Research Papers   Graduate School

Spring 4-7-2011

Change in Journalistic Practices in the Age of Global Networked Technologies

Olesya Kravchuk

Southern Illinois University Carbondale, olesya@siu.edu

Follow this and additional works at: http://opensiuc.lib.siu.edu/gs_rp

CHANGE IN JOURNALISTIC PRACTICES IN THE AGE OF GLOBAL

NETWORKED TECHNOLOGIES

by

Olesya Kravchuk

Southern Illinois University Carbondale, 2011

A Research Paper
Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Science.

Department of Mass Communications and Media Arts
In the Graduate School
Southern Illinois University Carbondale
May 2011

RESEARCH PAPER APPROVAL

CHANGE IN JOURNALISTIC PRACTICES IN THE AGE OF GLOBAL

NETWORKED TECHNOLOGIES

by

Olesya Kravchuk

Southern Illinois University Carbondale, 2011

A Research Paper Submitted in Partial

Fulfillment of the Requirements

for the Degree of Master of Science

in the field of Professional Media and Media Management

Approved by:

Robert Spahr, Chair

Graduate School
Southern Illinois University Carbondale
April 7, 2010

AN ABSTRACT OF THE RESEARCH PAPER OF

OLESYA KRAVCHUK, for the Master of Science degree in PROFESSIONAL

MEDIA AND MEDIA MANAGEMENT, presented on April, 7th, 2011 at Southern

Illinois University Carbondale.

TITLE: Change in Journalistic Practices in the Age of Global Networked

Technologies

MAJOR PROFESSOR: Robert Spahr

My research project focuses on change in journalistic practices in the age of
global networked technologies. I have collected background information on the
history of journalism and how it has evolved through the years. In this paper I
question if a contemporary society still needs journalists and how democracy in
society is affected by what journalists do.

My goal for this project was to develop a unique website about new media for
practicing journalists. The site I have developed, MediaZori.com, includes text and
video content as well as links to useful resources for practicing journalists.

TABLE OF CONTENTS

LIST OF FIGURES

CHAPTER I

INTRODUCTION

People have always wanted news, and historically journalists have been

responsible for providing it. As demand for news has increased over the centuries,

journalism has evolved from the basic reporting of shorter news stories to the more in-

depth coverage of longer features, analyses and investigations. In addition, journalists

have evolved to become the "watch dogs" of their communities and have often been

referred to as the "fourth power" in a society. Topics raised in the media by journalists

have often prodded governments to act more quickly, to correct wrongs, or even

change existing laws. In fact, today it is widely recognized and commonly accepted

that a democratic society can not properly function without journalists acting as a

society's watch dogs.

Although sources may differ on the precise definition of "journalism" and

what specifically a journalist is and does, numerous sources agree on the basic role of

a journalist and the characteristics that she must possess. In the broadest sense, a

journalist is a person who collects and distributes information about current events,

issues, and/or people. However, a journalist must also have a commitment to

accuracy, fairness and balance. In addition, a journalist should not only know how to

find information, but also how to evaluate it, analyze it, communicate it in a way that

will reach people who need it (Meyer, 2011). A journalist must not only check all

information for accuracy but must also filter the information based on its relevancy. In

sum, based on numerous sources, it is fair to state that a journalist:

- collects and disseminates information about current events, people,

  trends, and issues;

- provides people with information they need to self govern;

- approaches reporting with an open mind, to having primary commitment to the reader - not the advertiser or shareholder;

- avoids undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public;

- should have at least three different sources or comments for the same story to show the diversity of points of view;

- should be free of obligation to any interest other than the public's right to know.

To meet all of the above demands, a journalist today has more tools than ever before. With the rise of Web 2.0 – the tools allowing users to share their content online – journalists now have the ability to work more rapidly while still providing their audience with a quality product, using software programs to present a reader with not only text on the paper, but also online content with pictures and video. In addition to using the Internet for background research and for posting completed articles online, journalists can also use it to get instant feedback through the comments and postings from their audience. Consequently, journalism has evolved from basic publishing or broadcasting into an interactive dialogue with the audience, often in real-time as events transpire. In other words, journalism is not just about publishing anymore; it is about communicating and having a dialogue with the readers/viewers/listeners.

Because the technology and tools for journalism have changed — and continue to change — so rapidly, the challenge for journalists to understand and use

all of the "new media tools" can be daunting. Taking into consideration that these

"new media tools" are essential for every journalist today, I have created the website,

MediaZori.com, to help journalists understand what these new tools are and how best

to use them. The articles on the website, along with instructional videos, will help

practicing journalists, bloggers and other media producers navigate through the

process of creating a quality product in this new media world of global networked

technologies.

CHAPTER II

HISTORY OF JOURNALISM

Over the years journalism has survived several major crises. To understand how these crises influenced the work of journalists and why they were happening, let us look at the history of journalism closer.

While many sources state that print journalism started with the invention of the movable type printing press by Johannes Gutenberg in the 15th century, some sources cite an ancient Roman as newspaper as an even earlier example of print journalism. Its name was *Acta Diurna* (*The Daily Events*), and it was published in the 59th B.C. "This was a daily handwritten news report posted in a specified public place under the orders of Emperor Julius Caesar (100–44 B.C.)" (eNotes, 2011). Other sources cite the *Tipao* (also call *Dibao*) as the world's first printed newspaper, which was published in China around A.D. 700. It was produced with hand-carved wooden blocks and was circulated among court officials. About 10 years later *Kaiyuan Za Bao* ("Bulletin of the Court") also published government news. This newspaper was handwritten on silk and was read by government officials. Handwritten newssheets were circulating in Europe as well. In 1556 the monthly *Notizie scritte* was first published in Venice, Italy. It consisted primarily of political, military, and economic news.

Although the above publications may be cited as newspapers in a broad sense, they are not considered to be newspapers in the modern sense because their topics were limited and they were not available to the general public. Thus, the true beginning of the history of modern newspapers is more often attributed to the German inventor Johannes Gutenberg and the movable type printing press that he invented

around 1450. Printed Bibles and other books were published in Europe in the17th century. The first printed periodical was *Mercurius Gallobelgicus* in 1594 in Cologne, Germany. The publication was in Latin and was widely distributed not only in Germany, but also in England.

