

DIGITAL JOURNALISM

What the Editors and PR People Want

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THE MEDIA AND JOURNALISM

THE MEDIA

The main means of mass communication: broadcasting, printing, publishing, and the internet regarded collectively.

JOURNALISM

The collection, preparation, and distribution of news and related commentary and features through print, electronic and online media



DIGITAL JOURNALISM

Online journalism is the distribution of editorial contents via the internet and other social media platform.

CITIZEN JOURNALISM

Collaborative media, participatory journalism, democratic journalism, guerrilla journalism or street journalism where public citizens playing an active role in the process

MEDIA RESPONSIBILITY

Objectives

- Create Awareness
- Shape public opinion
- Influence decision makers
- Mobilize support & resources



Ethical Journalism

- Accuracy and Accountability
- Independence and Impartiality
- Humanity and Responsibility
- Security and Interest

PR'S NEEDS

COVERAGE: Fair, effective and timely coverage

CONTROL: Clear representation from misrepresentation

CHANCES: Opportunity to highlight achievements, advocacy

CONTACTS: Access to victims/suspects, beneficiaries, volunteers



MEDIA WANTS

- **INFORMATION:** New, verifiable facts
- **INTERVIEWEES:** Credible authorities
- **EXCLUSIVES:** Media angle that sell
- **SENSATIONAL:** The strange, Disaster, newsworthiness



ONLINE MEDIA LANDSCAPE

Advantages

- Affordable,
- Instant,
- Participatory,
- Global,
- Trackable
- 24/7



Disadvantages

- Unregulated,
- Manipulative,
- Amateurish
- Anonymous
- Uneducated,
- Distractive

Influence of Social Media

- *Users: Large population of users*
- *Information: Reliable channel of instant information*
- *Enquiries: Timely response to enquiries*
- *Sharing: Data and Media Sharing Platforms*
- *Coordination: Effective in Team Work*



YEARS MEDIA REACH 50 MILLIONS USERS

- **RADIO:** 38 YEARS **TELEVISION** 13 YEARS **INTERNET** 4 YEARS **IPOD** 3 YEARS
- **BREAKING:** FACEBOOK ADDED 100MN USERS IN LESS THAN 9 MONTHS

GLOBAL SOCIAL MEDIA USERS- 2020

1. **FACEBOOK** (2004): 2.8BN **YOUTUBE**(2005): 2.1BN **WHATSAPP**(2009/**2014**): 2BN
2. **WECHAT** (2011): 1.2BN **INSTAGRAM** (2010): 1BN
3. **LINKEDIN** (2002): 740M **TIKTOK** (2016); 689MN **PINTEREST** (2010): 459MN
4. **TWITTER** (2006): 330MN **SNAPCHAT** (2011): 290MN **FLICKR** (2004): 112MN



CHARACTERISTICS OF ONLINE JOURNALISM

Hypertextuality:

Hyperlinking, Web-Linking

Multimediality:

Various platform Video, Audio, Images

Interactivity:

Comments and response

Immediacy:

