New Media Journalism

Links

For a complete list of related links see:

http://homepages.uel.ac.uk/U.Krautmacher
> External Links

or

http://del.icio.us/UELuk/MewMediaJournalism
1. What defines New Media and how does that relate to Journalism Practices?

2. Can the Internet be considered as a mass medium?

3. What distinguishes New Media Journalism from old Media Journalism?
**New Media Theory & Journalism**

**Lev Manovich: The Language of New Media**

"To understand the logic of new media, we need to turn to computer science."

*Manovich, Lev (2001)*

*The Language of New Media*

**Definition of New Media**:  
- Numerical Representation  
- Automation  
- Variability

**New Media Theory & Journalism**

- **Numerical Representation**
  Information is translated to numbers

  The computer - used as a typewriter - translates words into binary code without even bringing it to the journalist's attention.

*Manovich, Lev (2001)*

*The Language of New Media*

*MS 1304 From Text to Hypertext*
New Media Theory & Journalism

- **Automation**
  "human intentionality can be removed from the creative process, at least in part."

  Examples from Word Processing:
  auto-formatting, lay-out-templates, spell-check, excel table-calculations

  Manovich, Lev (2001)
  The Language of New Media

New Media Theory & Journalism

- **Variability**
  "A new media object (...) can exist in different, potentially infinite versions."

  Example: Dynamic web-sites generated from databases; might change work practices of journalists

  Manovich, Lev (2001)
  The Language of New Media
The Internet - a Mass Medium?

- Network medium v mass-medium; Rheingold: "A patchwork product"

- 'Mass society' -> 'mass medium' do not reflect complexities of society

"As technology changes and media converge, research categories (of mass media) must become flexible."

The Internet - a Mass Medium?

- Example for the playfulness of the Internet: 'Podcasting' (combination of ipod and broadcasting)

"What becomes clear is that neither mass nor medium can be precisely defined for all situations, but instead must be continually rearticulated depending on the situation."


The Internet - a Mass Medium?

- Media corporations have a huge interest in defining and employing the Internet as a traditional 'mass medium'

The Internet - a Mass Medium?

- Being technically a one-to-one medium, the Internet turns (sometimes) into a traditional mass-medium; example: 9/11

How Google transformed from a search-engine to a major information-portal

New Media Journalism

New Media **Theory** & Journalism

**The Internet - a Mass Medium?**


MS 1304 From Text to Hypertext
"The advent of cyberspace will inevitably impact on the factors which show how journalism gets done - and may well even colour how we define what journalism is." (Dahlgren in: Deuze 2001)

Theorising New Media Journalism

New Media Journalism embraces the network character of the Web and the variability of digital media:

- Hypertextuality
- Multimediality
- Interactivity

New Media Practice & Journalism

1. Benefits of the Internet
2. Quality of Web based journalism
3. How can journalists make a living in the 'gift culture'
4. New Modes of Reading - new modes of writing? Do journalists have to learn how to write for the Web?
New Media Practice & Journalism

Benefits for Journalists

- The WWW offers a huge potential for education and training; Example from UEL: Rising East http://www.uel.ac.uk/risingeast/
- The WWW is a vast research field for journalists

Quality of Online Journalism Products

- Traditional mass-media have a set of rules and mechanisms to assure quality; on the Internet, quality assurance is mostly placed on the user/reader
- Offline and Online journalism bases on the same ethic principles UK Code of Journalism Ethics http://www.uta.fi/ethicnet/ukindex.html

Quality of Online Journalism Products

- Online Journalists need to take into account:
  - Editorial responsibility for selection of hyperlinks
  - Legal responsibility for external links?
  - Readers might not get the context (selective reading)

Making a living in the 'Gift-Culture'

- Unlimited availability has always been a defining feature of the Internet and the WorldWideWeb
- Gift-Culture: benefiting from equally giving and taking
- Today, eCommerce is slowly but surely making its way to a substantial economic platform
New Media Practice & Journalism

Making a living in the 'Gift-Culture'

- Today's online publishing practice: giving little for free, giving more for money
- Last year, publishers were making profit from online business for the first time


New Media Practice & Journalism

New modes of reading - new modes of writing?

