

LEARNING MULTIMEDIA JOURNALISM: BECOMING A MULTITASKING JOURNALIST AS A MODEL OF JOURNALISM IN THE 21ST CENTURY

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ABSTRACT – *The midst of journalism is when becoming a key trend in the digital age since the digital technology has changed the way news were produced and made the journalists rethink on how the news should be delivered to audiences. However, in the new era, the disruption of technology has actually give new experience in embracing the audience [1]. Thus, through the subject of Multimedia Journalism, it offers on how to roll the news in multi-platforms with rapid dissemination. On top of that, this article explains on how students were trained to be multi-task in reporting news, observations, including interviews, producing videos and info graphic for preparing them to enter the profession as a journalist.*

1. INTRODUCTION

“I see my friends looking for something on the newspaper rack to buy some kind of newspapers to get information on a hot issue. On the other hand, my friends are reading something through smartphones. Some are reading messages on Twitter and some are reading messages on Facebook. To add, some choose YouTube as an informal channel to gain information as they want the visual satisfaction. From this view, I could say that everyone is trying to find the authenticity of the news that had shocked the world. I said in mind that this is the reality of today's world where news can be delivered quickly across multiple platforms”.

Zerba [2] stated that the evolution of journalism has changed the tradition of reporting to the reporting for digital platforms of social cites such as *Twitter* and *Facebook* for quick and accurate delivery to readers. The Internet has made the assimilation and distribution of news become instantaneous in which everyone can share videos, text and pictures across many platforms to the globe. In the modern era, the life of journalists now is definitely changing [3]. Today, the technological convergence of mobile phones and multimedia has changed the way news content is produced [4]. Thus, in line with the digital era, Journalism students need the skills to improve their news reports/stories as modern journalists have to deliver information to the audience 24 hours 7 days a week. The question is whether the masses are ready to accept the instantaneosity by utilizing new technology to communicate and deliver information?

The course offers wide opportunities to future journalists to have a chance to increase their skills in writing whether for print, radio, TV, Website or any other online platforms. The course concentrates on the most important aspects of journalistic reporting, writing and editing using standards common to the profession while maintaining a constant focus on the unique characteristic and needs of online journalism. The course involves undertaking a number of new and traditional skills to help students flourish online and also works to refocus students existing journalistic knowledge to fit the need of the online medium.

2. METHODOLOGY

The students will gather both practical and professional modules. They will be evaluated through individual and group project presentations. There are a range of assessment methods such as interviews, writing the news, doing analysis, developing a website, recording the video, editing the video and doing a stand-upper. The students need to do a showcase to present their multimedia project which is the jewel in the crown of the multimedia journalism course. All the skills that they have learned during the 14 weeks will be transformed into one group which is the website project. The students are free to investigate any news that interests them and then start developing their website from scratch and employ multimedia content and stories such as videos, infographic, map, audio, pictures, links, graphics, illustrations and long written news. These all mediums are to transfer knowledge and describe a story or an event to the audiences [5]. Thus, the developing of the website is a platform to prove that this course is using both theoretical and hands on techniques.

For individual projects, each student need to find any event related to the University and try to produce a stand upper for at least three minutes. They can also be creative by doing short interviews, asking prompt questions and develop their own talent and practice journalism skills as a journalist. They are free to choose any topics but they have to be aware of the fundamentals of media law and ethics. In the stand upper assignment, they have to use gestures, good intonation, informative news script which can enhance their skills in delivering fast reporting. Most importantly, they have to uploaded the stand upper project in You Tube so that the news they produced can be watched by massive audience and this is important to practice the multimedia elements in reporting news [6]. Granito & Chernobilsky [7] explained that this technique is also to create awareness among students that technology is very effective in learning process. For group projects, each group should develop their own free website where they will produce news through text, video, audio, pictures, timeline, infographic and maps. They have to be very investigative and have a skill in narrative reporting. The website project will be shown in a showcase and will be evaluated by juries appointed according to the criteria and measurements determined.

Alongside to enhance the key practical skills, the course also allows the students to open up their minds to think beyond. Through the news they investigated, it encourages them to provide their own views by being highly critical persons on why that particular issue happened and this would lead to worthy and serious academic study and debate. They also have to know how to solve the issue, to whom they should refer to if they face similar issues and many more. This makes them more alert to current situation. On top of that, this kind of assignment will build students' experience by building an impressive website project to showcase their work to the mass.

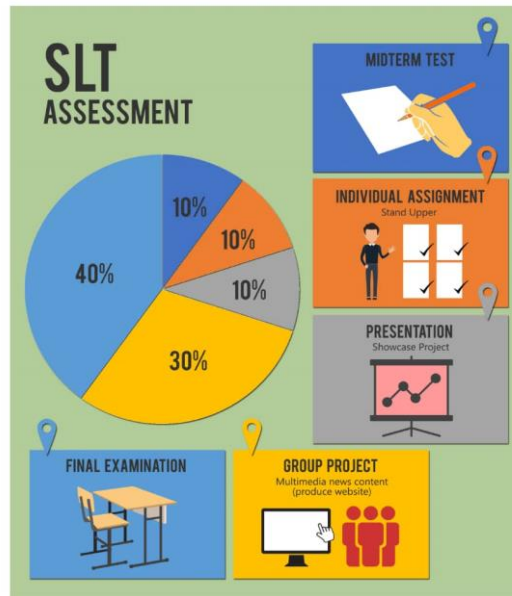


Figure 1: Types of Assessment for Multimedia Journalism Subject

3. RESULT AND DISCUSSION

To get the data, students are encouraged to get fresh primary data by doing interviews. Through this, students will learn how to generate information by finding the correct person to be interviewed in order to generate exclusive information. Students will learn how to identify potential stories from research or interviews and pick that story as the main issue. Then, students will learn to draft the questions and to record the interviews. From the recording, students learn how to use editing software to bring pictures to life and discover how to effectively interview people on camera. From this experience, students will learn to know what are the best practices of how to conduct successful interviews.

Upon the interview, the most important part is to ensure that each students carry the responsibilities by applying media law and ethics. Students have to be very careful in writing down the information given by the interviewees, pictures taken to accompany the text and many more. The students should behave when reporting especially on sensitive issues involving children/facts as they have to avoid defamation, libel, copyright, misrepresentation, privacy as the website project is going online! As a conclusion, learning Multimedia Journalism subject could be interesting as the Communication Program in USIM approaches interactive methods by producing stand upper and website projects in order to introduce students on how to apply the newsgathering, news writing, video and audio production skills and legal and ethical knowledge in order to produce a portfolio of original multimedia journalism.

4. CONCLUSION

In USIM, learning the subject of Multimedia Journalism could be the most interesting subject where students are free to explore any topics or issues that they want to investigate so that they can develop a clear and concise writing style. This kind of method gives opportunities to the students to think and become the investigator. In this course, students will learn the basic concepts and skills needed to write for a range of journalism platforms including online, radio, TV and magazines. Apart from that, they will learn the core skills of research, writing, accuracy and balance common to all journalism.

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