for the World Wide Web (unlike print, radio and

television journalism) .It exploits the unique characteristics of the Internet. A network of networks,

joining many government, university and private computers together and providing an infrastructure for

the use of E-mail, bulletin boards, file archives, hypertext documents, databases and other computational

resources The vast collection of computer networks which form and act as a single huge network for

transport of data and messages across distances which can be anywhere from the same office to anywhere

in the world.

First conceived by the Advanced Research Projects Agency (ARPA) of the United States government in

1969.The ARPANet was a project funded primarily by U.S. military sources such as the Department of

Defense. Journalism is any non-fiction or documentary narrative that reports or analyzes facts and events

firmly rooted in time (either topical or historical) which are selected and arranged by reporters, writers,

and editors to tell a story from a particular point of view. Journalism has traditionally been published in

print, presented on film, and broadcast on television and radio. "Online" includes many venues. Most

prominent is the World Wide Web

Distinguishing characteristics of online journalism as compared to traditional journalism

Online = 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.

Online = shifted time

Online journalism also takes advantage of shifted time. Online publications can publish and archive

articles for viewing now or later, just as print, film, or broadcast publications can. WWW articles can be

infinitely easier to access, of course.

Online = multimedia

Online journalism can include multimedia elements: text and graphics (Newspapers and books), plus

sound, music, motion video, and animation (Broadcast radio, TV, film), 3D, etc.

Online = interactive

Online journalism is interactive. Hyperlinks represent the primary mechanism for this interactivity on the

Web, linking the various elements of a lengthy, complex work, introducing multiple points of view, and

adding depth and detail. A work of online journalism can consist of a hyperlinked set of web pages; these

pages can themselves include hyperlinks to other web sites. Traditional journalism guides the reader

through a linear narrative. The online journalist lets readers become participants, as they click their way

through a hyperlinked set of pages. Narrative momentum and a strong editorial voice pull a reader

through a linear narrative. With interactivity, the online journalist can pre- determine, to a certain extent,

the reader/participant's progress through the material, but manifold navigation pathways, branching

options, and hyperlinks encourage the reader/participant to continue to explore various narrative threads

assembled by the reporter/writer/editor. A web of interlinked pages is also an ideal mechanism to give

reader/participants access to a library of source documents and background information that form the

foundation of an extensive journalistic investigation. Readers/participants can respond instantly to

material presented by the online journalist; this response can take several forms. Email to the reporter or

editor resembles the traditional letter to editor of print publications, but email letters can be published

much sooner online than in print. Online journalists can also take advantage of threaded discussions that

let readers respond immediately to an article, and to the comments of other readers, in a bulletin boardstyle discussion that can be accessed at any time. Readers can become participants in the ongoing cocreation of an editorial environment that evolves from the online journalist's original reporting and the

initial article. Blogs (short for "Web log", a Web-based journal) make this easy.

Much of the journalism published on the Web and elsewhere online amounts to nothing more than

traditional magazine or newspaper articles and graphics, perhaps with some added links to related web

sites. By providing an instant, ubiquitous, cheap distribution medium, the Internet adds tremendous value

to such articles. Journalists are still experimenting and discovering how best to take advantage of

interactivity and hyper linking to create distinctive works that take advantage of the benefits of the online

medium

Characteristics of online journalism

Hypertextuality

A news story is connected to other stories, archives, and resources and so on through hyperlinks

Interactivity

• Complexity of choice available

• Responsiveness to the user

• Facilitation of interpersonal communication

• Ease of adding information

• Multimediality

It has to do with the media format or formats that may best convey given news story. Media are means of

disseminating knowledge.

Characteristics of the Internet

1. Anonymity

2. Interactivity

3. Beyond geography

4. Online community

5. Lower cost to participate in the public sphere

6. Lower threshold for self-expression of political opinions

Potential of the Internet

1. Active, participatory citizenship

2. Not only consumption but production

3. Undermines the centralized control of information

4. Reflects the range of views and ideas

5. Improve the level of civic engagement among younger generation

Limitations of the Internet

Inaccuracy: misrepresent and lie

Internet news audience is smaller than that of the traditional media Entertainment rather than political

engagement

“Digital divide”: a class system based on (a) computer ownership, (b) Internet access, and (c) computer

literacy that corresponds with social economic statuses

How digital journalism has changed the way we access the news?