- How to read 'Hypertext'? The Internet is different from linear media: variability, hyperlinks, wealth of information
- Dan Harries: "‘Viewers’ are the new ‘connected consumers’ who find entertainment pleasure in the multitasking activities being promoted through their pc and tv screens."

New Media Practice & Journalism

New modes of reading - new modes of writing?

• How do people read on the Web? Jacob Nielsen: "They don't" - They scan the page!

• Text for the Web needs to be written in a way that allows people to scan it

Scannable text (J. Nielsen):

- highlighted keywords
- meaningful sub-headings
- bulleted lists
- one idea per paragraph
- the inverted pyramid style
- half the word count

Nielsen, Jacob (1997) 'How users read on the Web', Alertbox, [online]
New Media Practice & Journalism

New modes of reading - new modes of writing?

- Many useful tips online and in special books
- 1200 links for Internet writers:
http://www.internetwriter.co.uk/chapters/index.htm

Writing for the Internet

Blogs and Journalism
"Blogs will drive a powerful new form of amateur journalism as millions of Net users take on the role of columnist, reporter, analyst and publisher while fashioning their own personal broadcasting networks."


1. **What** is a Blog?

2. **Why** do people write/read Blogs

3. Blogs - a new form of **journalism**?

4. **Example**: The London bombings

5. **Concluding** thoughts: The age of participatory media
**Blogs and Journalism**

**What is a blog?**

Jeff Jarvis, blogger:

"A blog is merely a tool that lets you do anything from change the world to share your shopping list."


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**Blogs and Journalism**

**What is a blog?**

- "Blog" = Web Log(ging); a particular Web-genre of interactive diaries

Blogs and Journalism

Common blog features

- reverse chronology
- unfiltered content
- comments
- links
- informal attitude
- appropriated text/pictures
- (unemotional, informational look of a dynamic website)


Why do people write blogs?

- Creative freedom
- Instantaneity
- Interactivity
- Lack of marketing constraints
- Unmediated quality

Blogs and Journalism

Why do people write blogs?

- Conversational need?

Doc Searls, senior editor for Linux Journal:

"I don't want an audience. I feel I'm writing stuff that's part of a conversation. Conversations don't have audiences."

Blogs - a new form of journalism?

"Blogs will supplement, not supplant, traditional media."

Doc Searls: "Weblogs will inform old media. They will increasingly be a source of information that traditional media will rely on."
Blogs and Journalism

Blogs - a new form of journalism?

"Strengthening the public discourse, and strengthening democracy, is indeed the common ground shared by professional journalists, bloggers, wikipedians and others involved in the creation of grassroots media."


Blogs - a new form of journalism?

"Blogging won't wipe out journalism, for the simple reason that journalism requires skills and resources that bloggers will never have. But it will improve the practice of our trade."

**Blogs and Journalism**

**Blogs - a new form of journalism?**

"I prefer the term participatory media for the blogger’s practice of actively highlighting and framing the news that is reported by journalists, a practice potentially as important as - but different from - journalism."


**Example: The London Bombings 07/2005**

The pathway of an iconic picture: Camera Phone - Blog - Wikipedia - AP - BBC

Blogs and Journalism

Links for Blog Enthusiasts:

• http://www.blogger.com
• http://www.wordpress.com
• http://www.typepad.com
• London-Bloggers:
  http://londonbloggers.iamcal.com/
• UK based blogger site
  specialised in mobile phone
  photography:
  http://moblog.co.uk/index.php

The age of 'participatory media'

• Grasroot journalism:
  handmade newspapers, video-
  screenings, public-access radio
  and tv, community broadcasting

• Open-source movement and
  countercultural activists have
  established a 'perfect' platform
  for free forms of expression: the
  Internet
The age of 'participatory media'

- Blogs, Wikis & Podcasts are online narrative genres that remediate recent forms of 'participatory media'

- These genres revive the idea of the 'empowerment of the reader' by new media

suggested literature

Hugh Hewitt

Blog: Understanding the Information Reformation

We've Got Blog
suggested literature

1. Essential Blogging
2. We the Media
3. The Vanishing Newspaper
Political structures need to change. They will emerge from people acting and communicating in the present, not talking about a fictional future.