Online Journalism and Multimedia:
A brief overview from the classroom to the newsroom practices

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“All those technologies make us anti-social...”
Technologies
Media
Share of individual reading or downloading online news, newspapers or magazines in Great Britain from 2007 to 2020
Proportion that use different sources of news/election news in the last week of campaign (general election 2019)

Source: Reuters Digital News Report
72% accessed at least one news website site during the campaign

16 minutes of news content read by the average user per week

But... news makes up just a fraction of time spent on the internet

Source: Reuters Digital News Report
Reach of specific websites during campaign

Source: Reuters Digital News Report
Reach and time spent with apps during the campaign

Source: Reuters Digital News Report
% using for news

Source: Reuters Digital News Report 2020
% using for news

Source: Reuters Digital News Report 2020
Source: Reuters Digital News Report 2020
The multimedia CMC (computer mediated communication) drives us to the so called Online Journalism
Online Journalism main dimensions
Online Journalism main dimensions
multimediality
Online Journalism main dimensions

multimediality

hypertextuality
Online Journalism main dimensions

multimediality

hypertextuality

interactivity
Online Journalism main dimensions

multimediality
hypertextuality
interactivity
convergence
Online Journalism main dimensions

multimediality
hypertextuality
interactivity
convergence
instantaneousness
Online Journalism main dimensions

multimediality
hypertextuality
interactivity
convergence
instantaneousness
ubiquity
Online Journalism main dimensions

multimediality
hypertextuality
interactivity
convergence
instantaneousness
ubiquity
personalisation
Online Journalism main dimensions

multimediality
hypertextuality
interactivity
convergence
instantaneousness
ubiquity
personalisation
memory
text
photos
static infographics

sound

video
sound
static/dynamic infographics
text
hipertext (in/out)
photos
dynamic photogaleries
static/dynamic infographics
sound
video
interactive graphics/videos
data journalism
contents for social media
(stand-ups, stories, photos,...)
A Menu for the Classroom in Online Journalism

text
hipertext (in/out)
photos
dynamic photogalleries
static/dynamic infographics
sound
video
interactive graphics/videos
data journalism
contents for social media
(stand-ups, stories, photos,...)
For several reasons (economic, political, social, cultural,...),
the online versions of news media tend to be produced online anchored in the type of media from which they come from.
The online news platforms (even the digital native ones) tend to follow a kind of ‘shovelware’ using, mainly, the type of resources they have in their offline versions. All the rest... is very often accommodate in a Multimedia Menu
In a short advice for my students, I use to say that
“all the reports for a news website are,
potentially, **Multimedia**”
When they go out reporting, they have to register text, video, photos in different formats, sounds, numbers, even if they only have a smartphone. We never know how are we going to use such information!
An example of an academic site from the 1st semester in the Journalism Integrated Lab / Online course

SATELITE
JPN-JornalismoPortoNet is an academic news site for all the students in the Journalism Bachelor and Master
Observador is the most known digital native news site in Portugal
Público is a reference portuguese newspaper with an online version
The Washington Post is a reference american newspaper with an online version.
The Wall Street Journal is a reference american newspaper with an online version.
The Guardian is a reference british newspaper with an online version.
Canavilhas, João; Lorenz, Mirko; Salaverría, Ramón; Palacio, Marcos; Rost, Alejandro; Bradshaw, Paul; Pavlik, John (2014); Webjornalismo - 7 características que marcam a diferença; ISBN: 978-989-654-144-6 (pdf); Labcom, Portugal


Hill, Steve; Bradshaw, Paul (2018); Mobile-First Journalism; ISBN: 978-1138289307; Routledge, London


Pavlik, John (2019); Journalism in the age of virtual reality - how experiential media are transforming news; ISBN: 9780231184489; Columbia University Press

Vouillamoz, Núria (2000); Literatura e Hipermedia; ISBN: 9788449309243; Paidos, Barcelona
Thank you for your attention!

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