

University of Peloponnese
Department of Sports Organization and Management

Master of Science in Modern Sport Communication, Journalism and Photo Press

New Forms of Sport Journalism and Communication via Web

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Introduction to Journalism & Mass Communication





Types of Journalism: Definitions

Although "journalism" is a singular term, which may imply a homogeneous entity, it is helpful to think of it as an umbrella term for a number of distinct forms, practices, and genres.

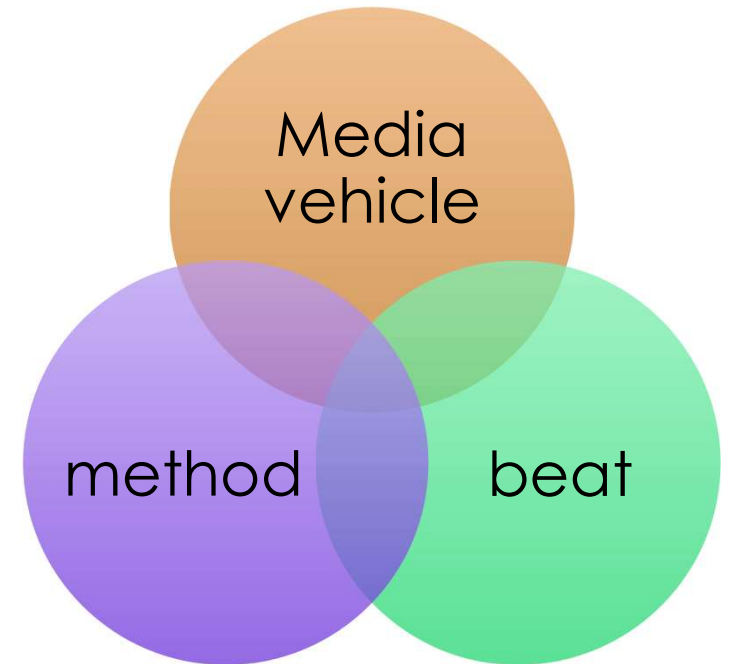
Put another way, journalism has many looks, can be produced in many ways, and can be about many things.

Journalism Is The Activity Of Gathering, Writing, Editing, And Publishing Or Broadcasting News, As Through Newspapers And Magazines Or By Radio And Television.

A **Journalist's** Work Is Called Journalism.

Types of Journalism: Introduction

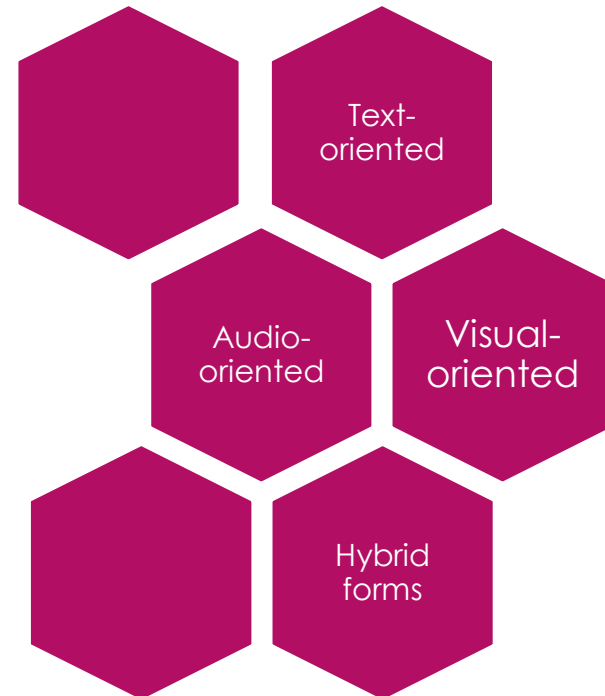
- ▶ There are many ways to categorize different types of journalism. One helpful schema involves three dimensions: **media vehicle**, **beat**, and **method**.
- ▶ A single story is likely to be shaped by its categorization within each dimension. For example, you may have a television (media vehicle), segment about politics (beat), reported through a breaking news approach (method).



Media Vehicle

The media vehicle matters because it offers certain technical opportunities and limitations, and will have some associated norms.

Most media vehicles can be sub-categorized under: text-oriented, audio-oriented, and visual-oriented, but hybrid forms also exist.



100

One of the most important and critical beats that can turn situations around too.



Types of Beats in Journalism

Crime Beat

Crime Beat:

This beat is related to crime and criminal justice. Crime journalists report on crimes committed, police investigations, and court proceedings.



Types of Beats in Journalism

Business Beat

Business Beat:

The business beat includes news updates about the business world, companies, industries, and the economy. Business journalists report on corporate earnings, stock market trends, and economic policies.



Types of Beats in Journalism

Entertainment Beat

Entertainment Beat:

The entertainment beat is the most fun and interesting one, with trending movies and upcoming entertainment events.

Entertainment journalists report on celebrity gossip, movie reviews, and behind-the-scenes stories.



Types of Beats in Journalism

Sports Beat

Sports Beat:

The Sports Beat exhibits news related to sports and athletics. Sports journalists report on games, events, and athletes, as well as the business behind sports.



