



Online Journalism: The Essential Guide

By Steve Hill, Paul Lashmar



Online Journalism: The Essential Guide By Steve Hill, Paul Lashmar

"An essential guide for anyone hungry to learn how journalism should be practised today, and will be tomorrow. Hill and Lashmar encapsulate the transformative impact technology is having on journalism, but anchor those changes in the basic principles of reporting."

- *Paul Lewis, The Guardian*

"As the news business transforms, *Online Journalism* is a fantastic new resource for both students and lecturers. Informative, straightforward and easily digested, it's a one-stop shop for the skills, knowledge, principles and mindset required for journalistic success in the digital age."

- **Mary Braid, Kingston University**

Online and social media have become indispensable tools for journalists, but you still have to know how to find and tell a great story. To be a journalist today, you must have not only the practical skills to work with new technologies, but also the understanding of how and why journalism has changed.

Combining theory and practice, *Online Journalism: The Essential Guide* will take you through the classic skills of investigating, writing and reporting as you master the new environments of mobile, on-demand, social, participatory and entrepreneurial journalism. You will also develop must-have skills in app development for smartphones and tablets, as well as techniques in podcast, blog and news website production.

What this book does for you:

- Tips and advice from leading industry experts in their own words
- QR codes throughout the book to take you straight to multimedia links
- A fully up-to-date companion website loaded with teaching resources, detailed careers advice and industry insights (<http://onlinejournalismguide.com/>)
- Exercises to help you hone your skills
- Top five guided reading list for each topic, so you can take it further

Perfect for students throughout a journalism course, this is your essential guide!

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Editorial Review

Review

As the news business transforms, *Online Journalism* is a fantastic new resource for both students and lecturers. Informative, straightforward and easily digested, it's a one-stop shop for the skills, knowledge, principles and mindset required for journalistic success in the digital age.

(Mary Braid 2013-10-29)

An essential guide for anyone hungry to learn how journalism should be practised today, and will be tomorrow. Hill and Lashmar encapsulate the transformative impact technology is having on journalism, but anchor those changes in the basic principles of reporting.

(Paul Lewis 2013-10-18)

This book serves as a sharp and succinct guide to learning the skills for real-world journalism in the online era. Packed with the unusual mix of recent and relevant case studies, practical advice and the intellectual underpinnings of the practice, this serves as a very effective handbook indeed for those learning the trade.

(James Ball 2013-11-03)

The steady decline in circulation of the print media continues to be a source of deep concern: there is much talk of the slow death of our trade. But Paul Lashmar shows how serious, cutting-edge reporting can not only survive but take a leap forward with the use of new technology.

Lashmar uses his vast experience as a renowned investigative journalist, armed with the best of the traditional skills of story getting and writing, to analyse and explain how to embrace and exploit the evolving opportunities. This book is invaluable not only to students entering the field but those already there who may feel daunted by what the future holds for our working lives.

(Kim Sengupta 2013-11-17)

No longer merely "writing for the Web", "online journalism" is a term which now encompasses a range of skills as broad as journalism itself, including subjects that together could fill an entire undergraduate course: from online video and audio to data and visual journalism, social media and community management, advanced search techniques and verification, new ethical and legal considerations, and programming. Even "writing for the Web" requires an exploration of search engine optimisation, social media optimisation and Web analytics. Thankfully it's clear that in writing **Online Journalism: The Essential Guide**, Steve Hill and Paul Lashmar have not underestimated the scale of the challenge: the book covers almost all of the areas listed above, as well as the increasingly entrepreneurial character of journalism online. (Paul Bradshaw, Birmingham City University.)

About the Author

Steve Hill is senior lecturer in journalism at Westminster University, London. Prior to joining Westminster in

2015, he lectured at Southampton Solent University and is a freelance technology journalist.

Steve is co-author of *Online Journalism: The Essential Guide* (SAGE, 2013) with Paul Lashmar of Brunel University. He has written about technology, the Internet and business for over 20 years. Prior to joining Solent, he worked at magazine giant EMAP in London, tech publisher V3.co.uk (Incisive Media) and Paragon Publishing (now Imagine). He has also written on a freelance basis for: The Independent, Sunday Express, New Statesman, and Computing magazine.

Over the last 20 years Steve has interviewed some well-known names including: Bob Geldof, Alan Sugar, Richard Branson, Jerry Springer, David Bowie and Martha Lane-Fox (now Baroness Lane-Fox of Soho). He has appeared on Sky News, Radio Five Live (Simon Mayo show), BBC London (Paul Ross Breakfast Show), Radio 1 Newsbeat, LBC, The BBC News Channel as a pundit.

His research interests include the usage of technology in journalism, particularly in relation to user-generated content. He studied politics at University of the West of England, Bristol and have a postgraduate journalism diploma, a masters in Media Practice, a Postgraduate Certificate in Teaching in Higher Education and is a fellow of the Higher Education Academy. He currently sits on the committee of the AJE (Association for Journalism Education) and is a member of MeCSSA.

Dr Paul Lashmar joined Sussex University in October 2015 as a Senior Lecturer in Journalism and he is also an investigative journalist and research academic.

Users Review

From reader reviews:

Michael Bennett:

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