

Journalism Reloaded

– or what journalists need to
know in the future

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What journalists need to know *today*

What journalists need to know tomorrow

How journalists acquire these competencies

Where journalists acquire these competencies

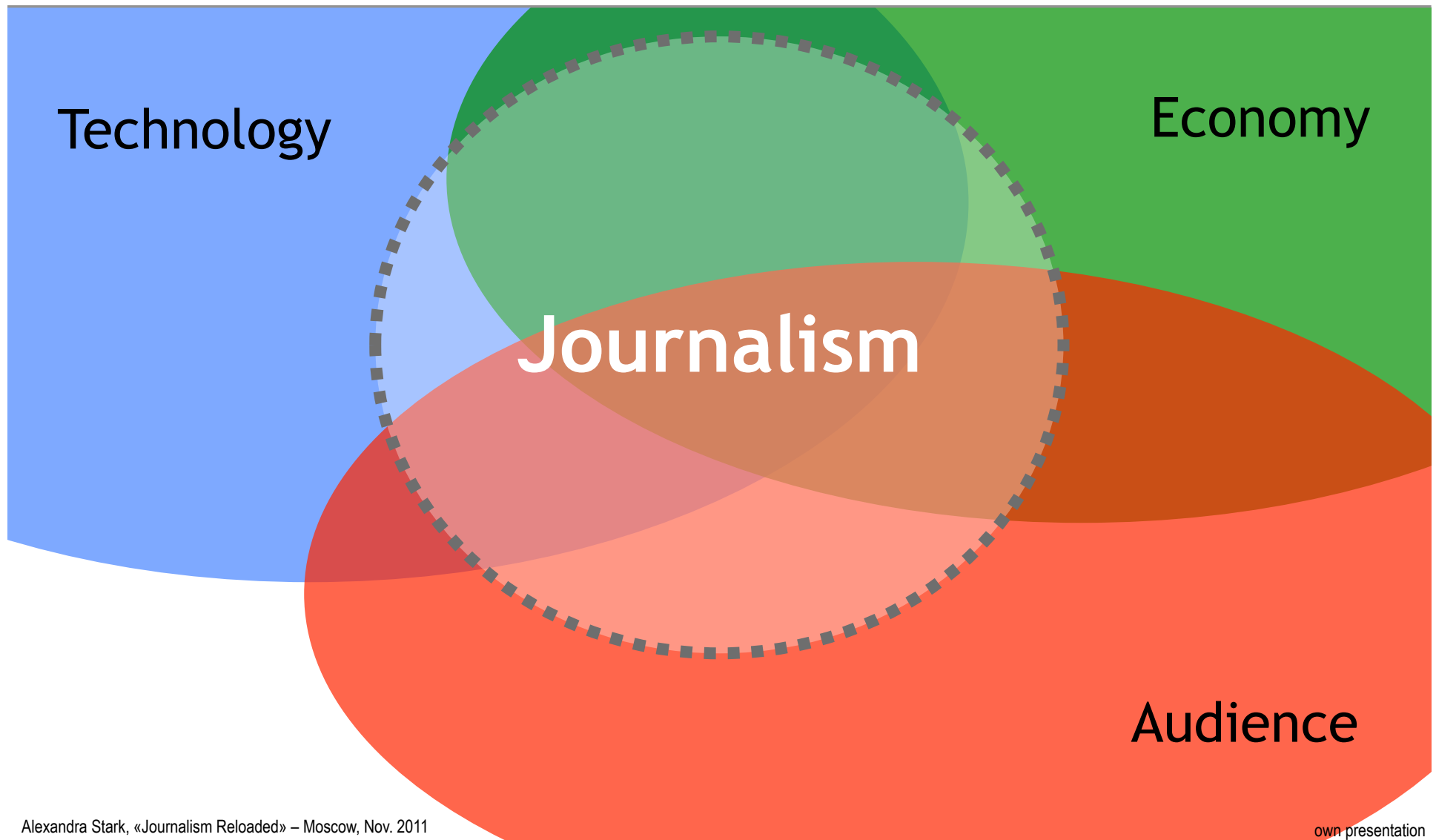
What journalists need to know today

Broad consensus on competencies

The Tartu-Deklaration (2006): Europe-wide consensus conducted by the European Journalism Training Association (EJTA). 50 competencies, 10 categories:

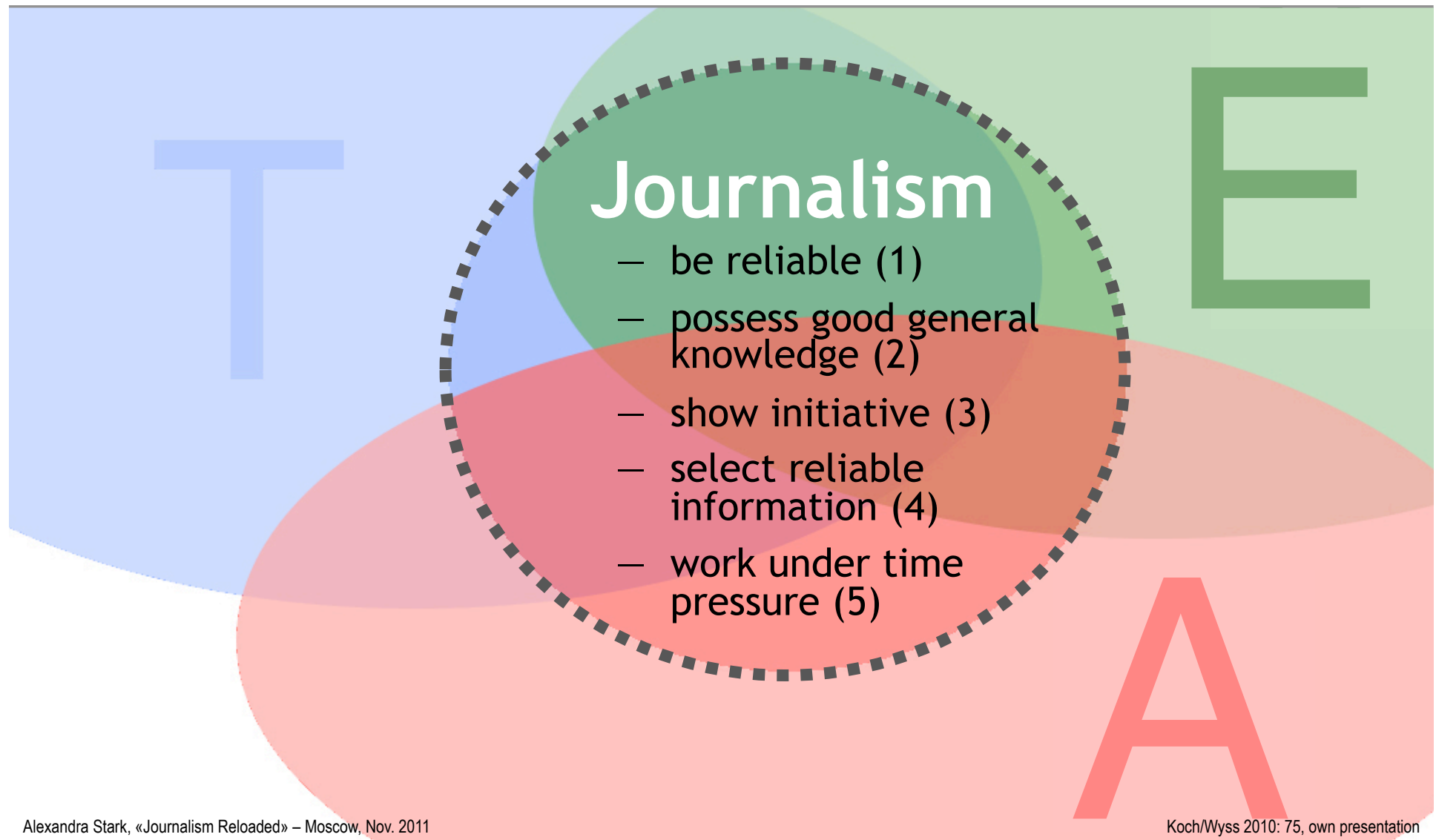
- Reflect on the societal role
- Find relevant issues and angles
- Organise and plan
- Gather information
- Select information
- Structure information
- Present information
- Evaluate and account
- Cooperate
- Work in a professional media-organisation or work as a freelancer.

