

Online Social Media Companies

By Morgan and Trevor

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the page.

What is Web Journalism?

The logo for The Washington Post, featuring the words "The", "Washington", and "Post" stacked vertically in a black, gothic-style serif font. The logo is centered within a white rectangular box that has a thin black border. A diagonal line in the background of the slide passes behind the box.

The
Washington
Post

- Newspaper Websites -- New York Times/Washington Post
 - Websites that are an extension of the actual newspapers
- Independent News Websites
 - Typically found in larger cities
 - Focus on city government, Schools, etc.

What is Web Journalism?

- Hyper-Local News Sites --

Germantown Beat (La Salle)

- Focusses on extremely local events (school plays/local sports)
- Can be extensions of a bigger newspaper site



What is Web Journalism?



- Citizen Journalism -- Cnn's iReport
 - Lets people in the public post pictures and videos of events going on in their area. This content can be seen by anyone who views the site.
- Blogs -- Mashable
 - Opinion and Commentary mixed with actual reporting.

Journalism Today

Problems with Online/Print Journalism

- Although technology has brought communication and story-telling to a whole new level, it has been detrimental to printed news.
- While there are many people who are currently studying journalism in college, most will not find quality jobs at large newspapers.

Journalism Today



facebook

Online Journalism

- Ethan Zuckerman, of MIT, wrote in a book of his that the internet has caused people to rely less on professional writers for getting news and information.
- Social media allows this to happen, but it also presents a major flaw - “we will be exposed to what we want to know, not what we need to know.”

Independent Publications In Trouble

- It looks like the end for independent publications both large and small
- BuzzFeed, Mashable, Gawker, and the Huffington Post are all struggling
- Best end game for them: Try to be acquired by larger business

The BuzzFeed logo is displayed in white text on a red rectangular background.

BuzzFeed

The Mashable logo is displayed in white text on a blue rectangular background.

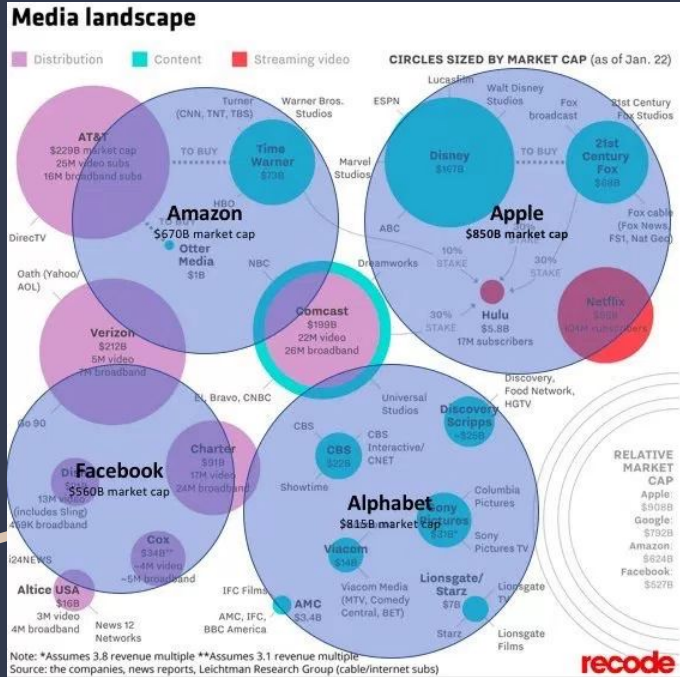
Mashable

The Gawker logo is displayed in a multi-colored, blocky font on a white background.

GAWKER

Larger Companies Taking Over

- The price of being taken over: Online journalism is becoming a lot tighter
- Up and coming journalists have far less opportunities
- Ex: Huffington Post, now part of Verizon, shut down their blogger network shutting out 100k contributors to that section



Hope for Independent's?

**The
New York
Times**

- Independent Journalists and news organizations can still be successful
- Can become financially self sustaining
- Ex: New York Times- Can fight giant legal cases- Large enough to fight back

Hope for Independent's?



- Even smaller independents with less resources can still be successful as well
- Continue to grow while staying financially self sustaining
- Have a handful to around a dozen employees
- Focus on stories to do with Lawyer gossip, ad tech, fashion, travel, food, etc.

Journalism Will Never Stop



- Anyone that has the passion to be a journalist can be one, but not everyone is going to get paid or make a living off of it
- Focus on the business aspects as the editorial mission and they have the potential to compete with the larger business taking over

Resources

<http://ethicaljournalismnetwork.org/the-web-of-deceit-can-journalism-survive-the-internet>

<http://mediashift.org/2018/02/another-one-bites-dust-can-independent-web-journalism-survive/>

<https://www.thoughtco.com/what-is-web-journalism-2074142>