

1.the increased
mobility also allows
journalists to



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1. THE ADVANTAGES Mobile journalism offers numerous advantages for news organizations.

These benefits, however, will only materialize if journalists are well trained for going mobile. Mobile journalism saves money. A good, state of the art mobile journalism kit costs less than USD\$1,000. Also, you don't need a large crew and you can make savings on production costs.

2. MOBILITY Large crews and heavy equipment are no longer needed to report on stories: Journalists with smartphones can be quicker and can report first during breaking news situations. Increased mobility also allows journalists to access places previously inaccessible, either due to bans on journalism, or a natural occurrence.

3. SAFETY The safety of journalists is enhanced. Using a smartphone instead of big and heavy reporting equipment allows them to be less noticeable and better able to blend in with the crowd.

4. 4K QUALITY The newest generations of the iPhone, starting with the iPhone 6S, allow you to shoot, edit and upload 4K video. Mobile journalism is no longer bound by limited quality. While most TV news cameras and editing systems are still HD, mobile devices provide 4K quality.

Smartphones are now able to shoot in 4K, a resolution four times higher than HD content. From the ability to conduct a three-camera live interview on location using just a three-person crew with iPads to the ability to add graphics, use drones, or even film in 4k resolution or ultra HD, apps and accessories are constantly being developed that will enable journalists to leverage the technological interactive features in their mini computers that are

mobile phones and tablets. 5. LIVE STREAMS Smartphones can broadcast live in a simpler and less expensive way than traditional equipment, and livestream apps have made the process easy. Reaching real-time audiences is a key consideration for newsrooms, as is the ability to measure content performance through real-time statistics. Live streaming through social platforms allows journalists to engage with their audience while broadcasting.

Choose the right app based on your broadcasting needs, target audience, and technical costs, amongst other criteria. 6. MAKES THE JOB EFFICIENT

Mobile journalists can transmit direct to the newsroom. One click and the newsroom has a full news story delivered by email or shared through the cloud. Also, with the right training the journalist can be their own cameraman, editor and designer.

7. THE IMPACTS ON STORYTELLING” It is also thought that media outlets can obtain more videos of unexpected events because Journalist carry a mobile in their pocket”: Jokela, Vataja and Koponen, 2009, (page 51).

Smartphones have opened the door to audio-visual storytelling for millions of people who want to inspire positive action and create social impact.

One mobile phone. That’s all you need to be a mobile journalist, or a mojo, as practitioners call themselves. If they have been attracting attention for several years, starting wasn’t particularly easy. As mobile phones’ cameras and audio recorders improved, the internet saw a huge increase in the number of amateur videos uploaded to platforms like YouTube.

But in some newsrooms, a few tech-savvy journalists saw the opportunity to use their mobiles as a reporting tool. From capturing and sharing photos,

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audio and video, to editing content and streaming live, smartphones can complement traditional storytelling tools and allow you to reach audiences in new and innovative ways. In principle in today's digital sphere we tell stories in short and compact mini-formats, which we link and as such extend. One important finding is: You can only understand and learn more of this exciting new digital way to tell stories and link knowledge, if you work with it hands-on.

You can't just theorise about it. Short clips and stories, in real-time, multimedia, produced on mobile only and almost instantly shared on social media. After firstly interviewing 11 reporters, Finnish Journalist Panu Karhunen found that journalists were able to physically tell stories that would have been impossible with a large TV camera and multi-person crew, while capturing more genuine and intimate content.

7. EASE OF HANDLING THE EQUIPMENT

With smartphone cameras becoming ever more sophisticated and with the right apps and strong skills, journalists are ready to start experimenting. To enhance quality and advance the mobile journalism experience, mobile journalists can use hardware add-ons and adapt the basic mobile journalism kit to a cutting edge setup tailored for any specific need.

(Mobile Journalism, p 17) The smartphone, a device barely larger than the viewfinder on a professional ENG camera, has begun turning the video newsgathering world upside down. It is so small, mobile and easy to use that dedicated videographers are not needed to operate it. (Reporters who shoot their own video are known as VJs—video journalists, and mojos—mobile journalists.) Large crews and heavy equipment are no longer needed to

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report on stories: Journalists with smartphones can be quicker and can report first during breaking news situations. Increased mobility also allows journalists to access places previously inaccessible, either due to ban on journalism, or a natural disaster. Mobile journalists can transmit direct to the newsroom. One click and the newsroom has a full news story delivered by email or shared through the cloud. Also, with the right training the journalist can be their own cameraman, editor and designer.