What journalists need to know today
The environment changes



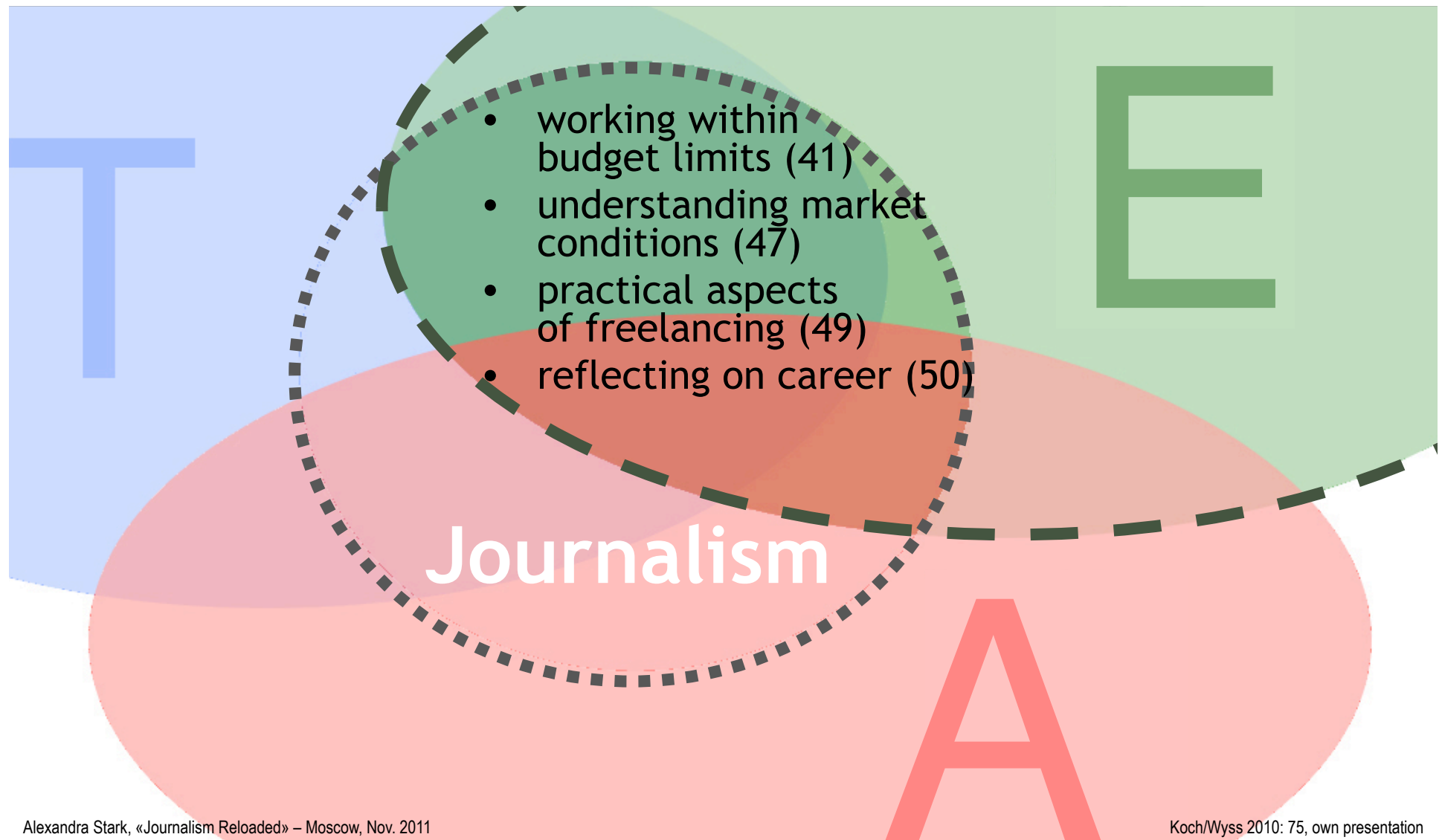
What journalists need to know today

Focus on competencies for daily business

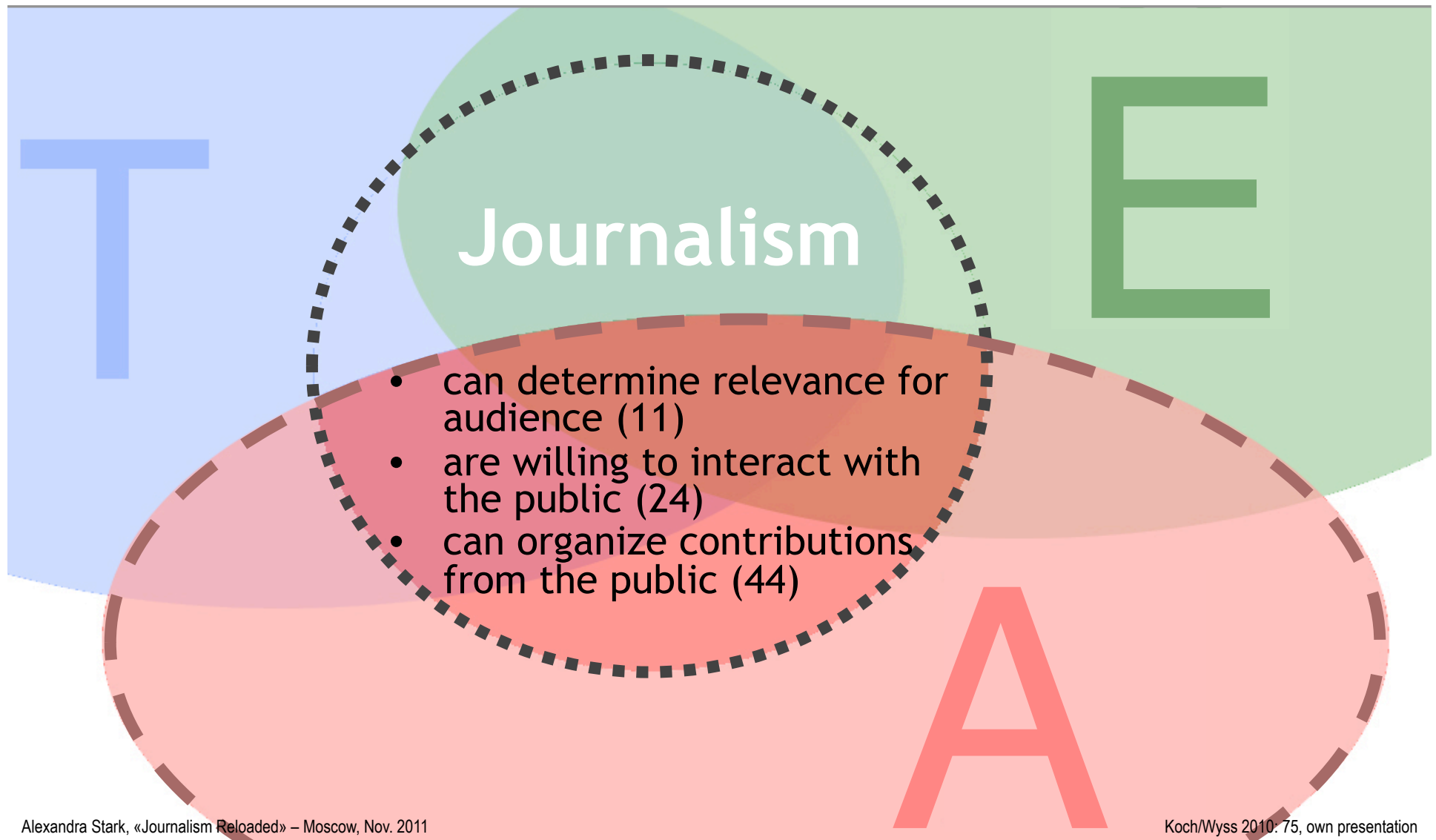


