

Multimedia

Foundations of Journalism

Emerson College

Spring 2013

Convergence

- Media is heading more toward convergence
 - Creating content for more than one platform/media.
 - The ability to be multi-dimensional makes a journalist more valuable
 - Becoming an expectation

Multimedia

- Incorporates all possible facets of storytelling
- Elements should complement each other, not overlap
- Important to adapt a multimedia mindset
 - What format is best for the story?

Terms

- All of these refer to Web-related journalism:
 - Digital
 - Online
 - New Media

Multimedia

- Space is **CONSTANTLY** evolving.
 - Tech will change, mindset is transferable.
- Non-linear
 - Readers expect to jump around.

Writing for Web

- Basics hold true REGARDLESS of platform.
 - Clarity
 - Be direct.
 - Tight
 - Just because there's no fixed length doesn't mean you can ramble
 - Accuracy
 - Trust
 - Ledes

Writing for Web

- Online incorporates new technology + traditional skills.
- *Slightly* less formal than print.
 - A little more room for voice.
- Not as conversational as broadcast.

Multimedia Journalism Elements

- Text
- Photo
- Audio
- Video
- Community
- Graphics

Multimedia Journalism Elements

- Text
 - Any written elements of a story, but the term “text” as a standalone usually refers to a written piece.
 - Basically what would traditionally be considered “print”
 - Multiple uses:
 - News
 - Commentary
 - Blogging

Multimedia Journalism Elements

- Text
 - Pros:
 - Simple
 - Cheap
 - Writer does not need to rely on other storytelling tools/tech.
 - Good for commentary/analysis/background
 - Easy to access from anywhere
 - Can include links (Interactive element/“More than one layer”)
 - Voice

Multimedia Journalism Elements

- Text
 - Cons:
 - Basic
 - Flat
 - Low-tech
 - Limited
 - Heavy editing may be necessary

Multimedia Journalism Elements

- Text
- Photo

Multimedia Journalism Elements

- Photos
 - Pros:
 - Captures a single moment
 - Visual conveys in a way text cannot
 - Simple
 - Lower cost
 - Minimal time/editing necessary

Multimedia Journalism Elements

- Photos
 - Cons:
 - Often supplemental
 - Images are not always compelling
 - Can get repetitive
 - Capture images only

Multimedia Journalism Elements

- Text
- Photos
- Audio

Multimedia Journalism Elements

- Audio
 - Pros:
 - Captures multiple voices
 - Hear it for yourself
 - Can provide information quickly
 - Doesn't require full attention to listen

Multimedia Journalism Elements

- Audio
 - Cons:
 - One dimensional
 - Sound can be hard to get/background noise
 - Editing can be timely
 - Information can be missed by listener
 - File size

Multimedia Journalism Elements

- Text
- Photo
- Audio
 - Audio slide show

Multimedia Journalism Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video

Multimedia Journalism Elements

- Video
 - Pros:
 - Directly observe the action
 - Can include multiple voices and images
 - Combines audio and visual
 - Stand alone or narration
 - Potential for creative storytelling

Multimedia Journalism Elements

- Video
 - Cons:
 - Expensive
 - Editing can be time consuming
 - Limited by what the camera captures
 - Journalist's voice may be limited
 - Largest file size

Multimedia Journalism Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video
- Community
 - Social Media

Multimedia Journalism Elements

- Community
 - Pros:
 - Allows your audience to respond/interact
 - Traffic boost/potential to go viral
 - Engage audience
 - A personally Multimedia experience for user
 - Resource for newsgathering/reporting
 - Can provide another layer to story

Multimedia Journalism Elements

- Community
 - Cons:
 - Negativity
 - Verifying information can be difficult
 - Need to moderate/monitor
 - So much information out there

Multimedia Journalism Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video
- Community
 - Social Media
- Graphics

Multimedia Journalism Elements

- Graphics
 - Pros:
 - Visual
 - Data illustration
 - Often Multimedia
 - Growth area

Multimedia Journalism Elements

- Graphics
 - Cons:
 - Advanced graphics require technical know-how
 - Won't work for all stories
 - Not always visually compelling
 - Text often needs to be limited

Multimedia Journalism Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video
- Community
 - Social Media
- Graphics
 - Data
 - Maps