

Loyola College (Autonomous)

Chennai - 600 034.

News Writing in the Digital Era: Report on the Guest Lecture on September 12, 2016

R. Joseph Aloysius, Assistant Professor, St. Xavier's College, delivered a Guest lecture on 'News writing in the Digital Era' to the students of M.Voc Digital Journalism in the department of KAUSHAL Kendra, Loyola College, Chennai.

In the Guest-Lecture Programme held on September 12, 2016 at 11.25 AM in the Drawing Studio, KAUSHAL Kendra, the speaker highlighted the difference between News and a News Feature. He explained in detail the content-mix and the ingredient techniques of a multimedia-news-story presentation which is a combination of text, still-photographs, video clips, audio, graphics and interactivity presented on a website. He stressed on few aspects a journalist would require to harp on while packaging a multimedia story especially while deciding on which piece of the story would work best in video, in audio, in still, in graphics and in text.

He listed two basic types of multimedia stories namely Reporter-driven and Editor/ Producer driven. The basic decisions on how to assemble the pieces which make up the whole would be arrived at as per the demands of the story and the time available to present the same.

He explained in detail what is convergence and multimedia storytelling. Further he said, "by using a video camera one can cover an event and take stills if need be. Even if one covers and records audio and gathers information may not be used as text or graphics. A multimedia version of the story for the Web differs from its version for a print publication like a Newspaper, an Electronic Media Presentation like a Television newscast or a radio broadcast. When one has to select a story, he/she needs to be very careful as not all stories make good multimedia stories. Good multimedia stories are multi-dimensional".



Mr. R. Joseph Aloysius at his best in his interactive-session with the students