What journalists need to know today

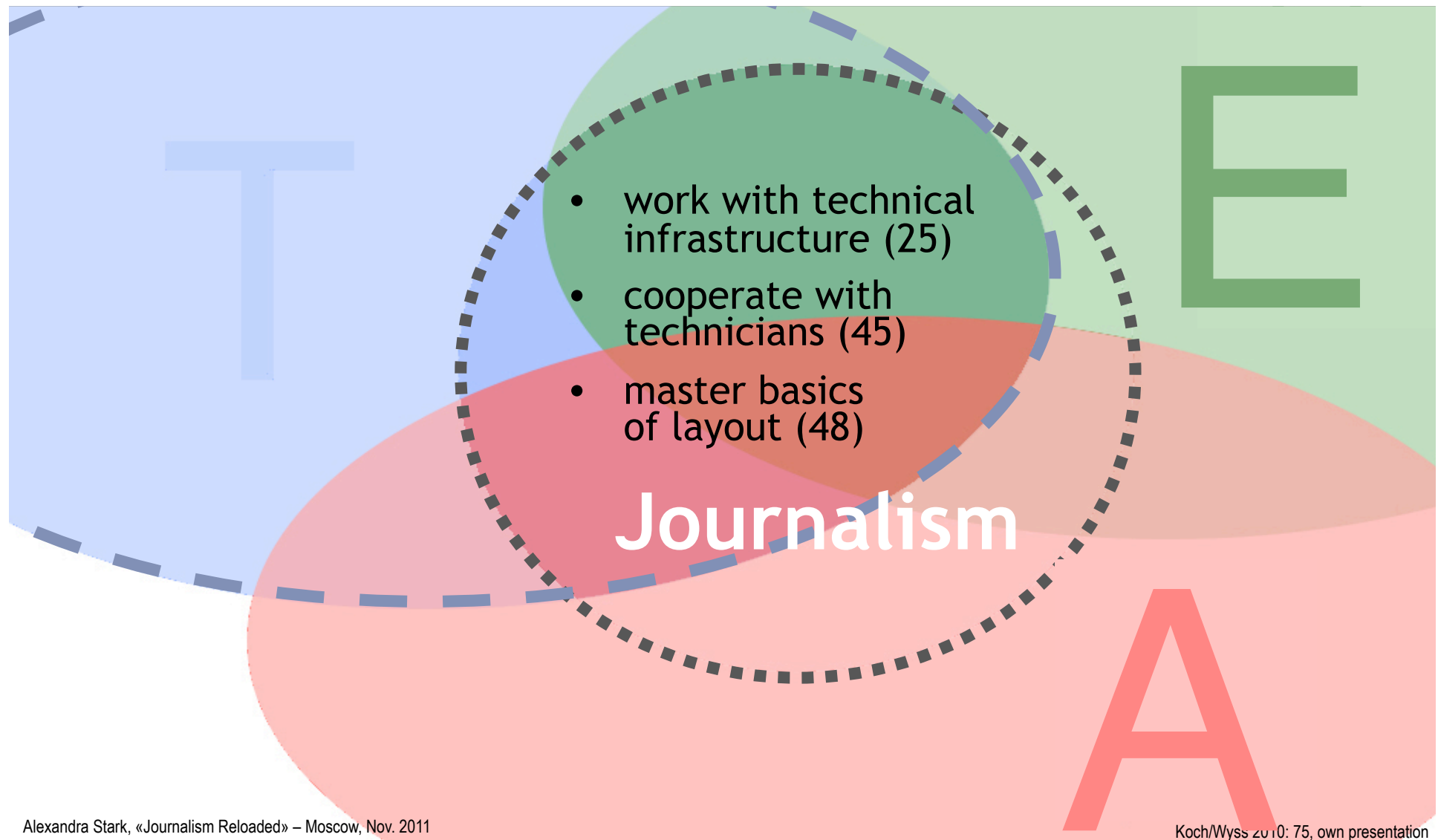
Only few competencies deal with ...



What journalists need to know today ... influences from outside ...

