

Convergent Journalism An Introduction

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Convergent Journalism: An Introduction is a pioneering textbook that will teach you how to master the skills needed to be a journalist in today's converged media landscape. This book shows you what makes a news story effective, and how to identify the best platform for a particular story, whether it's the Web, broadcast or print.

Convergent Journalism: An Introduction

Convergent Journalism an Introduction explains what makes a news story effective today and how to recognize the best medium for a particular story. That medium may be the web, broadcast, radio, or a newspaper or magazine - or, more likely, all of the above.

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"Convergent Journalism: An Introduction explains what makes a news story effective today and how to recognize the best medium for a particular story. That medium may be the web, television, radio, newspaper, magazine - or, more likely, several of the above. This text will explain how a single story can fulfill its potential through any media channel.

Convergent journalism : an introduction - DFO

10Multimedia Journalism: Putting It All Together 147 Stephen Quinn, Professor of Journalism Multimedia Skills 156 The Multimedia Process 157. 11Multimedia Advertising 163 Michael Hanley, Assistant Professor of Journalism Advertising De?ned 164 A Little Bit of History 165 A New Electronic Mass Medium Is Born 166.

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Convergent Journalism: An Introduction, 2nd Edition [Book]

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some basic chapters on the »emergence of convergence« (chapters 1 and 2) and the underlying »busi-. ness and revenue models« (chapter 3), continuing with a discussion of the specifics of »convergent. journalism and multi-media storytelling« (chapter 3), followed by some »case studies« (chapter 5).

Convergent Journalism An Introduction

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Convergent Journalism an Introduction [Book]

Convergence journalism is a modern form of journalism that focuses on the public's demand for easily accessible news, which can be easily searched in various mediums and outlets. The Internet has assisted in getting this form of journalism off the ground.

Convergent Journalism an Introduction: Writing and ...

Convergent Journalism: An Introduction is the pioneering textbook on practicing journalism in the 21st century, now in its third edition, offering chapters by industry experts covering key components for today's converged media landscape.

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