The oldest newspaper published today is Swedish *Post-och Inrikes Tidningar*. Its first issue appeared in 1645. The first newspaper ever published in America was called *Publick Occurences* in 1690. It was immediately shut down though for not having a required license. These early newspapers were different from what we may think of as a modern newspaper. "Many newspapers of the time were not objective or neutral in tone like the papers we know today. Rather, they were fiercely partisan publications that editorialized against the tyranny of the British government, which in turn did its best to crack down on the press" (Rogers, 2011). A famous case took place in 1735 when the publisher of the *New York Weekly Journal* John Peter Zenger was arrested and put on trial for printing defamatory statements about the British government. His lawyer argued that, because the statements were true and based on demonstrable facts, they could not be considered defamatory. Zenger was found not guilty, and this important case showed that a statement cannot be defamatory when it is true (Kelly, 2011). That was the first step towards the free press in the history of journalism.

In the 1800s the number of newspapers was growing dramatically. In 1833 the *Penny Press*, an inexpensive daily newspaper filled with sensational information whose audience was working class people, was founded. In 1851, *The New York Daily Times* was first published. That newspaper was soon distinguished by its quality reporting, and it is now known as *The New York Times*.

The Civil War era was very significant for journalism in the USA. The first photos appeared in the newspapers at that time. The invention of the telegraph helped war correspondents transmit stories to their newspapers much faster. Because of technical troubles that usually occurred with telegraphs transmissions, reporters trained themselves to write the main idea of the story in the first few sentences. This was the beginning of the inverted pyramid style of writing in journalism which is still used today (Rogers, 2011). In many important ways, all the basic standards for modern journalism were established in the Civil War era.

Figure 1

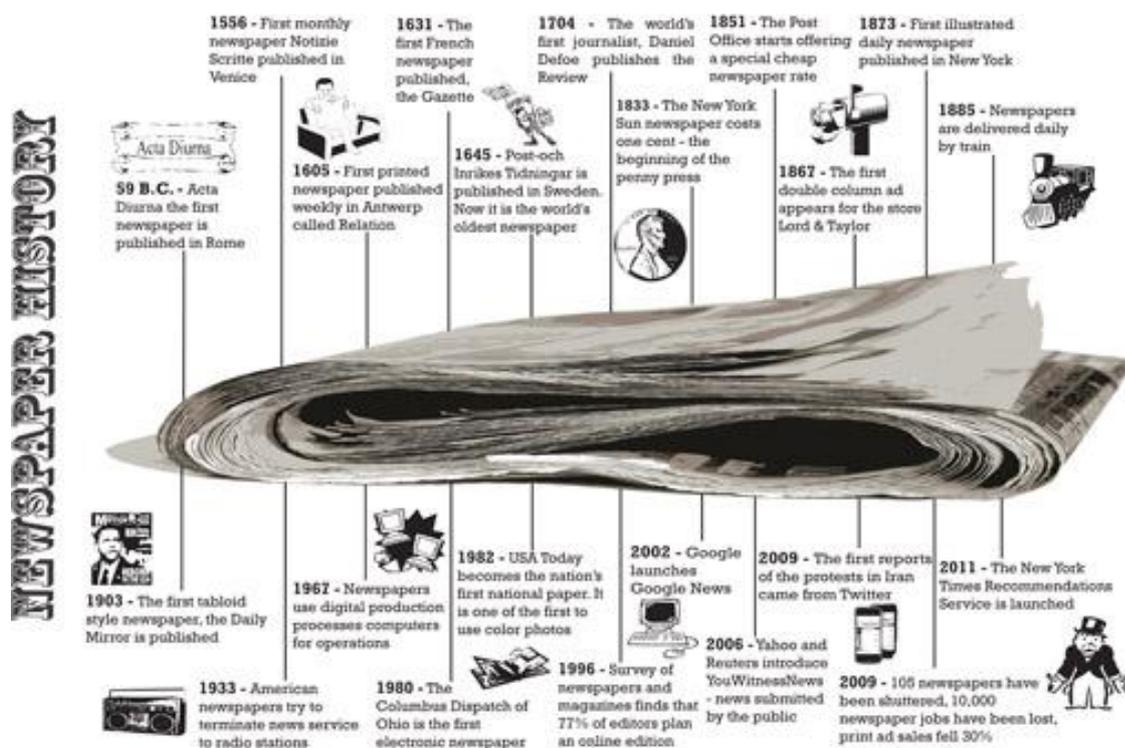The decline of the circulation of newspapers did not start with the digital age and the rise of computers. Rather, the decline began in the mid-20th century when radio and then television became popular. Newspaper circulations increased again when journalists started to publish professional investigative stories. The value of newspaper journalism was demonstrated by the Watergate scandal, when two

reporters, Bob Woodward and Carl Bernstein published several investigative articles about corruption and other suspicious activity in the White House. After these and other stories, President Nixon had to resign. Later on, investigative stories by other journalists published in print media were also making a difference and were bringing democratic changes into society. Several of these articles were about President Ronald Reagan when he was still in office. In 1986, the Associated Press published several stories about Reagan's support for Nicaragua's Contras – an army created and funded by the CIA. They killed thousands of Nicaraguans in a war to bring down the democratically elected government. That same year, another story accused the US government of secretly selling arms to Iran with the hopes of getting American hostages released by Iranians in Lebanon. Ronald Reagan again denied this trade and accused the press of spoiling what the White House called a diplomatic effort (Rogers, 2011). Investigative journalism searches for the true facts, and this is what society needs now as well.

In 1988, Pulitzer Prize winner Bill Dedman started to publish his series in the *Atlanta Journal-Constitution*. He found out that whites receive five times as many home loans as blacks of the same income. Dedman's stories received national attention, and soon after they were published banks in Atlanta began to change the way they issued loans. A week after the publication, Atlanta's nine largest banks announced they would lend $65 million of home loans with a low interest rate mostly for black residents of the Southside (Rendall, 2006). In this way Deadman not only raised questions, but also changed the attitude towards black people and raised the question of racism.