The development of digital journalism has radically changed the way people access the news. The

introduction of the internet opened the way for the creation of an entirely new medium of journalism a

online journalism. Online journalism presents users with the unprecedented ability to chose when, where

and what news they will receive. The traditional news media of broadcast, print and radio all broadcast,

publish or air their bulletins at the time they chose, in the order they chose and to the depth they chose.

However, online journalism allows the user to access the news at any time from any computer or personal

device with an internet connection. Once connected, the user can select the stories they wish to view and

can easily access further information on the story if they so desire.

Interactivity of Online Journalism

These developments have given the user an unprecedented amount of interactivity when accessing the

news. People have always interacted with the media however, interactivity is far more flexible in online

journalism (DeWold, 2001: 102). Users can sign up for an online newspaper and be regularly emailed

stories about their interests; online journalism also gives the user unprecedented possibilities in

responding to the story. After reading a story the user can email the journalist to tell them what they

though of the article, join a chat group to discuss the article or post a comment on a feedback page.

Construction of Online Journalism

Studies into how users digest content on online journalism sites show that users consume the story in a

completely different way to users of traditional journalism media. In the early stages of online journalism

many sites where attached to news outlets who simply posted their print story or the script of the radio

story onto the page. This proved to be ineffective as writing for the online world is vastly different from

writing for the printed page (DeWolk, 2001: 90). Author Martha Sammons pointed out in her Internet

Writer Book that people read off the computer screen thirty percent slower then they read off paper. Also,

people do not read carefully online, rather they scan. If they cannot quickly and easily find the

information they are after they promptly leave the site (DeWolk, 2001: 90).To complement this, online

journalism developed its own style of story construction. Presenting the story in chunks allows the reader

to quickly scan the story and single out the passages relevant to them (Ward, 2002: 148). Presenting

information in the form of bulleted lists, tables, graphs or other clear graphic elements allow the reader to

get the information they want quickly (DeWolk, 2001: 92). The writing towards the end of the page

should not conclude the story but rather should compel the user to link onto other pages connected to the

story.

In broadcast, print and radio the story is presented to the user in a linear fashion. The journalist decides

how the story should be constructed and it is presented to the audience in the manner chosen by the

journalist. The user would then hear, read or view the story from start to finish giving the user the option

of either consuming it or not. To a certain extent, the journalist can try to guide the user through the story

but ultimately the result rests with the user (Millison, 2004). The hyper textual nature of online journalism

allows the user to read the parts of the story they wish to, link onto other pages within the site, play audio

grabs or view short video pieces. To encompass this, the journalist must construct the story to be nonlinear, allowing the user to be able to easily follow the story as they want to. Online journalism is the

place "where television, radio, and the new media forms of the internet collide" (Hall, 2001: 6). This

Convergence within Journalism is likely to change everything journalists think they understand

about mass media (DeWolk, 2003: 85)

Immediacy of Online Journalism

Immediacy has always been a fundamental element of journalism as the very nature of the new is that it is

new Broadcast and radio were traditionally the most immediate form of journalism as, should a major

story break, they could interrupt their programming with a bulletin. However, they are still constrained by

deadlines and cannot explore the story in too much depth (Gunter, 2003: 48). Print journalism allows

story depth but often the story is not reported until the morning after. Online journalism provides perhaps

the best arena for distributing news quickly (DeWolk, 2001: 51) as it presents the immediacy of broadcast

and radio with the depth of print. However, this has presented a problematic question for news

organizations that run both a traditional and online outlet whether or not to break a story on the online site

before broadcasting or publishing it. "In the one hand, the news organization wants to take advantage of

the incredible speed of the internet and be the one to break the story. On the other hand the organization

does not want to beat its own primary news vehicle and tell competitor what it has. The again, the

organization wants to use the web site as a promotion for its primary news product. But it does not want

to make it unnecessary for people to purchase the newspaper or to watch or listen to a broadcast because

they saw the story on the Web already." (DeWolk, 2003: 172-3)

Advantages and disadvantages associated with advertising online

There are many advantages and disadvantages associated with advertising online. The first aspect of

advantages is the World Wide Web opens up new communication possibilities for personalized messages

to be delivered to targeted individuals (Davis 2000, 113). By positioning an [advertisement] on a website

which relates to the target markets specific interests, interest and further speculation should occur.

