

1. Record Nr.	UNINA9910370047703321
Autore	Dunham Richard Scott
Titolo	Multimedia reporting : how digital tools can improve journalism storytelling // by Richard Scott Dunham
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2019
ISBN	9789811361630
Descrizione fisica	1 online resource (439 pages) : illustrations
Collana	Tsinghua Global Business Journalism Series, , 2522-0942
Disciplina	808.06607
Soggetti	Journalism Digital media International economics Digital/New Media International Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Overview -- The power of multimedia -- Keys to effective journalism in the multimedia era -- Critical thinking, smart writing -- Best practices in multimedia business journalism -- Creating digital content -- News photography -- The photo gallery.-Introduction to graphics -- Audio journalism -- Audio journalism -- Video storytelling.-Interactive graphics -- Creating a multimedia project -- Completing a multimedia project -- Virtual reality -- Using social media for reporting -- Best practices: Using social media for reporting -- Introduction to data journalism.
Sommario/riassunto	This is the first book to apply multimedia tools to economic and business storytelling. By examining the journalism essentials as well as the advanced multimedia skills, it helps readers use the latest technological tools to integrate multimedia elements into traditional news coverage. It also explains how to tell stories solely through multimedia elements. The new language of online journalism includes writing for digital platforms, writing blogs and writing for social media and involves a wide range of multimedia skills, like video, audio, photography, graphics, data visualization and animation. Multimedia journalism allows a two-way communication with the audience that was

not possible in traditional “legacy” media, and this textbook is replete with links to useful tutorials, examples of award-winning multimedia stories, and advanced digital resources, offering journalists a road map to the brave new world of digital reporting and editing.