In the early 1990s there was another scandal, and it was connected to President Bill Clinton. In 1992, *The New York Times* reporter Jeff Gerth published his front-page report "Clintons Joined S&L Operator in an Ozark Real-Estate Venture," which became later known as the "Whitewater" scandal. This piece was short on facts, but it suggested Hillary and Bill Clinton were giving trade favors in exchange for a deal on a piece of Arkansas real estate called Whitewater. This publication attracted more attention to Bill Clinton, and soon after the world heard about Monica Lewinsky. There also are more recent examples of how investigative reporting is changing people's lives. One of the best examples happened when Hurricane Katrina struck in New Orleans, Louisiana, in 2005. Numerous photographers and reporters were the only source of information since the government officials were nowhere to be found. Sometimes their stories were raw and unpolished, but they had a lot of information in them. NBC photojournalist Tony Zumbado was the first person to report that the government was not supporting people and that there was no backup plan for them. Zumbado's piece and other similar stories showing the government's shortcomings were played repeatedly (Rendal, 2006). This and other examples show that journalists did what they were supposed to do: keep government officials responsible.

WikiLeaks is probably the latest branch in the history of journalism, and it also helps keep government officials responsible. WikiLeaks is an international non-profit organization working for transparency. It publishes news leaks based on their historical, ethical and political significance. The director of the site is Julian Assange – an Australian Internet activist, but currently information on the website is edited by editors. Several examples of WikiLeaks information include releasing documents about the war in Afghanistan in July 2010. These documents, which were not

previously available to the public, revealed that the deaths of innocent civilians had been covered up. In October 2006, the documents were published concerning the war in Iraq. They showed that torture and even the deaths of innocent people were ignored by the government. In November 2010, WikiLeaks published US State Department diplomatic cables that contained information that was considered to be secret or confidential (Karhula, 2011). The activity of WikiLeaks has received much feedback from society and governments, with some asserting that what Julian Assange started was positive while some assert that his behavior is not ethical.

In the early 2000s, the world witnessed another crucial moment in the history of journalism, and that was the beginning of Web 2.0. This general term has been used to describe the second generation of the World Wide Web that is focused on the ability to share online information. Web 2.0 is the transition from static to dynamic HTML pages (Webopedia). There is still some disagreement concerning what Web 2.0 really means. In 2004 it was referred to as the concept of "Web as a platform," that is, a platform where people could share user content. However, sometime later, Web 2.0 also began to refer to the programming tools used to create web pages. Later still, Web 2.0 started to mean the combination of technology that is still allowing customers to interact with the information. "Web 2.0 is starting to mean the situation where amateur writers and developers are able to create applications and Web sites that get more credibility than traditional news sources and software vendors" (Kyrnin, 2006). Web 2.0 has become a part of us since then. Today, it is hard to imagine life without emails, social media websites and blogs. My website MediaZori is working on Web 2.0 platform since users can comment, leave feedback, and email me about the website if they so choose.

With the development of Web 2.0, our society started talking about blogs, micro-blogs, iReport, and WikiLeaks. These are the tools people now use to interact with media and change society. The most vivid example is blogging – writing online journal entries that are created by individuals or organizations. CNN news has gone one step further, creating iReport, a tool that allows users to publish videos, pictures or stories. With iReport, anyone can be a journalist. This is called citizen journalism, where all the content is user generated. This content is used by professional journalists, and in this way the users of media become creators of it as well. They do not just sit passively, watching a TV screen or reading a newspaper. Instead, they create the content they want to have. There are a number of websites that follow this same pattern (Schofield, 2008). Users can upload their videos on sites like YouTube, Vimeo, and MyVideo. Anyone can post their photos on sites like Flickr, Panoramio, and Picasa.

The changes that social media can bring to society can be seen with the recent examples of the revolutions in the Middle Eastern and African countries. Many people say the recent protests in these countries would not even be possible without the Internet or new media. In Egypt, for example, a big difference was made by flash-mobs – impromptu gatherings of people that are organized using social media (Goshay, 2011). Looking at the specific examples from the recent history of journalism, we can see that we still need journalism as such. Social media helps to bring attention to different problems. Looking closer at the revolutions in the Middle Eastern and in African countries, we can see that digital media attracted attention to the problems in the society. With the journalistic investigation of the situation, the whole world became aware of it. WikLileaks is another example of how new

technologies are being used to encourage journalists to "dig" more for the facts. Thus, the practice of journalism is still essentially the same, but the tools journalists have are different. Journalists can benefit not only from official government sources of information, but also from alternative sources such as blogs, vlogs, podcasts, and WikiLeaks.

CHAPTER III

WHAT IS NEW MEDIA

What do "old media" and "new media" have in common, and what differences are there between them? This question is crucial in media these days as many people want to understand what exactly "new media" means. Media scholars have their own definitions for this term, and various sources give different explanations.

There are a number of differences between new and old media. Different researchers agree that new media is:

- the digital representation of an "old" media;

- a term for all forms of electronic communication;

- a new culture that allows users to constantly take part in the conversation.

In his book, *The Language of New Media,* Lev Manovich talks about the main differences between new and old media. He says there are five principles of new media. They are: numerical representation, modularity, automation, variability, and transcoding. When new media objects are created, they exist in numerical form. Many new media objects are converted from old to new media. Modularity is the notion when new media objects being consistent throughout their structure. Media elements such as images, sounds, shapes or behaviors are represented as collection of pixels, polygons, voxels, characters or scripts. All these objects maintain their structure and independence regardless where they are placed and used. Automation helps humans to create, manipulate or access media. Variability for new media objects means that they are not fixed and can exist in different various versions. Transcoding is changing an object from one form to another. Even though it is transformed, it still has the same

visual appearance to the user. Manovich does not state these principles as laws, rather, he suggests that they are general tendencies of general computerization.

Let us look at the definitions of new media in different sources. The life of new media content is very dynamic and interactive. There is also the "democratization" of the creation, publishing, distribution and consumption of media content. PCMag Encyclopedia has two different definitions for new media. First, new media is the form of communicating in the digital world. This includes not only the internet, but also publishing on CD-Rom and DVD. Second, new media implies the use of computers as wireless and handheld devices.

