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Although the implications of this particular new media technology are significant for journalism, I examine it in depth here as an example of the wide spectrum of new tools that may be influencing the practice and content of journalism in the years to come.

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New media journalism has the potential of reaching larger audiences in a shorter period of time and often leads to a greater interaction between journalists and readers/viewers. It is also often equated with multimedia meaning two or more modes of communication are used simultaneously and cooperatively to tell a story.

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In exploring the potential of contextualized journalism, with its use of new digital capabilities in video and audio, Professor Pavlik argues convincingly that these techniques offer opportunities for the practice of better journalism, which will bolster public faith in the media.

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Economics of News â€œ Competition for the measurable attention of readers and viewers. â€œ In the first place, the news is an economy of time and attention. â€œ Every communication medium competes with every other for attention: face-to-face, print, television, web-based, social media.

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The Innovation Journal: The Public Sector Innovation Journal, Vol. 16(3), 2011, article 7 The Impact of New Media on Traditional Mainstream Mass Media Ali Salman, Faridah Ibrahim, Mohd Yusof Hj.Abdullah,

### **The Impact of New Media on Traditional Mainstream Mass Media**

The Student Media Center at the University of Mississippi has an amazing crew of dedicated student

managers who produce compelling content across multiple media platforms. Hereâ€™s Journalism and IMC students starting careers with help from Internship Experience Program

### **School of Journalism and New Media | The University of**

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Competitors include any newspaper, magazine or other media of publication, regardless of form, with an editorial focus on either New York City or general-interest news and information.

### **Ethical Journalism - The New York Times**

for journalism and media created by the switch from analog to digital broadcasting, the emergence of new media platformsâ€”particularly onlineâ€”and the convergence between internet, broadcasting, and telecommunications.

### **DIGITAL JOURNALISM: MAKING NEWS, BREAKING NEWS**

The influence of the new media and the potential it offers for diverse career paths disrupt the old patterns of learning about reporting news. Convergence of vari-ous media and the technologies that support it also influ-... ism, in their new book â€œThe Elements of Journalism.â€• ...

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