Types of Beats in Journalism

Science and technology Beat

Science and technology beat:

The science and technology beat is a section of the media that covers news about scientific discoveries, research, and technological advancements. Journalists in the science field report on breakthroughs in medicine, engineering, and a wide range of other fields.



What is Beat Reporting?





Types of Journalism: **Approaches to Reporting**

**Straight
News
Reporting**

**Breaking
News
Reporting**

**Enterprise
Reporting**

**Advocacy
Reporting**

**Feature
Reporting**

**Investigative
Reporting**

Types of Journalism: “Hard” News

Types of Journalism Based on Hard News



Hard news journalism refers to breaking news and reports about serious or hard-hitting topics that are both timely and of civic interest. They are usually based on factual information and rigorous research.

Types of Journalism: “Soft” News

Types of Journalism Based on Soft News



Soft news journalism refers to reports about predominantly lifestyle and entertainment affairs, or other topics of human interest.

While such journalism may involve rigorous research, it is also more open to interpretive and literary accounts.



Fields of Journalism (By Medium)

- ▶ One of the most basic ways to define journalism fields is by the medium through which it's provided. These fields of journalism require similar reporting and storytelling skills but have a different way to disseminate the information.
- **Print/Online Journalism:** Some journalists write articles and blogs for print or online publications, like newspapers and magazines.
- **Broadcast Journalism:** Reporters who share news on the television or radio, or through video or audio online are broadcast journalists. While print or online journalists focus more on writing skills, broadcast journalists may have more technical video and audio production skills.
- **Photojournalism:** Photojournalists tell stories through photos. Their photos may sometimes accompany written stories or stand on their own.
- **Multimedia Journalism:** This is a combination of written, broadcast, and photojournalism to create interactive and engaging stories to appear on the web.

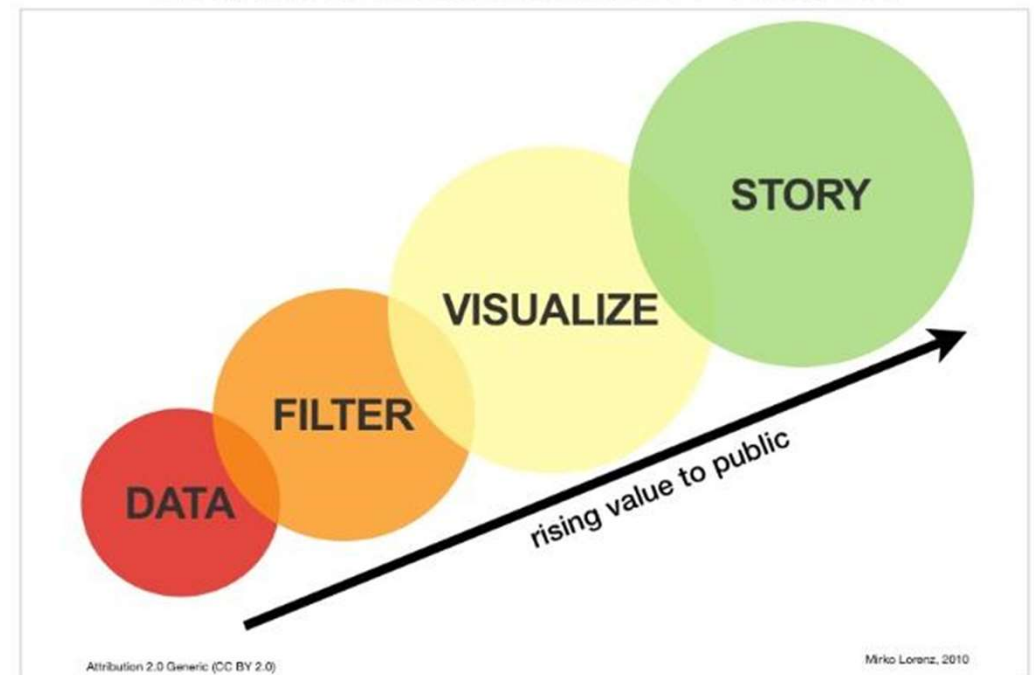
Types of Journalism Writing and Reporting (By Content)

- ▶ Types of journalism can also be divided based on what it covers. These are a few traditional types:
- **News Journalism:** This is reporting on daily events from crime to politics, on a local or national scale.
- **Feature Journalism:** Features are generally longer than news stories, allow for more creativity, and delve deeper into a topic.
- **Investigative Journalism:** Investigative journalists work to uncover corruption and fraud, often in politics or business.
- **Opinion pieces, columns, reviews, and analysis pieces:** These types of pieces are based more on opinion but do have elements of journalism and are featured on TV shows, radio programs, newspapers, and more.

Data Journalism

- ▶ An increasingly popular type of journalism is **data journalism**.
- ▶ With all of the data that is available in this day and age, data journalists have the skills to be able to find trends in numbers that tell a larger story.

DATA-DRIVEN JOURNALISM = PROCESS



Data Journalism: Steps of the process

Find: Searching
for data on the
web

Visualize:
Displaying the
pattern, either as
a static or
animated visual

Distribute:
Enabling access
on a variety of
devices, such as
the web, tablets
and mobile

Clean: Process to
filter and
transform data,
preparation for
visualization

Measure:
Tracking usage
of data stories
over time and
across the
spectrum of uses.