Another definition can be found on the online encyclopedia, Webopedia, which defines new media as a generic term for different forms of electronic communication. While old media involved print newspapers, magazines and other static representations of text and graphics, new media deals with digital representation of sometimes the same things.

According to Service-Oriented Architecture (SOA) technology resources, new media is "a catch-all term for all forms of electronic communication that have appeared or will appear since the original mainly text-and-static picture forms of online communication." Pew Research Center Foundation defines new media as a social media. Thus there are several differences between the new and old way of presenting information. The main distinction between them is their agendas. According to the study conducted by the research center, blogs shared the same lead story with traditional media in 13 of the 49 weeks studied. On YouTube, the top stories overlapped with traditional media eight out of 49 weeks. Blogs rely heavily on traditional press for their information. More than 99% of the stories linked to in blogs

came from legacy outlets such as newspapers and broadcast networks. The BBC, CNN, *The New York Times* and *The Washington Post* accounted for 80% of all links. Twitter was tied to traditional media less often. There, 50% of the links were to legacy outlets.

In his article, *What Is Web 2.0,* Tim O'Reilly defines new media as media where a user can interact. Buyers' reviews and ratings on Amazon help the website compete with others. An open source Wikipedia where users create content themselves is one of the top reference sites. A number of other websites work according to the same principle. "But as with many areas of Web 2.0, where the "2.0-ness" is not something new, but rather a fuller realization of the true potential of the web platform, this phrase gives us a key insight into how to design applications and services for the new platform" (O'Reilly, 2005). Knowing the needs of the users helps to create the product targeted just for that user, and having "2.0-ness" helps to know and follow what this user needs.

How Old is New Media?

New media is not as new as one might think. "If we place new media within a longer historical perspective, we will see that many of the principles are not unique to new media, but can be found in older media technologies as well" (Manovich, 2000, p.50). Technological devices help to represent new media, thus making it digital. Referring to new media as digital representation that involves computers, many scholars discussed the need to know how to work with computers even in the early 1970s. Theodor Nelson in his essay "Computer Lib/Dream Machines" stressed that everybody should understand computers. "Computers are simply a necessary and enjoyable part of life, like food and books. Computers are not everything, they are just

an *aspect* of everything, and not to know this, is computer illiteracy, a silly and dangerous ignorance" (Nelson, The New Media Reader, 2003, p.303). In his essay, Nelson attempts to predict the future. He asserts that every media would use computers very soon. "The most exciting things here are those that involve computers: notably, because computers will be embraced in every presentational medium and thoughtful medium very soon" (Nelson, NMR, 2003, p.306). The author also talks about different things that one could not do with a computer in 1974, some of which are possible now. He gives the example of discrete hypertexts that consist of separate pieces of text connected by links. These links can be artfully arranged according to meanings or arrangements. The modern example of this is the website with the poetry "My Boyfriend Came Back from the War" by the Russian artist Olia Lialina. The viewer of the page at first cannot figure out where to click to open another window. The hyperlinks are hidden in text and pictures.

Another thing Nelsen discusses is dissection on the screen. Currently, we do not have that technology yet. "The student of anatomy may use his light-pen as a scalpel for a deceased creature on the screen. As he cuts, the tissue parts, he could also turn the light-pen into hemostat or forceps, and fully dissect the creature — or put it back together again" (Nelsen, NMR, 2003, p.316). Perhaps the closest things to that technology today are Apple products such as the iPhone, iPad or iPod, where one can operate different applications just by touching them with one's fingers.

As it turns out, modern new media devices were designed back in 1970s as well. In their essay, *Personal Dynamic Media,* Alan Kay and Adele Goldberg write about the Dynabook. This device can be owned by anyone and could have the power to handle virtually all the information its owner needs. Since Alan Key worked for

Apple computers, it is no wonder that Dynabook became the prototype for the modern iPad. "We envision a device as small and portable as possible which could both take in and give out information in quantities approaching that of human sensory systems. Visual output should be, at the least, of higher quality than what can be obtained from newsprint. Audio output should adhere to similar high-fidelity standards" (Key & Goldberg, NMR, 2003, p.394). The information on Dynabook can have different fonts, and different effects can be displayed and edited. Children are the main target audience of the Dynabook. This is due to its interactivity as well as the fact that the user feels that he or she is doing real things rather than simply playing with toys. It would be possible to edit, design, and draw on the Dynabook. Musicians and animators will find Dynabook useful too since they can animate in real time and create musical images. Key and Golberg try to imagine what would happen if everyone had a Dynabook in the future. They say that if any owner adjusts the device to her needs, a new kind of medium would have been created, a metamedium, whose content contains a lot of different media. In their discussion, Key and Golberg were predicting the invention of the smart phones, the iPad, and a personal computer.

CHAPTER IV

NEW MEDIA TOOLS

To embrace new media, practicing journalists need to obtain new skills for their work. Media managers and the viewing audience demand more from media creators, so successful journalism requires a high level of performance. New media journalists should not only write, but should also make pictures, shoot video and create multimedia content. In order to be competitive in the job market, every journalist should have a certain set of skills he can use while working for new media. He should be able to use software for picture and video editing and blogging, and he should be familiar with the basics of HTML, CSS, and viral marketing.

Journalism and New Media

When discussing new media, one cannot help but mention the social aspect of it. Social media is often called new media even though these concepts are not exactly interchangeable. New media is about things that are new in technological terms. It uses devices that were not accessible by everyone to record audio, make videos, publish blog entries, and so on.

Social media is one part of new media. The most significant feature of social media is its interactivity. It enables other users to be involved in what you are creating. For example, if it is a Facebook or a Twitter account, others can comment on your status and post on your wall. Most of the social media websites would not even exist if not for interactivity. What is the purpose of Twitter if it does not allow following and commenting? Facebook is a lot like that too. Even when a user changes the settings in his account so that nobody can comment or post anything on her wall, this same user has the possibility of being interactive on Facebook herself. In his

article, Christopher S. Penn discusses these issues: "Take any of the social networks, remove the people and you have something not useful at all" (Penn, 2008). Without the communication between users, these websites are just useless HTML code.