Advertising online enables target marketing, message tailoring, information access, sales potential,

creativity, exposure and speed. Secondly, online advertising has the capability to reach a global audience

at a fast rate. This enables extensive exposure and is an important characteristic of online advertising, and

a major component of why online advertising is so successful.

Thirdly, marketers undertaking new possibilities to perform traditional marketing strategies in electronic

environments push higher chances to create synergy. Janal (1995, 47) mentioned that the Internet offers

the best multimedia tools for presenting information, through the World Wide Web, a hypermedia

environment. It is as further explained that it is a place where marketers can present their information with

pictures, animation, sound and text. Indeed the power of Internet has impact on the multitude of

advertising formats. This can be seen from the numerous web tools such as banners, rich media, intertials,

and interactive broadband commercials as seen on the websites nowadays. These are the multiple forms

of online advertising tools used by advertisers over the time aiming towards developing exciting,

interactive, eye catching advertisements that can draw consumers’ attention, at the same time increasing

their brand or sales online. Strauss and Frost (1999, 202) states that the Net’s big strength is direct

response advertising where direct response leverages the Internet’s unique opportunity for two way

communication with consumers. Placing advertising in this environment will grants advertises unique

opportunity for in the element of interactivity. The interactive capabilities of ‘cyberads’ offer key

advantages for vendors to establish and maintain dialogues with customers (Janal 1995, 269).

The opportunities for creativity in online advertising are limitless. IAB (2005) on the other hand had

drafted out a very comprehensive set of 28 good reasons to use interactive advertising that places the

overview of interactive advertising advantages. In the list, it provides 28 points on a marketer’s potential

uses of the internet and corresponds with 28 ways of measure performance.

Disadvantages

Even though there are many advantages for companies who advertise online, there are also some

disadvantages involved. Disadvantages of advertising online include: measurement problems, audience

characteristics, websnarl, clutter, potential for deception, costs, limited production quality, poor reach and

lack of Intrusiveness.

Definition

Online advertising is advertising carried out in the online environment. For example, via Web Sites,

email, ads supported software, etc. Though the vehicles have changed, (for example web space and

advergaming as opposed to magazine and outdoor advertising) many of the basic principles remain the

same as traditional advertising - organizations utilizing paid space to promote their businesses.

Online Advertising

Online advertising is an important element of a business online marketing operations. Online advertising

is considered as non-personal information usually persuasive in nature about a product or service by an

identified sponsor, hence all paid space on the web or in an e-mail (Strauss, El-Ansary and Frost, 2003, p

367). Businesses clearly recognize that by advertising online they reach their target market in a fast and

an efficient way where they can interact with consumers; this is clearly indicated by the fact that

advertising spending is up to 12.6% [1] during the first part of 2005. In Australia alone, online

advertising expenditure rose by 64% in 2004 hitting a record high of $388 million (The audit Bureau of

Circulations). Online advertising can be divided into two categories: legitimate and illegitimate.

Legitimate advertising can be found in the form of advertising networks and opt-ine-mail advertising.

Illegitimate advertising is predominantly evident in spamming. Online advertising creates

innovative, comparatively low cost and highly targeted opportunities for the online advertisers/marketersTypes/Examples of Online Advertising

Spyware/Adware

Types of online advertising and the vehicles, which it is displayed within, grow daily as technology

expands to create more opportunities. Some of them are intrusive and are usually labeled as spy ware or

aware. For example, Pop-up advertisements are designed to drive traffic to the sponsor’s website.

