

CHANGING CONCEPTS OF NEWS

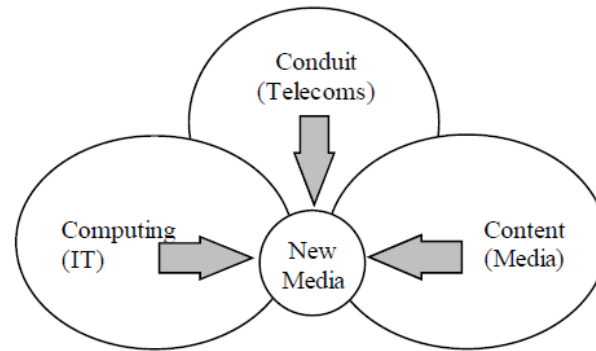
Lecture 1

MEDIA CONVERGENCE

- ◉ Good writing is still the cornerstone for all media.
- ◉ Lines between print and broadcast news are blurring.
- ◉ The mixture of media is called “convergence” (multimedia, integrated media.)

THE DIGITAL CONVERGENCE OF NEWS MEDIA

The rise of digital communication in the late 20th century made it possible for media organizations to deliver text, audio and video material over wired, wireless or fiber-optic connections. It inspired some media organizations to provide multimedia information.



CROSS-PROMOTION

- a TV Station would cooperate with a newspaper by telling viewers to read more about the story in tomorrow's newspaper and newspaper would promote something on TV station.
- Video 9:12

CONVERGENCE

- ◎ www.lawrence.com
- ◎ Look upon business as an “information business” not merely a newspaper or a cable.
- ◎ beat

FUTURE NEWSROOM



CHANGING DELIVERY OF NEWS

- ◉ Constant changes in technology developed new terms related to forms of delivering news.
- ◉ Blogs: is a short for weblog
<http://fahmyhoweidy.blogspot.com/>

CHANGING DELIVERY OF NEWS

- ◉ Podcast: a digital media information in audio or video form distributed over the Internet for use on a portable media player such as an iPod and MP3 player.
- ◉ Pod (portable on demand)

CHANGING DELIVERY OF NEWS

- ◉ RSS: stand for “Real Simple Syndication” to receive certain blogs or Podcasts regularly by subscribing to a site using a Web feed reader called an “aggregator” that will compile and deliver them to you.
- ◉ Aggregator: a software that compiles web sites that you want delivered to you regularly and pushed them to you via e-mail or downloads them into a portable media player.

ECONOMIC CHANGES IN MEDIA

The changing face of the media isn't just in the content and delivery of news:

- ⦿ Economic forces created significant changes in major media companies at the start of the 21st century.
- ⦿ Newspaper circulation was declining.
- ⦿ Media companies demanded cuts in staff and resources.

CHANGES IN ONLINE NEWS

The Web has changed the nature of news in other ways:

- ◉ Continual deadlines
- ◉ Interactive content
- ◉ Related links
- ◉ Nonlinear structure
- ◉ Databases
- ◉ Personalized journalism
- ◉ Specialized beats

CITIZEN JOURNALISM

- ⦿ The Web.
- ⦿ Declining circulation.
- ⦿ A form of reporting that involves readers in planning the news based on their concerns (user-generated content)

THE COACHING METHOD

This book aims to serve as a writing coach by anticipating the problems writers might have and offering solutions.

1. Conceive the idea.
2. Collect.
3. Construct.
4. Correct.

QUALITIES OF NEWS

- ◉ News is a timely account of a recent, interesting, and significant event.

traditional qualities of news stories:

1. Timeliness
2. Proximity
3. Unusual nature
4. Human interest
5. Conflict
6. impact

QUALITIES OF NEWS

additional qualities:

1. Helpfulness
2. Celebrities
3. Entertainment
4. Issues or problems in the community
5. trends