In the new media era, the way that journalists work has changed. The way stories are read has changed as well. One of the most significant differences between "old" and "new" ways of publishing information is the usage of hyperlinks. Currently, online stories make more connections to other stories than any other medium. "This represents a new form of journalism that places stories in a much richer historical, political and cultural context" (Pavlik, 2001, p.16). A story with numerous hyperlinks allows users to read not only that particular story, but also its historical background as well as analyses from various other professionals.

New media can be a synonym for digital journalism in a media world. So what exactly is digital journalism? In his book, *Digital Journalism: Emerging Media and the Changing Horizons of Journalism,* Kewin Kawamoto writes that digital media is not always easy to define. According to him, this term is a compound of old and new concepts.

> At the risk of coming across as too narrow to some and too broad to others, this book proposes one definition of digital journalism: the use of digital technologies to research, produce and deliver (or make accessible) news and information to an increasingly computer-literate audience. This definition captures the historical and important function of journalism in a democracy, which is to inform and enlighten the public, and also acknowledges the evolving tools of the trade and literacy skills of the audience.

Digital media affects the work of journalists. The new tools they are using help them act faster, write quicker and get more research information. The structure of the stories is different too; the variety of presentations available makes news stories not only easy to read and understand, but also gives readers access to background information for the stories (using hyperlinks), multimedia footage, personal opinion of the journalists (blogs and vlogs), and interactivity (possibility to contribute and post comments).

Blogging as a Tool

These days, maintaining a blog is essential for every journalist. Individual blogging allows journalists to be more independent and to express their opinions and ideas without any pressure from their media organization. The term "blog" came from the term "web log," which literally means a "log" of the web – "a diary-style site, in which the author (a "blogger") links to other web pages he or she finds interesting using entries posted in reverse chronological order" (Perrone, 2004). Blogs can also be referred to as blogging software. The most common programs for creating blogs are WordPress, Blogger, and LiveJournal. Essentially, they all have the same basic features. These software programs gather bloggers who update their pages, creating some type of collective intelligence. "While mainstream media may see individual blogs as competitors, what is really unnerving is that the competition is with the blogosphere as a whole. This is not just a competition between sites, but a competition between business models" (O'Reilly, 2005). The audience decides what is important in this case. Mainstream media does not usually have the ability to communicate with their audience in this way, and this is the missing link.

The microblog is a blog that allows users to publish short text updates. For publishing them one does not need to have a lot of equipment. A person with a cell phone can instantly update her blog with the textual information, pictures or videos. Such posts are called microposts and they have a limited amount of letters. Social networking sites such as Twitter and Facebook use microblogging, although Facebook calls it "status updates" (Webopedia, 2011). With the possibility to microblog so easily, the cost of media production is almost eliminated. In other words, having a cell phone means not only having a device for talking, but also having the ability to be a new media publisher.

Blogs allow journalists to be their own publishers on an independent publishing platform. For journalists, blogging is also crucial because by writing their blogs they become more independent. Journalists with blogs take on the responsibilities of being their own publishers and learn how to use technologies that are transforming media. Maintaining a blog means having your online resume that shows you can do new media and not just stick to print journalism (Publishing 2.0, 2007). Large corporations also have blogs these days. People who write them work for these organizations and write about the company's news.

Having a blog for traditional media outlets means creating a new audience. Blogs create communities based on interests. In this way, niche media is formed, which is one of the reasons why a newspaper or magazine should want to keep a blog — it enables them to reach a new audience. They can also allow this audience to interact with them directly and to give feedback. These targeted communities that read blogs can also receive targeted advertising that is based on their interests. "A blog is also a media outlet in and of itself, and you can put Google ads on it, or try to

sign up for some kind of ad network which will sell your ads for you. If you're really ambitious, you can even try to sell ads yourself" (Salmon, 2009). With blogging, newspapers and magazines can also invite their readers to write stories for them and get involved in creating content for their print editions, which can lead to increased sales of print editions.

Journalists themselves confess that blogging changes their work approach: "Blogging is changing journalism — at least for those journalists who blog" (Neuman Reports, 2008). A survey done by the Nieman Foundation in 2008 proved that blogging affected journalism. Two hundred journalists from 30 countries representing newspapers and magazines, television and radio, online-only and freelancers participated in the survey. Although respondents from the United States and the United Kingdom were most prevalent, every continent (except Antarctica) was represented. Half of these blogging journalists said their relationship with their audience was "enormously" or "completely" transformed by blogging. Journalists did not need to know their demographic since their readers chose them, and even commented about what stories they wanted to read. Blogging also allows journalists to post updates to their stories with a phone call. Stories in the blogs are also more "live" than in print or broadcast media. "After publication or broadcast, blogging journalists are less inclined to discard a story completely; stories had 'more legs.' Errors and updates get highlighted by readers and fixed. The permanence of the Web means stories are always 'live.'" (Neuman Reports, 2008). Blogging transforms journalism from basic broadcasting or publishing into a more complex conversation.

There are common characteristics of what blogs are, and what should and should not be included in them. First, the language of the blog is more informal than

in a newspaper article. "They can be funny, or serious, or angry; they can be two words or 20,000 words long; they can be pretty much whatever you want them to be, including heavily reported. But they're distinguished by having *voice*, which is one necessary part of a conversation" (Salmon, 2009). The language of the blog is less formal and easier to read. People read text online and differently than text on the printed page. Reading online is often browsing, and often entails skipping through long paragraphs. That is why it is essential to keep online content short and easy to read with the main ideas in bullet points with a lot of visuals.