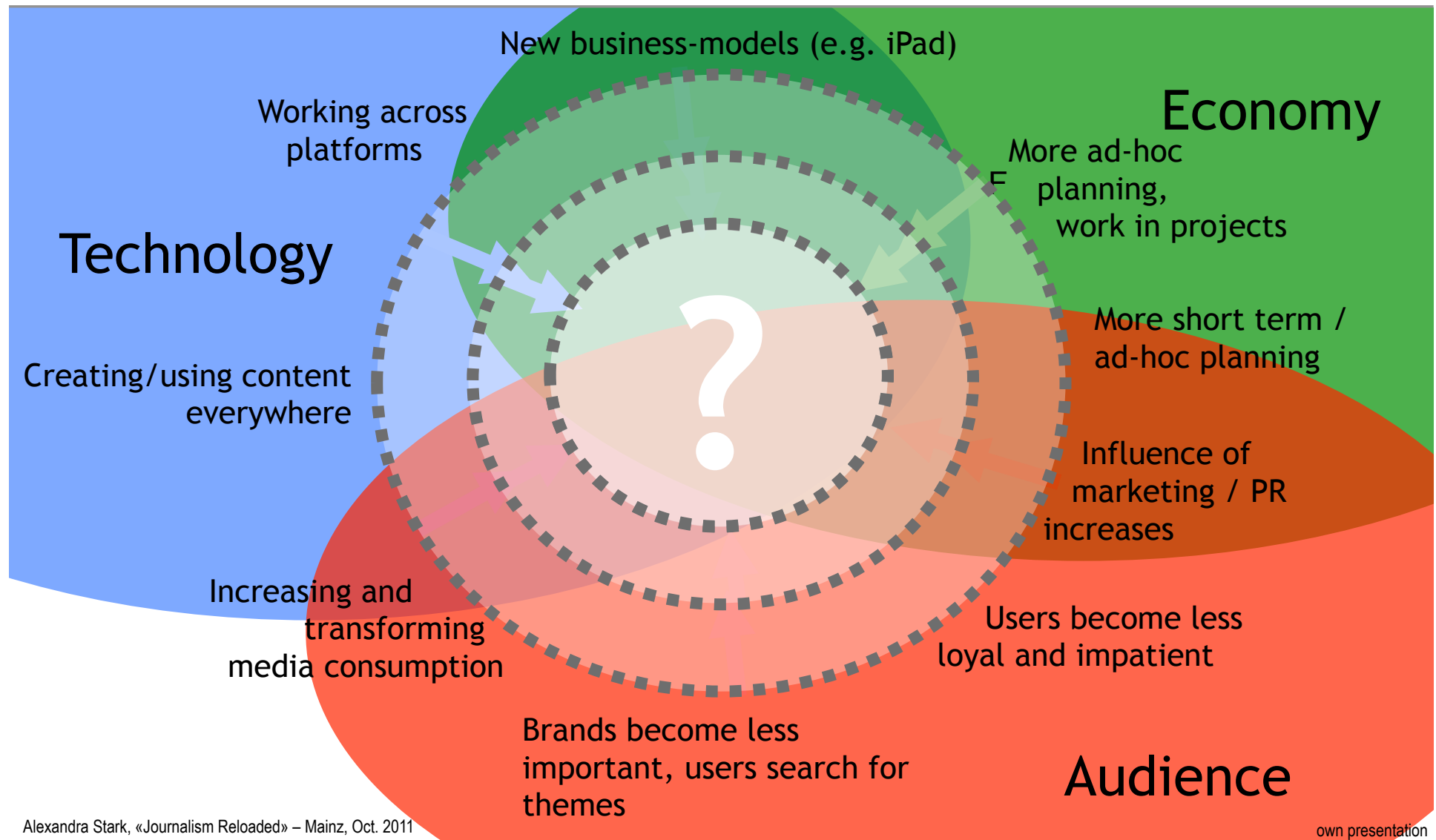


What journalists need to know today ... and are considered unimportant



What journalists need to know today

The environment changes



What journalists need to know today

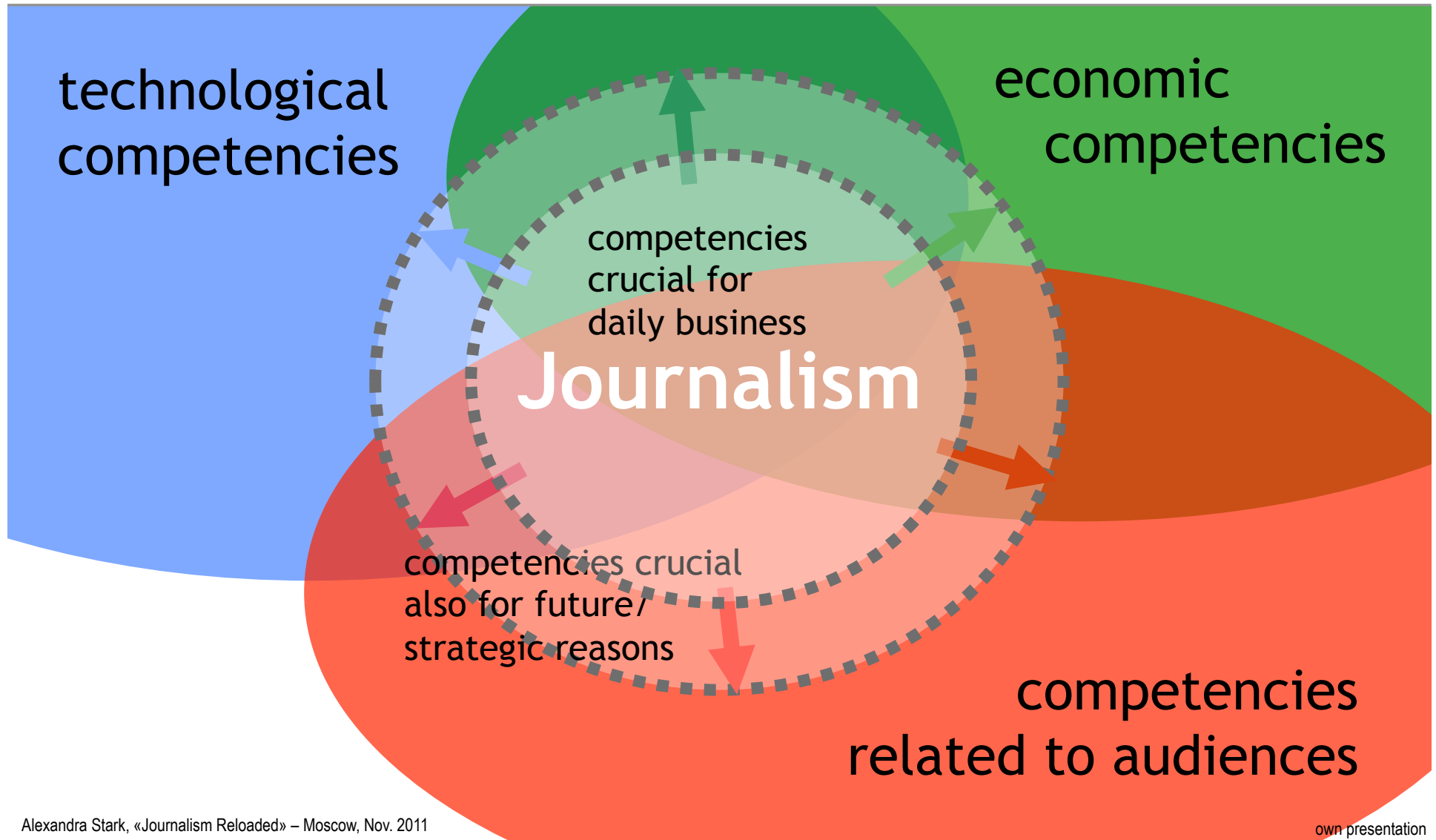
What journalists need to know *tomorrow*

How journalists acquire these competencies

Where/when journalists acquire these competencies

What journalists need to know

We need new competencies ...