As it happens



Tools of Engagement

The Machine: Laptops, Smartphone

Research: Search-Engine

Editing: Grammarly, Audio-Visual Suites

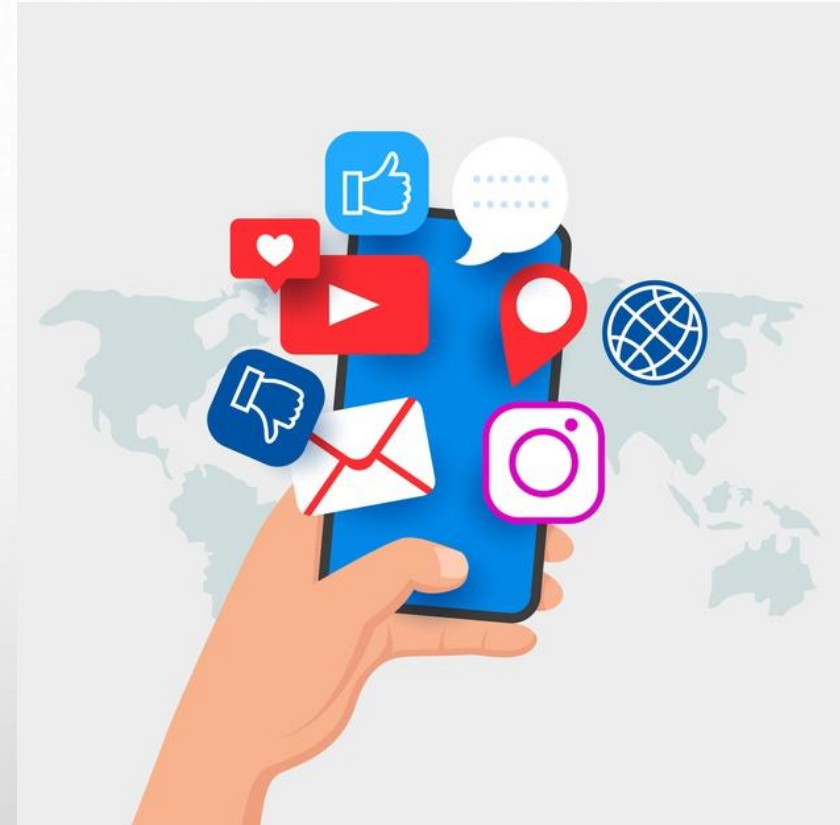
Platforms: Website, Blog

Image: Google

Sharing: Twitter, Facebook, Youtube

Feedback: Alexa, Google Analytics

*Artificial Intelligence: Digital Assistant
ChatGBT*



BENEFITS

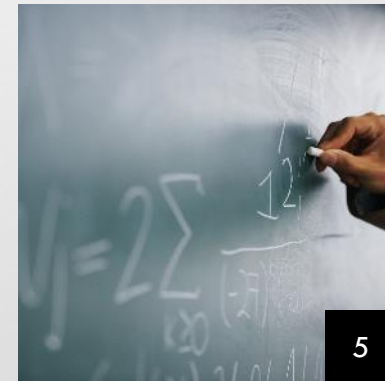
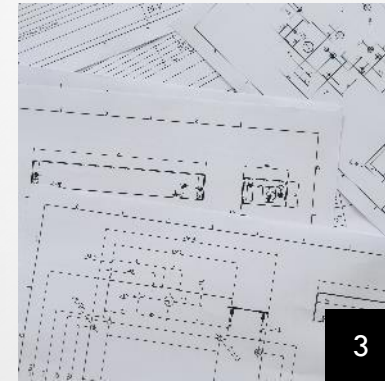
SAVE TIME

INCREASE EFFICIENCY

IMPROVE ACCURACY

EXPAND CAPACITY

ENHANCE COMPETITIVE ADVANTAGE



VERIFICATION TOOLS

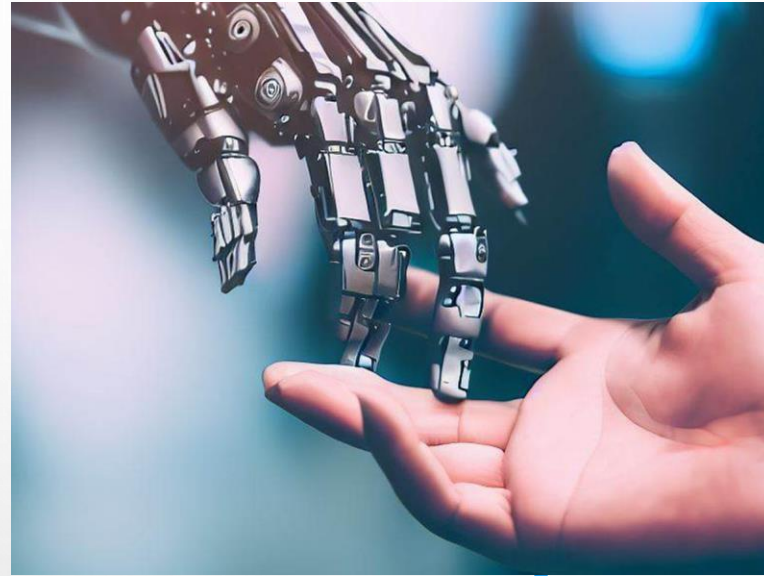
- **Source:** Account profile, history, frequency, followers, digital footprint (pipl.Com/spokeo.Com/)
- **Date:** Timestamp of the image, video, story for exact period
- **Location:** Geotagging geographical ID google maps and satellite imagery
- **Contents:** Fact-checkers like poynter.Org/ google news/who.is
- **Image/video:** Reverse image, tineye, google images, exifviewer (metadata)



BETWEEN ARTIFICIAL INTELLIGENCE AND HUMAN COMMUNICATION

ARTIFICIAL INTELLIGENCE

- Artificial intelligence (AI) refers to machines that can perceive intelligence, synthesize and infer information