Marketing for New Media Journalists

The biggest advantage came to people who work with social media in terms of advertising. If they had to pay to advertise in the past, now there are numerous ways of doing this for free or for very little money. Courtney Boyd Myers in her article *New Media: Your Social Media Strategy in 60 Seconds* explains the fastest way to be seen online. The author suggests using Twitter in the first place. She asserts that today this website is even more popular than Facebook. "When you send a Tweet make sure it has a 'stickiness factor.' And remember to keep conversation two ways. Your followers are just as important, if not more important than your mainstream audience, i.e. those people who visit your site daily." (The Next Web, 2010). Boyd Myers also suggests Facebook and LinkedIn for marketing purposes. If the content is visual, it is also necessary to have a Tumblr account. Digg, StumbleUpon and Reddit would be beneficial to use. Responding to the assertion that there may be too many social media websites to manage, the author of the article recommends registering on Postiling – the service that allows tracking of various social media websites. In their book *Advertising Creative*, Tom Alstiel and Jean Grow suggest several websites for online

marketing. They are Technorati.com, delicious.com, ma.gnolia.com, Flickr.com, YouTube.com, Mashable.com, Wikipedia.com, and Squidoo.com. All these social websites will help users to learn about your brand and to recognize it. Two-way communication (such as commenting, posting on the wall, etc.) helps users trust the product more and creates the brand awareness of it.

One of the best examples of advertising on a social media platform was IKEA's use of Facebook. This Swedish furniture company was opening a store in Malmo, Sweden. The company did not have a budget for advertising, so they decided to solve their problem creatively. IKEA hired the agency, Forsman and Bodenfors, who then created a Facebook profile for one of the store's managers and posted pictures from the IKEA showroom on his account. They also created a contest that allowed people to win products by being the first person who tagged their name on the picture. "Before Facebook could take credit for its own wonderful ingenuity in creating the world's most needed Web site, thousands of Swedes were spreading pictures of IKEA showrooms all around the personal galaxy known as their profile pages" (CNET, 2009). This campaign can also be called viral marketing. Viral marketing is basically "word-of-mouth" marketing in the digital world. "One person "infects" several people, who spread the contagion to others, until it's an epidemic of messages. The things that make viral marketing so popular – randomness and lack of structure – are the things marketers hate" (Altstiel, Grow, 2010, p.247). Marketers in a real (not virtual) world try to keep their campaigns well structured and organized. However, for new media, a structure with just one target audience does not work as well. "The more is the better" is the formula that seems to work in an online world.

The more people get the information about the product, the more they will send it to others, and ultimately a larger audience will be reached.

Another example of a viral campaign was performed by The Burger King company. The *Subservient Chicken* is an online page with a person in a chicken costume standing in the middle of a living room. Beneath the screen with the chicken there is a box where site users can type in the commands for the chicken. Thus, the bird performs different actions such as jumping, laughing, crying, and sitting. "Designed by Crispin, the web promotion represents a classic example of viral marketing – promotions that catch on via word-of-mouth rather than a flashy ad campaign on a more established medium such as TV, radio or a magazine" (Steinberg, Vranica, 2004, p.B3). Another example of viral marketing is the *Principles of Beach Relaxation* website made by Corona. A user would not do anything on the website. The site is built so that you have a feeling that you are sitting on the beach in front of the ocean with a bottle of beer in your hand. It also gives you the possibility to watch Corona commercials. Otherwise, it just allows you to experience the regular day you would have at the real beach. "All the activities conformed to the *Principles of Beach Relaxation* as if you were sitting in the beach chair drawing in the sand or squeezing a lime into the bottle or lying back and playing with the cloud or blowing in the bottle to make different sounds" (Altstiel, Grow, 2010, p.247). These ad campaigns help users to recognize the brand and create the good feeling along with it. After you visited The Subservient Chicken and Principles of Beach Relaxation websites, you would have a good impression from The Burger King and Corona beer and will buy their products.

The techniques used for viral marketing can be used for marketing of old media outlets. Viral marketing should also be used for the products that were advertised in the old media in the past. Contemporary media managers should take advantage of viral marketing and make it work for them. In addition to its effectiveness, it is inexpensive to produce. Although it takes some time to come up with the creative idea and then implementing it.

Knowing Your Software

Journalist Tom Foremski in his article for the Silicon Valley Watcher website defines what a journalist should know working with new media. The first thing he talks about is blogging. Every journalist should know how to upload an image to a blog. Giving a text some visual strength always helps. It was useful working in old media too. Adding a link to an online story and finding relevant links to the story a journalist is writing is also "must know" in the digital world. A journalist should also know how to take a picture and edit it for a web page. Web image resolution is 72 dpi (dots per inch) and print resolution is 300 dpi. Foremski suggests journalists should even be familiar with the HTML language since they should be able to embed a code for video, resize it if necessary and fix common problems with HTML. New media writers should also know how to make their stories discoverable online. Finally, a new media journalist should know how to survive in an always-on work day and produce much more content than before (Tom Foremski, 2011). The audience requires information that should be not only instant, but also of a high-quality. Quality information requires not only news, but also pictures and videos along with the text. In this way a user will have the whole picture of an event.

Anne Hart in her book *The Writer's Bible* also notices that journalism has changed since going online. "You no longer write, you produce in HTML. You tag your lines with typesetting code because HTML evolved from typesetters' codes in printing shops. You wrote in hypertext. Now you write in hypermedia. A journalist today has to not only write the story but tag the sentences with a code that formerly was made by the typesetter in the print shop" (Hart, 2001, p.258). Now journalists need new media skills learned from Webmasters. Newspapers do not really hire just journalists anymore. They need "senior content producers" who can create multimedia content and not only write articles. Writing for new media requires a hybrid of certain skills. The first task for journalists is to write effectively. It does not make any difference if the story is published on paper or online. It still should be grammatically correct and informative. Writers should also be familiar with graphic software such as Macromedia Director, Adobe Photoshop, and Illustrator.

CHAPTER V

ABOUT THE WEBSITE

After working as a journalist and an editor, I realized that even media workers do not really know what "new media" is. They are not sure how to define it or how to work with it. They do not know what skills they should have working in a "new media" world and what tools they should be using. That is why I decided to collect information about new media and organize it into one website that practicing journalists can use in their work. The website I created MediaZori.com is a resource for practicing journalists. It contains definitions of new media given by different scientists and resources. The website has articles about new media written by me and also aggregated from other online sources. MediaZori.com has video tutorials for skills that journalists should have working with multimedia products, as well as tutorials for learning what new media is. My website also has a section on careers in new media.

Figure 2

For my website, I chose the name MediaZori.com so that it can be understandable in more than one language. The word *media* is pretty universal and people in different countries know what it means. In the English language, the second part of the name, *zori,* means Japanese sandals made of rice straw. In the Ukrainian language *zori* means *stars*.