What journalists need to know tomorrow

... technological competencies ...

Technological competencies must be broadened:
The journalist ...

- + Is interested in technological developments and in new possibilities for producing and consuming media.
- + Accepts the fact that tasks and processes can change due to technological developments.
- + Actively takes part in altering and developing the journalism of the future.
- + Knows that not everything that is technically possible makes sense in journalism and may even be unethical.
- + Knows how to use new tools for research, communication and the production of hardware/software efficiently.

What journalists need to know tomorrow

... audience-related competencies ...

Audience-related competencies must be broadened: The journalist ...

- + Is interested in how audience behaviour is changing and how this affects the media.
- + Knows what the (potential) audience need and knows what they want, how and when.
- + Understands that not everything the audience wants makes sense in journalism and may even be unethical.

What journalists need to know tomorrow ... and economic competencies

Economic competencies must be broadened: The journalist ...

- + Is interested in the general development of the economy, understands the implications resulting from the development and has a clear view on this.
- + Knows the situation of the media (company) he/she is working for.
- + Utilizes entrepreneurial thinking and assumes responsibility.
- + Is familiar with the organisation and workflow in order to be able to provide input to the correct person/institution.
- + Can work on projects.

What journalists need to know today


What journalists need to know tomorrow

How journalists acquire these competencies

Where/when journalists acquire these competencies

How journalists acquire such competencies

Clever sampling of competencies ...



to know Knowledge, including journalism-specific expertise

to be able Intellectual capability

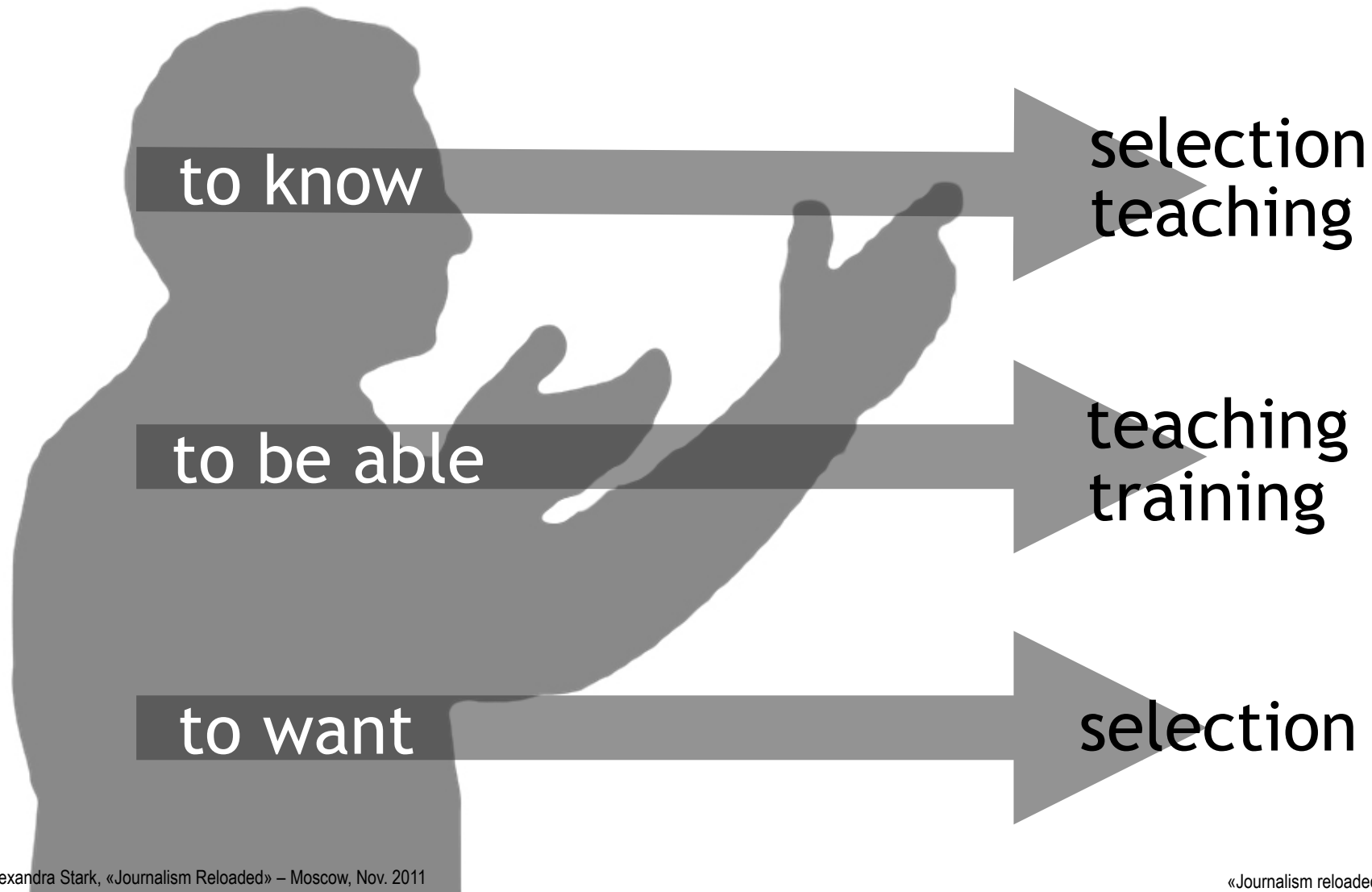
be able Skills

to want Mindset, attitude, readiness

How journalists acquire such competencies ... helps to structure the task and ...