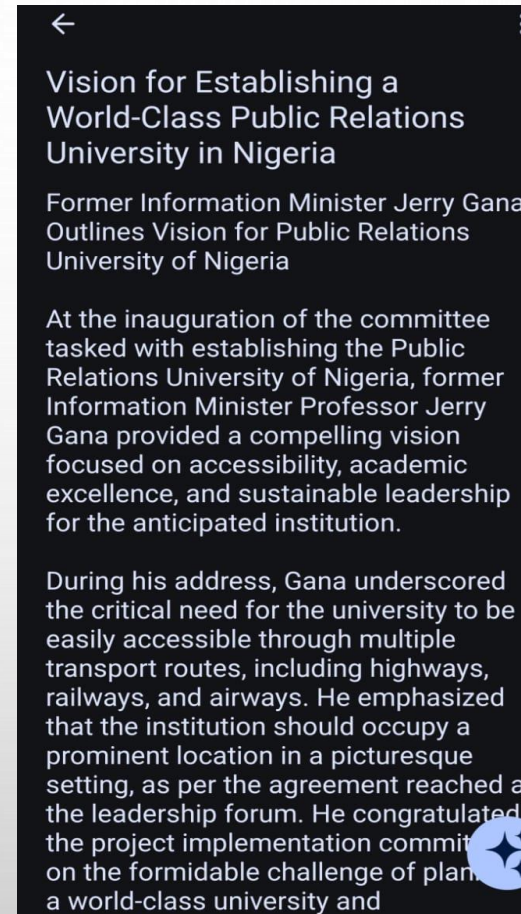
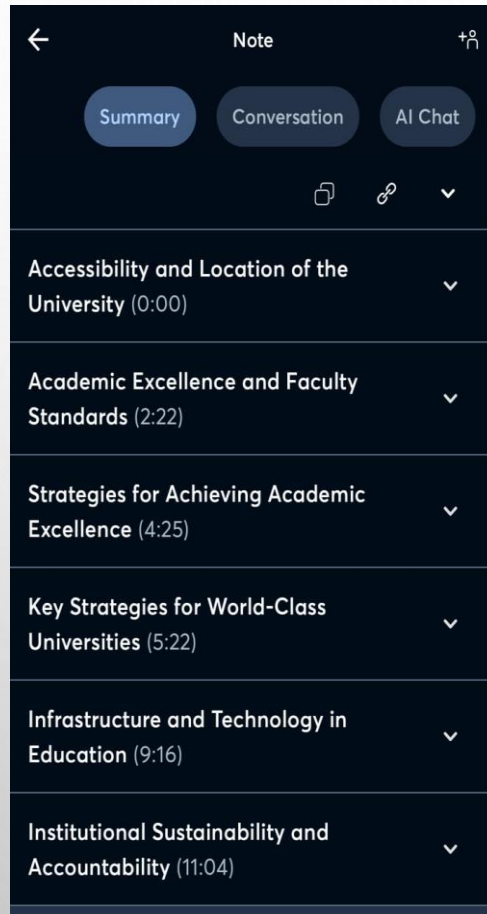
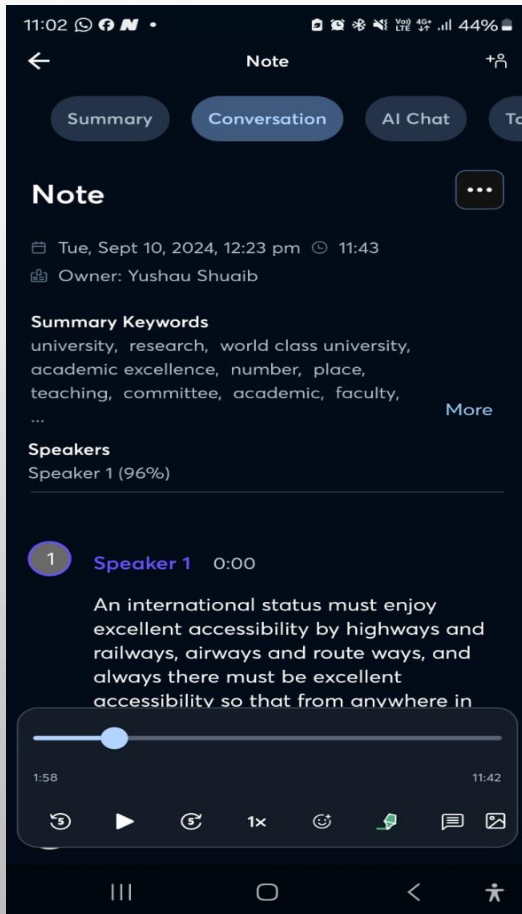
EFFECTIVE COMMUNICATION

- Effective communication (EC) refers to the human activity of receiving, processing and sending information
- .