For my website, I am using Wordpress, an open-sourced Content Management System (CMS). I chose one of the available themes and adjusted it to the needs of my potential readers.

Based on my previous experience, I felt the need to create a website MediaZori. I have developed an interest in researching new media after working as a journalist and later as an editor of several newspapers. I started to work for the regional weekly newspaper in Ukraine when its website was just starting to develop. There was almost no interactivity on the website, and the print version of the paper was sometimes posted online as late as a week after being available on paper. At that time, in 2000, having a website for the newspaper in Ukraine was still something new and very unusual.

Only after a few years did the number of online newspapers increase drastically. Even though digital journalism was growing, journalists did not know the differences between print and digital media. People who managed newspapers and websites did not think about this difference either. That is why the texts that appeared in the print version of the newspaper were usually posted online. Nobody even questioned the fact that the formats of an article for print and for the web should be different. This still happens a lot in Ukraine.

Multimedia is another big issue for newspapers that have both print and online versions. In the mid 2000s, media managers knew about the existence of multimedia, but they themselves did not know what that was or how it should be implemented. Multimedia experience was brought to Ukrainian newspapers from their European colleagues. The only difference was that Ukrainian journalists as well as their supervisors were not educated how to take a picture with a good positioning, how to shoot and edit a video for a website and how to add audio over it. A lot of Ukrainian media managers knew they wanted their websites to look professional and readable, but they did not know how to get there.

One of the newspapers I worked for was trying to solve the problem of multimedia simply by buying several expensive cameras and giving them to journalists, expecting the journalists to supplement their articles with good quality pictures and videos for the websites.

However, because the journalists were not adequately trained for their new tasks, the finished product did not look good at all. Online articles were simply copies of print articles, but often just with more pictures, and usually the additional pictures were not very good quality since it was difficult for one journalist to get information, take pictures and shoot video at the same time. Videos presented on the website were usually snippets of some press-conferences. These snippets were usually taken out of context and did not have any logical beginning or end.

In the end, I hope to create a community of journalists that will visit my website to share information and discuss ideas. I plan to have a forum to allow for this conversation. MediaZori.com is a multilingual website since the content of the website is important for Ukrainian and Russian journalists. Currently, I am using

Google's translation tool on my website for translating the content, but in the future I will do a manual translation since automated translations are not always reliable.

The website I created is easy to navigate. It has seven sections: home, about, define, jobs, read, video, and contact. The home page is constantly updated with news from the industry. The articles on the home page are written by me or aggregated from other sources. The "About" page tells about my master's project and why I built the website. Definitions of "new media" are presented in the "Define" section. New job postings taken from other sources are posted in the "Jobs" section of MediaZori. Links to other websites with relevant information users can find in "Links". The "Video" section of my website contains different videos that are about new media, as well as tutorials on how to use software for making quality new media products. The "Contact" page is for the users of my website to contact me. They can either email me directly or fill in the form on the website and their message will also go to my inbox.

Other than the news from the field, the information I have on my website is about how journalists can use new media for marketing and what software they should know. My website offers the ideas for writing for the web.

CHAPTER VI

CONCLUSION

Without a doubt, journalism is changing. Today we live in the transition era where the future is not certain. Old paradigms are not working anymore, and some of the new ones are not even here yet. Our language does not have the words to describe the features of new media, but new media has been here for a while and we have to know how to work with it. New media tools help us to produce quality media content with less effort.

The role of the journalist in society has not changed much, and journalists still investigate and provide their audience with news and stories. The practice of journalism is still really important. Journalists gather, filter, analyze and present information for the audience. With crowdsourcing (such as iReport on CNN and the social media involvement) journalists give their audience more information. With all the new media tools, journalists present better stories to their readers – the stories that have not only text content, but also video and pictures (multimedia).

Talking to the audience is definitely one more thing that is changing with the rise of new media. The immediacy journalists are working with now has definitely improved over the years. News events are being published in real time while the events are happening. In the past, journalists were publishing and broadcasting their stories with almost no feedback, but now they are getting immediate responses from their audience. The audience is also becoming a medium in the age of global networked technologies, posting their comments online and creating media themselves. Thus, media is not about only broadcasting anymore; it is about having a conversation, listening more to the needs of the audience and creating a product that

suits this audience the best. Learning new media tools on my website MediaZori.com

will help journalists have that conversation with their audience.

REFERENCES

Altstiel, Tom and Grow, Jean. (2010). Digital. *Advertising Creative.* p.235

Baltatzis, P. (2006). Is Blogging Innovative Journalism? *Innovationjournalism.org*.

Retrieved February 24, 2011, from

http://www.innovationjournalism.org/archive/injo-3-4/baltatzis.pdf

Boyd Myers, C. (2010, December 17). New Media: Your Social Media Strategy in 60

Seconds. *The Next Web*. Retrieved February 24, 2011 from

http://thenextweb.com/socialmedia/2010/12/17/new-media-your-social-media-

strategy-in-60-seconds/

Bradshaw, P. (2011). When Journalists Blog: How It Changes What They Do.

Nieman Reports. Retrieved February 25, 2011 from

http://www.nieman.harvard.edu/reportsitem.aspx?id=100696

Culture and Recreation – When was the First Newspaper Published? (2011). *Enotes*.