Mobile journalism saves money. Also, you don't need a large crew and you can make savings on production costs. 8. THE PERFORMANCE The "all-in-one-device" feature of smartphones can increase the geographical and physical accessibility.

Due to the new network technology and constantly developing applications, a mobile journalist can work entirely on location. A journalist is able to shoot and edit videos, take photos, write stories and send the finished packages straight from the field to the newsroom. It is also possible to distribute live broadcasts from a smartphone to social media platforms or the media outlet's own website.

When the bad weather hits and homes and businesses are flooded we can field five or six times as many cameras as our opposition. We are able to get really close to the people affected and our stories are more powerful as a result. Whenever you pull out a (full-sized) television camera, you become the center of attention. With a small digital camera, you can get a lot more footage by being discreet (Stone, 2002). The most obvious advantage of mobile is that a journalist can stay at the location and keep producing edited

updates as the story breaks. This will become more important as journalists begin to produce more video and their video editors become inundated with media. Think of the mojo as like the Swiss army knife.

It is useful if you are alone in the forest and have to fend for yourself. Better to have this tool rather than nothing. The same applies for breaking news: a mojo is perfect for breaking news, for getting multi-media onto a web site from the scene of the action.

9. THE FUTURE OF MOJO REVOLUTION Technological advancements in mobile phones are changing the way journalists report live news and stories. Improved speed and capacity has provided reporters to share online content million times more powerful than before. News gathering potential boost is due to increased mobile phones equipped cameras and it made livestreaming of videos, photos and other content relatively way more easy. Video is expected to account for 70% of mobile traffic within the next five years, driven by faster 4G roll outs and upgrades to LTE-advanced that deliver 5G-like services and 1.

3G/second Wi-Fi connectivity. Mobile video (both editorial and advertorial) is expected to reach US\$25B globally in 2021. Audiences are now authoritative news gatherers, editors, publishers and distributors. They are in the right place at the right time and have, in the palm of their hands, the technology needed to capture, edit and publish news that appeals to today's video-hungry viewers. In addition to search and social, which are fairly obvious trends for journalists at this point, there are some other noteworthy technological advances for journalists as well. Mobile is a huge change, and

one that advertisers keep in mind. As far as journalists are concerned, the most important aspect of mobile, is mobile summaries. Whether you use an app to summarize articles for mobile, or have people do it, as some publishers have opted, mobile summaries are a must.

Many people claim journalism is dying. As someone who has made a living off of writing online, I dispute that. While the days of working in newsrooms straight out of college may be over, the internet has opened doors that never before existed. If journalists stay current in digital trends that are transforming their field, then they will likely stay working.

10. THE ROLE OF SOCIAL NETWORKING SITES. Social networks are not just useful tools for journalists, they are also powerful new aggregators and distribution networks, which threaten to further disrupt the already uncertain economics of the internet. The click and link economy has tended to work against traditional publishers, disaggregating content and allowing search engines and web portals to take a significant slice of the available revenues. Now, social networks like Facebook are becoming the portals of the twenty first century: a key starting point for web journeys and a place where audiences are spending more and more time. The popularity and time spent with social networking sites is changing the way people spend their time online and the way in which they share and interact in their daily lives.

This is creating new challenges for the media and advertising industries. Social networks provide competition to traditional publishers for consumer attention and at the same time they are opening up new ways of engaging and connecting with audiences. It is important to note that the usage of social

sites is highly uneven. A recent Harvard business school survey found that 10 percent of twitter users generate more than 90 percent of the content and most people have only 'tweeted' once.

This suggests that many people are using twitter more as a one way publishing service than a two way, peer to peer communication network.

There are three key reasons for the growth of news and information in social networks: 1. Facebook created a news and activity feed in September 2006, which has become a default setting on a user's homepage.

This has encouraged more linking to mainstream news sites. It has since made it easier to include links and recommendations from other news related sites. 2. Mainstream audiences are now using social networks and they have brought their interests and preoccupations, including the sharing of news. Facebook's dramatic growth in global audience (December 2007–December 2008) came from people aged.

3. Websites have provided icons or buttons to allow easy sharing and linking and otherwise promoted social networks. Audio video integration with YouTube has proved a huge boon because of the younger demographic; now news sites are doing the same. Newspapers and media companies have started to establish specialist marketing groups to exploit and monitor the impact of content in these spaces.