

# Identity Crisis in Professional Journalism

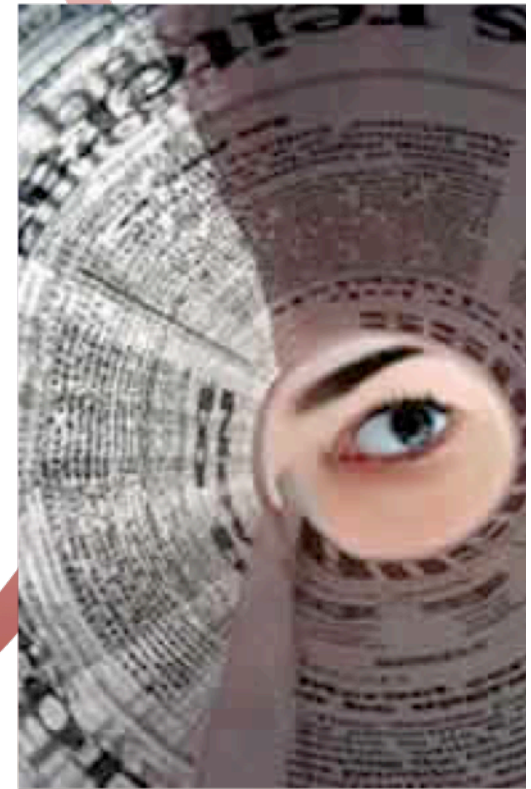
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**Show the  
identity of  
professional  
journalists**



# Online journalism

- **New era**
- **New kind of journalism**
- **New aspects, such as:**

# New aspects

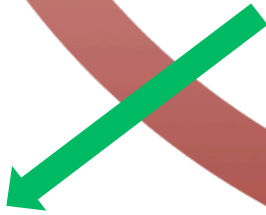
1. "citizen reporter"



**New**

**aspects**

**2. decentralization of  
information sources,  
with a diverse  
number of voic**



# **New aspects**

**3. The news comes to  
be written, visual and  
audible**

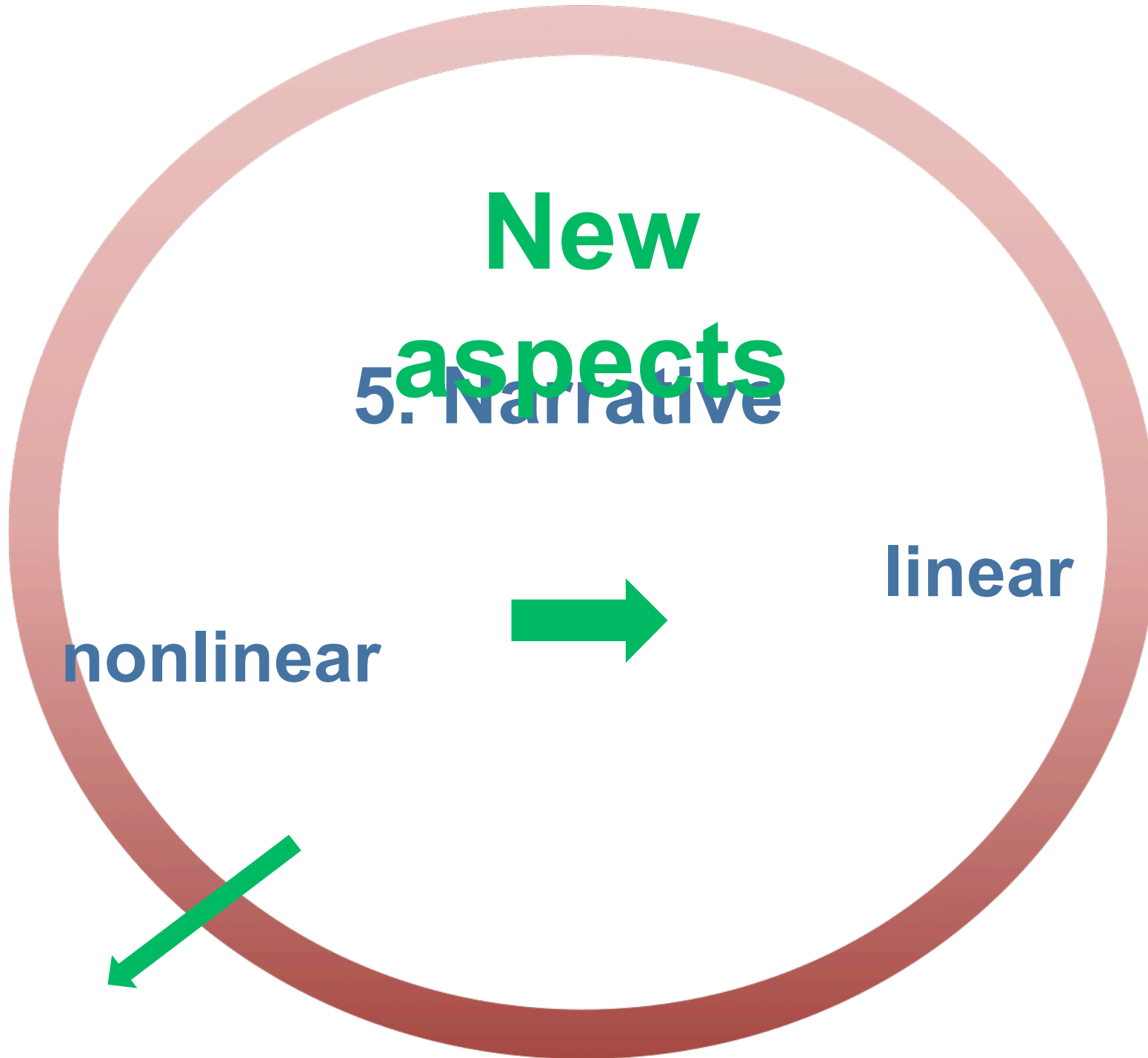


# New

4. Thinking in a multimedia  
form

# aspects



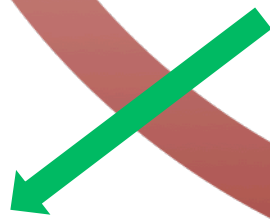


**New  
aspects**  
5. Narrative

**nonlinear**



**linear**





# New

# aspects

## 6. Role of social networks





# **New functions**

- **Information Architect**
- **Content Manager**
- **Managing relationships**
- **Web Urbanist**

# Brief overview of history of virtual journalism in





# **1. First experience of online journalism**

- **90s**
- **Agencia Estado**
- **Jornal de Comercio (Recife-PE)**





## **2. The first online newspaper**

- **Jornal do Brasil: First completely virtual newspaper**

**Online newspaper**  
**Printed newspaper**

- **After JB: O Estado de São Paulo, O Globo, Estado de Minas and Zero Hora.**



### 3. “Último Segundo”


- First newspaper for the web



- Portals: Universe Online, Earth, IG, Brazil Online, America Online, Yahoo and Globe
- 



## **4. Changes in the journalists work**

- **Writing**
    - **Real time**
    - **More agile**
  - **Complete professional**
    - **Knowledge in: sites, pictures, design material**
    - **Diploma: It is not mandatory, but has value**
- 



## 5. Changes in functions

- **Name**

- **Layout artist (journalist)  
pager (designer)**



**Electronic**

- **Now, there are no reviewers**







## **6. Specializations and new positions**

- **Enhance the function of reporter and the editor**
- **Social media reporter**
- **Journalist and experts in explanatory slideshow**



# New

# journalism

- It is not the end
- The same questions of traditional journalism
  - Ethics
  - Freedom
  - Well-being
- But influenced now by speed and real coverage

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