Retrieved February 27, 2011 from http://www.enotes.com/history-fact-

finder/culture-recreation/when-was-first-newspaper-published

Definition of: New Media. (1981-2011). *PcMag Encyclopedia*. Retrieved November

23, 2010, from

http://www.pcmag.com/encyclopedia_term/0,2542,t=new+media&i=47936,00

.asp

Emery, Michael; Emery, Edwin; Roberts, Nancy L. (1996). *The Press and America:*

An Interpretive History of the Mass Media, 8th ed. Allyn and Bacon, Boston,

Massachusets

Foremski, T. (2008, March 31). Ten Basic New Media Skills Journalists Need To

Know. *SiliconValleyWatcher*. Retrieved March 5, 2011 from

http://www.siliconvalleywatcher.com/mt/archives/2008/03/ten_basic_new_m.
php

Gilmor, D. (2010, August 26). Who's a Journalist? Does That Matter? *Salon*.
Retrieved March 12, 2011 from
http://www.salon.com/technology/dan_gillmor/2010/08/26/who_is_a_journali
st

Goshay, C. (2011, March 14). Social, Traditional Media are Crucial Tools in Mideast
Uprising. *CantonRep.com*. Retrieved March 14, 2011 from
http://www.cantonrep.com/carousel/x904837068/Malone-panelists-say-social-
and-traditional-media-are-crucial-tools-in-uprisings

Hart, Anne. (2001). *The Writer's Bible.* Authors Choice Press, Lincoln, Nebraska

http://www.concernedjournalists.org/node/290

Jones, Steve. (2003). *Encyclopedia of New Media: An Essential Reference to
Communication and Technology.* The Moschovitis Group, New York, New
York

Karhula, P. (2011, February 28). What is the Effect of WikiLeaks for Freedom of
Information? *IFLA*. Retrieved March 14, 2011 from
http://www.ifla.org/en/publications/what-is-the-effect-of-wikileaks-for-
freedom-of-information

Karp. S. (2007, May 22). Every Newspaper Journalist Should Start a Blog. *Publishing
2.0*. Retrieved February 24, 2011 from
http://publishing2.com/2007/05/22/every-newspaper-journalist-should-start-a-
blog/

Kawamoto, Kevin. (2003). *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*. Rowman & Littlefield Publishing Group, Inc., Lanham, Maryland

Kay, Alan and Goldberg, Adele. (1977). Personal Dynamic Media. *The New Media Reader.* p. 392

Kelly, Martin. (2011). Zenger Trial. *About.com*. Retrieved March 31, 2011 from http://americanhistory.about.com/od/colonialamerica/a/Zenger-Trial.htm

Krasne, A. (2005, December 22). What is Web 2.0 Anyway? *TechSoup*. Retrieved March 14, 2011 from

http://www.techsoup.org/learningcenter/webbuilding/archives/page9344.cfm

Kyrnin, J. (2006). What is Web 2.0? *About.com*. Retrieved March 14, 2011 from http://webdesign.about.com/od/web20/a/aa021306.htm

Manovich, Lev. (2000). *The Language of New Media.* The MIT Press, Cambridge, Massachusets

Matyszczyk, C. (2009, November 24). IKEA's Brilliant Facebook Campaign. *CNET*. Retrieved February 24, 2011 from http://news.cnet.com/8301-17852_3-10404937-71.html

Meyer, Philip. (2011). The New Precision Journalism. *The University of North Carolina at Chapel Hill*. Retrieved March 31, 2011 from http://www.unc.edu/~pmeyer/book/Chapter1.htm

Nelson, Theodor H. (1970-1974). Computer Lib/Dream Machines. *The New Media Reader.* p.301

New Media, Old Media. (2010, May 23). *Pew Research Center Publications*.

Retrieved November, 23 2010, from http://pewresearch.org/pubs/1602/new-

media-review-differences-from-traditional-press

New Media. (2001-2011). *TechTarget*. Retrieved November 23, 2010, from

http://searchsoa.techtarget.com/sDefinition/0,,sid26_gci213507,00.html

New Media. (2011). *Webopedia*. Retrieved November 23, 2010, from

http://www.webopedia.com/TERM/N/new_media.html

O'Reilly, T. (2005, December 30). What is Web 2.0. *O'Reilly*. Retrieved March 23,

2011 from http://oreilly.com/web2/archive/what-is-web-20.html

Old Media vs. New Media: Battle to the Death? (2009, July 1). *Old Media, New

Tricks*. Retrieved November 23, 2010, from

http://www.oldmedianewtricks.com/old-media-vs-new-media-battle-to-the-

death/

Pavlik, J. V. (2001). *Journalism and New Media*. Columbia University Press, New

York, New York

Penn, C. (2008, September 4). Social Media and New Media are Not the Same.

Awaken Your Superhero. Retrieved February 24, 2011 from

http://www.christopherspenn.com/2008/09/social-media-and-new-media-are-

not-the-same/

Perrone, Jane. (2004, May 20). What is a Weblog? *The Guardian.* Retrieved March

31, 2011 from http://www.guardian.co.uk/technology/2004/may/20/weblogs

Rendall, S., Hart P., Hollar J. (January/February, 2006). 20 Stories That Made a

Difference. *Fair*. Retrieved March 1, 2011 from

http://www.fair.org/index.php?page=2816

Rogers, T. (2011). A (Brief) History of Print Journalism in America. *About.com*.

Retrieved February 27, 2011 from

http://journalism.about.com/od/ethicsprofessionalism/a/printhistory.htm

Salmon, F. (2009, July 10). Notes on Blogging for Journalists. *Reuters*. Retrieved

February 24, 2011 from http://blogs.reuters.com/felix-

salmon/2009/07/10/notes-on-blogging-for-journalists/

Schofield, J. (2008, June 2). iReport: Now Anyone Can Be a Journalist. *Guardian*.

Retrieved March 14, 2011 from

http://www.guardian.co.uk/technology/2008/jun/02/ireport

Steinberg, Brian and Vranica, Suzanne. Burger King Seeks Some Web Heat. The

Wall Street Journal. 15 April 2004 (p.B3)

What is Journalism? Who is a Journalist? Forum Summary. (1997, November 6).

Committee of Concerned Journalists. Retrieved March 12, 2011 from

http://www.concernedjournalists.org/node/290

VITA

Graduate School

Southern Illinois University

Olesya Kravchuk   Date of Birth: August 2,

1980

405 E College Str., apt. 243, Carbondale, IL 62901

10/141, Kyivska Str., Ternopil, 46023, Ukraine

olesya80@gmail.com

Ternopil State Pedagogical University, Ternopil, Ukraine
Young Specialist Degree in English Language and Literature, June 2002

Special Honors and Awards:
        Awarded Fulbright Scholarship, Summer, 2009

Research Paper Title: Change in Journalistic Practices in the Age of Global
Networked Technologies

Major Professor: Robert Spahr