

CONTENT MODULE 1

THE ROLE OF DIGITAL JOURNALISM IN MASS MEDIA INTEGRATION PROCESSES¹

Plan

1. *Study of theoretical material.*
2. *Performance of a practical task.*
3. *Blitz test.*

Topic 1. Task 1

Read the article "Print Journalism Vs Digital Journalism: Which is Better?"

<https://aaft.com/blog/mass-communication/print-journalism-vs-digital-journalism-which-is-better/>. Find and write down the answers to the questions:

- What is journalism?
- What is special about print media journalism?
- At the expense of what print media withstand competition with new media in conditions of digitization?
- What is another name for digital journalism?
- What are the advantages of digital media?
- Why do successful media companies tend not to abandon both types of journalism?

Discuss what you wrote down with other students. Add your own thoughts to the article summary (no more than two paragraphs).

Submit the file for review (in pdf format).

Topic 1. Task 2

Explore how one of these newspapers (of your choice) works on the Internet and various social networks:

- New York Post
- Los Angeles Times
- Star Tribune
- USA Today
- Newsday

Prepare a presentation about it (no more than 10 pages in total), starting with the website and the electronic version of the paper edition (you can find the appropriate section on each site).

Convert the presentation file to pdf and submit for review.

Topic 1. Task 3

Explore how american FOX Broadcasting works on Facebook.

Formulate at least 5 techniques that is helping it to maintain effective communication with the audience thanks to the capabilities of this digital platform.

¹ Для студентів, які не можуть виконувати завдання англійською мовою, на Moodle є допоміжний файл із перекладом завдань. Відповіді можете надсилати українською.

Look at the site of this company, find information about other social networks in which it is present. Find a message similar to what you saw on Facebook (same information) on one of the other digital platforms. Compare and tell what is the difference and what causes of it, in your opinion.

Topic 1. Task 4

Explore how UK's Radio Gold works on Facebook.

See also its site. On the example of 1-2 publications describe the techniques of using multimedia typical for this media.

Think and say how a Facebook page helps to promote a radio product.

Convert the answer file to pdf and submit for review.

Test questions:

- What attitude towards traditional and digital varieties of journalism is typical for modern media?
- What is another name for digital journalism?
- What is the main purpose of using the maximum variety of channels by the editors of the Internet publication?