		Set of competencies for journalists (the «Tartu-Declaration»)	Additionally necessary competencies derived from changes in the environment «Journalism reloaded»		
			Technology	Economy	User
to want	Attitude	The will to ...	is open for changes, but also critical accept that tasks and processes change is interested in technological development	feel responsible for the product is able to handle frustration wants to be part of decision making is interested in influence of economy and its consequences	is interested in changes of user behaviour and its consequences takes user seriously
	(intellectual) ability	The ability to ...	can identify use of technology for media is guided by journalistic accuracy	is conscious about the ethical limits of techn. possibilities understands importance of planning understands practical constraints of other team-members is a creative thinker and develops alternatives is aware of the necessity of a limit for PR-influence	is conscious about the ethical limits of focus on user can understand effects outside of target audience understands how changing user behaviour changes media is aware of limits of User Generated Content knowledge about user is taken into account
be able	skill	The ability to ...	uses hard- and software efficiently can present material in channel-specific way	can deal with multi-/intercultural circumstances communicates well, because understands different roles/positions with in teams	knows that mixing job/privacy can cause problems knows how to mix work and private life
	(journalistic) knowledge	The knowledge ...	knows strength and weakness of different channels knows relevant journalistic trends knows technical specification of different media	knows foreign languages can make sure information is passed on to the right person knows the organisation and the processes knows the instruments of editorial PR/marketing	knows which platforms and devices user use knows how to measure user behaviour can make use of User Generated Content knows how user behave can communicate with users knows how user use content
to know	(content-related) knowledge	The knowledge ...	has good general knowledge has special knowledge in one field		