AI leverages on algorithms and machine to analyse data, automate tasks, and support strategic decision-making.

Human leverages on sense organs to do everything

COVERAGE OF PIC OF PUBLIC RELATIONS AND LEADERSHIP UNIVERSITY



Here are some caption options for the news report:

1. "Jerry Gana Unveils Vision for Public Relations University of Nigeria: Accessibility, Excellence, and Leadership"
2. "Former Minister Jerry Gana Outlines Ambitious Plan for Public Relations University"
3. "Gana's Blueprint for Success: Establishing a World-Class Public Relations University in Nigeria"
4. "Professor Jerry Gana Shares Compelling Vision for Nigeria's First Public Relations University"
5. "Transforming Education: Jerry Gana's Strategic Plan for Public Relations University of Nigeria"
6. "Gana's Call to Excellence: Establishing a Global Standard for Public Relations Education in Nigeria"
7. "Nigeria's Future in Public Relations Education: Jerry Gana's Visionary Plan Unveiled"
8. "Jerry Gana Sets the Stage for a World-Class Public Relations University in Nigeria"

Choose the one that best captures the essence of the report.

09:33


COVERAGE OF PIC OF PUBLIC RELATIONS AND LEADERSHIP UNIVERSITY

← NiPR university

Top Latest People Media Lists

Dr. Ike Neliaku, fnipr. @IkeNeliaku · 2h
It was an exciting moment for me yesterday as I inaugurated the Project Implementation Committee (PIC) of the Public Relations and Leadership University, Nigeria.

#nipr #university



1 1 4

Jake Epelle @epellejake · 11h
Exciting News! 🎉 I'm honored to be appointed by the President of the Nigerian Institute of Public Relations (NIPR) to serve on the committee for establishing the world's foremost Public Relations University. This initiative is a groundbreaking step in elevating the PR profession [Show more](#)

← NiPR university

Top Latest People Media Lists

Yetunde Onanuga @beutyful_mek... · 2h
NIPR To Build University In Nasarawa



NIPR To Build University In Nasarawa
acadaextra.com

2


Dr. Ike Neliaku, fnipr. @IkeNeliaku · 2h
Replying to @IkeNeliaku
This university is the first of its kind in the world, and as the President of NIPR, along with my Council Members, we are committed to achieving this project.

I sincerely thank all the members of the committee and our partners for accepting to be part of this initiative.

1 1

Dr. Ike Neliaku, fnipr. @IkeNeliaku · 2h
It was an exciting moment for me yesterday as I inaugurated the Project Implementation Committee (PIC) of the Public Relations and Leadership University, Nigeria.

#nipr #university



Prof Jerry Gana Unveils Vision for 1 World-Class Public Relations Universi...

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prnigeria.com

Prof Jerry Gana Unveils Vision for 1 World-Class Public Relations University in Nigeria

<https://prnigeria.com/2024/09/11/prof-jerry-gana-unveils-vision/>

← NIPR university

Top Latest People Media Lists

PRNigeria @prnigeria · 9m
Prof Jerry Gana Unveils Vision for NIPR's World-Class Public Relations University in Nigeria
prnigeria.com/2024/09/11/prof-jerry-gana-unveils-vision/
@niprofficial @YAShuaib @IkeNeliaku @APRAtweets



2 5 7 25

Dr. Ike Neliaku, fnipr. @IkeNeliaku · 3h
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FUTURE IS HERE

- MOBILE OFFICE
- WEARABLE GADGETS
- INHOUSE NEWS PRODUCTION
- STIFF MEDIA COMPETITION
- STREAMING LIVE VIDEO IN REAL TIME
- TRAINED SOCIAL MEDIA WARRIORS



YASHUAIB SOCIAL MEDIA PLATFORMS

- **YASHUAIB**

- +2348035555999

- **WWW.YASHUAIB.COM**

- **WWW.FLICKR.COM/YASHUAIB**

- **WWW.TWITTER.COM/YASHUAIB**

- **WWW.YOUTUBE.COM/YASHUAIB**

- **WWW.FACEBOOK.COM/YASHUAIB**

- **WWW.INSTAGRAM.COM/YASHUAIB**

- **WWW.LINKEDIN.COM/IN/YASHUAIB**