

# VIVEKANANDA COLLEGE THAKURPUKUR KOLKATA-700063

NAAC ACCREDITED 'A' GRADE

Samester-2

**Topic:** online journalism

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## ONLINE JOURNALISM

Online journalism is the reporting of facts when produced and distributed via the internet. Online journalism also known as Digital Journalism. It is a contemporary form of journalism where editorial content is distributed via the internet, as opposed to publishing via print or broadcast. The journalistic activities primarily conducted for disseminating information through the internet. The primary product of journalism which is news and features on current affairs, is presented solely or in combination as text, audio, video or some interactive forms disseminated through digital media technology. Now-a-days one of the biggest growth opportunities is online journalism. Through the diverse computer networking technologies have led to the wide spread practice of digital journalism. It has democratized the free flow of information that was previously controlled by traditional media including newspaper, magazine, radio and television. The digital aspect may be central to the journalistic message and remains to some extent within the creative control of the writer, editor and the publisher. Online journalism is the future but traditional media will not die.

The first type of digital journalism called teletext. That was invented in the UK in 1970. Teletext is a system allowing viewers to choose which stories they wish to read and see it immediately. The information provided through teletext is brief and instant similar to the information seen the digital journalism today.

Digital journalism creates an opportunity for the audience, that allowing people to have the more options as to what to view and read. It allows for connection & discussion at levels that print doesn't offer on its own. Here people can comment on articles and start discussions. Digital journalism opens up new ways of storytelling through the technical components of the news medium, digital journalists can provide a variety of media such as audio, video and digital photography. Digital journalism represent the revolution of how news is consumed by society. In online journalism sources are able to provide quick, efficient and accurate reporting of breaking news. It causing many changes to traditional journalistic practice. There is also the impact that digital journalism is influencing the citizen journalism.