They usually occur when a new browser is opened. Initially, pop-ups were extremely effective due to the

surprise and novelty factor. However, constant and annoying pop-ups have left viewers jaded and

resentful, and have increased sales for pop-up blocking programs. Pop-under ads were developed

as a response to pop-ups perceived negativity. Pop-under work in a similar way to pop-ups, except

they appear behind the newly opened browser and so are only visible after the viewer closes the page.

Web Banner

Web banners or banner ads are advertisements that are embedded into web pages similar to the way

advertisers pay for space within a magazine. Web banners are designed to drive traffic to a website and

account for 54% of total online advertising revenue [2].Web banners and pop-ups can be the useful tools

for online advertisers; however new web browsers provide the web surfer with options to prevent pop-ups

and turn off images from selected (or all) websites. Beside that, similar to the protection of computer

against the virus here come the anti-spyware or anti-adware softwares, such as SpywareBlaster and

Lavasoft Ad- Aware.

Web Portal/Portal Site

Web portal or portal site is another way of online advertising. Through web portal there are more chances

to exploit the entire user by putting up web banners. Thus, the advertisers can target the user at one place

by choosing the relevant category provided in web portal. For example, Yahoo! have provided users with

search engines, email, chat rooms, instant messaging tools, etc., which are all free for registration, with

web banners or interactive broadband commercial included. Using this strategy can attract more users to

visit their website and use their product, at the same time increase the number of advertisers to advertise.

Weblog/Blog

A more recent addition to the online advertising repertoire is weblogs or blogs. The full economic impact

blogs will have on businesses at the current time are immeasurable; it is obvious however that they hold

significant impact as they have had the power to generate awareness, burnish brands, direct online traffic

and alter the existing organic flow of traffic. But this has once given a chance to the spammers by adding

link to their commercial website in others' blogs, which is called blog spam or link spam.

Interactive Broadband Commercial

Another type of online advertising that is rising in prominence is Interactive Broadband Commercials:

TV-like "video ad" units placed in the virtual marketplace, a highly targeted way to reach consumers.

Examples of content include (but are not limited to): streaming video, animation, online gaming,

and online music video content in a player environment. These ads can be put out in live, archived,

and downloadable streaming content. There are hundreds of other examples and types of online

advertising tools and techniques; increasingly the list is restricted only by a marketer’s imagination.

Capabilities of Online Advertising

Customization Features

“Customization is a website’s ability to present individualized content for each user (Mcgraw-hill, 2004,

p186). There are two different ways for a website to customize their site for users: personalization and

tailoring. Personalization allows the user to customize the personal preferences on the site. To be able to

give the specified preferences to the user each time they log on to the page, the website uses Log-in

registration and/or cookies ( Mcgraw-hill, 2004, p186).Tailoring is used by the site to publish a unique

version of the site to address the users specific interests, habits and needs (Mcgraw-hill, 2004, p187).

Banner Advertisement - A graphical image, usually in the shape of a rectangle, used as an advertisement

on a Web site.

Pop Up - A type of advertisement that is automatically displayed in a second smaller browser window

upon loading or unloading a normal web page. Pop ups advertisements tend to cost advertisers more since

their visibility is higher but are often considered annoying by web site visitors since they are considered

obtrusive.

Advertising is rapidly becoming the backbone of marketing. Different firms opt to different mediums of

advertising in accordance with the nature of a product. Today, Internet Advertising has become one of the

most up-to-date and fastest medium of making products popular. In 1990’s, Internet Advertising became

popular and the companies started building their websites. A website, ‘www.geocities.com’ gave birth to

a new form of advertising, offering a layman a chance to post his/her own homepage. Geocities placed a

banner at the top and/or bottom of every page that was displayed off of their server. This way, Geocities

got free advertising each time somebody was served a page from one of their member's sites (as all sites

were hosted on Geocities hardware). This developed into the banner ad, now a common form of Internet

advertising found throughout the WWW. Electronic mail is another major form of Internet Advertising. A

few companies began to amass collections of personal e-mail addresses with the intention of selling those

lists to companies wishing to mass market those addresses. This form of advertising, also known as "spam

mailing", is now predominantly used by adult sites and other small companies with little ability to use the

other two forms of Internet advertising stated above