How journalists acquire these competencies
... makes division of tasks easier



What journalists need to know today

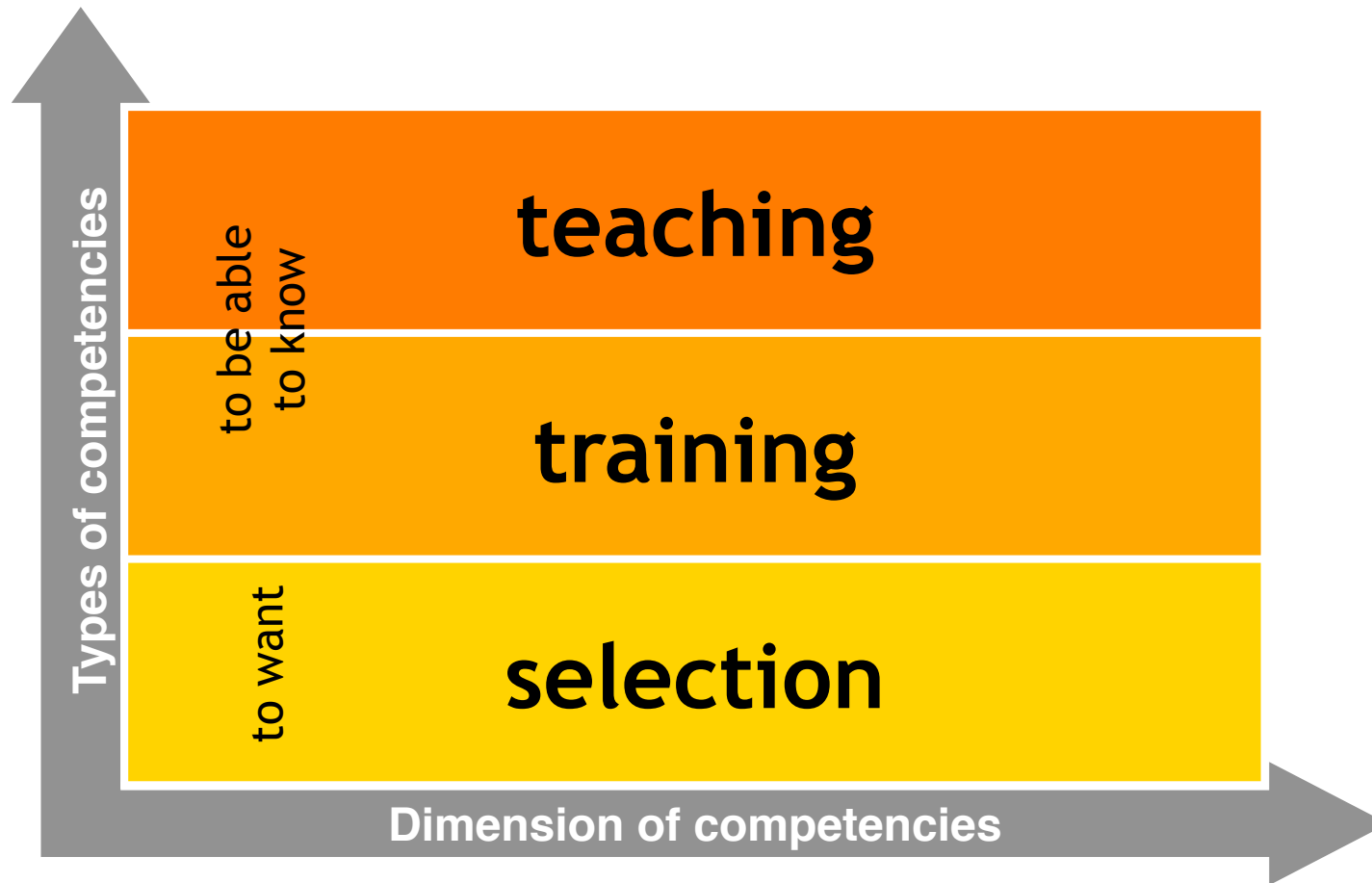
What journalists need to know tomorrow

How journalists acquire these competencies

where/when journalists acquire
these competencies

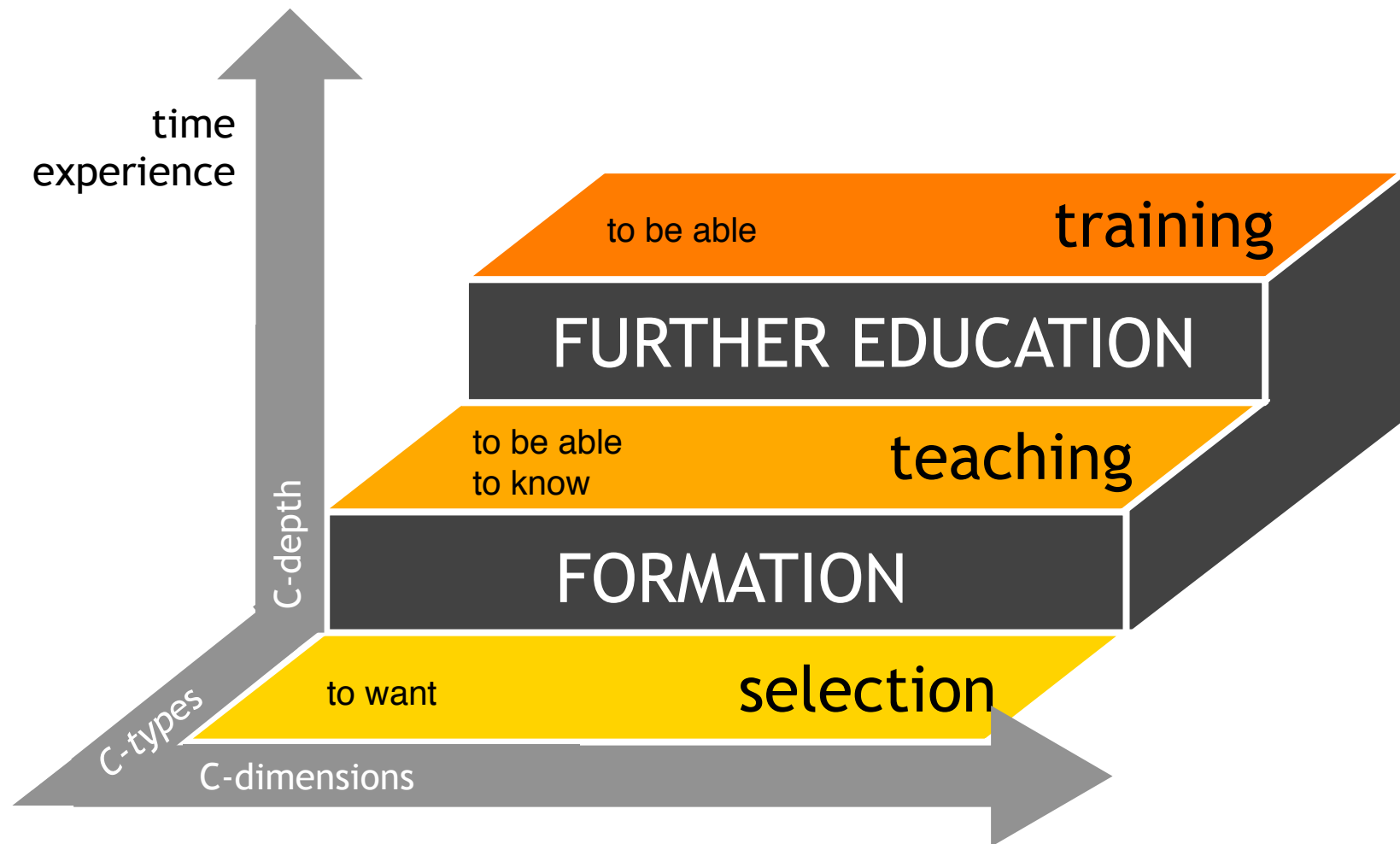
Where journalists get competencies

«Journalism reloaded»



When journalists acquire competencies

Step by step



Where and when journalists acquire these competencies
Conclusion: Share tasks/responsibility

what?			how?	where/when?
journalistic	Tartu-Decl.	«Journalism reloaded»	be able	training educational institution Editorial (on the job)
+ technological			be able to know	teaching educational institution Editorial (on the job)
+ audience-related			to want	selection On the job (human resources) (educational institution)
+ economical competencies				formation/further education

Competencies for the future of journalism

What we need:

- A broadening of the set of competencies by technological, economical and audience-related skills.
- Selection must become an important first step.
- Clear responsibility: Who does what must be defined clearly.

Thank you!

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only in german!)

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Journalism RELOADED

Journalism reloaded –
was Journalistinnen und Journalisten
für die Zukunft lernen müssen

Masterarbeit
vorgelegt von Alexandra Stark