



Al Basra University
College of Computer Science and Information
Technology

Computer Information Systems Department
Electronic Technology (E-Technology)

Asst.Prof. Asaad A. Alhijaj

Lect. 6

Electronic Journalism (Online Journalism):

-The Internet :

“ the greatest advance for communication since the printing press “

- An important information source - as important other media .
- Rules are in state of flux .

Practice of online journalism :

- Requires people with specialized skills
- Consists of a blend of core journalism skills with technical knowledge and the ability to create online media content .
- No “typical” online journalism.

Elements of journalism :

- Fairness
- Attribution
- Accuracy
- Relevance
- Newness

Advantages of online journalism :

- Audience control
- Nonlinearity
- Storage and retrieval
- Unlimited space
- Immediacy
- Multimedia capability
- Interactivity and user-generated content

The long tail of online journalism :

- Traditional sources have limited time and/or space .
- Online content is not limited by time or space .
- Online sites should provide archives of previous content , links to related content , and deepen content by using multimedia.

Types of online journalism sites :

- Sites associated with already existing media organization .
- Sites associated with local TV and radio stations.
- Sites that exist only on the internet - salon.com slate.com.
- News aggregators .
- Hyper local sites .

Key terms for online journalism :

- Shovelware
- Convergence
- Backpack journalist

Shovel ware

- already existing media organizations provide most content in online journalism sites.
- Material is taken from newspaper or wire services and “shoveled” onto Web site with little or no modification.

Convergence :

- Involved two or more media (e.g., local newspaper and TV station) partnering to produce an alternate form of journalism , usually a multimedia Web site .
- Allows different media to share content and personnel .

Backpack Journalist :

- Someone who covers a news story for more than one type of media and how to produce content for all.

Producing online journalism :

- Some content is “shovelware” - print or broadcast stories put online.
- Some content is revised and supplemented with Web extras .
- Legacy media - the original media operation that began the online operation .

New Journalism forms :

- News aggregators
- Hyperlocal sites
- blogs

Questions :

Q1: give definition for e-journalism .

Q2: discuss covergence in e-journalism .

Q3: discuss and give types of e-journalism.

Q4: what the Advantages of online journalism ?

Q5: compare traditional & online journalism ?