

BOOK REVIEW

Online Journalism ways to do it

CARLA RODRIGUES (ORG.) AUTORES: CARLA RODRIGUES, SUZANA BARBOSA, MARCELO KISCHINHEVSKY, THAÍS DE MENDONÇA JORGE, FÁBIO HENRIQUE PEREIRA, ZÉLIA LEAL ADGHIRNI, ANTÓNIO FIDALGO, JOÃO CANAVILHAS, CARLOS CASTILHO, FRANCISCO FIALHO, ADRIANA BRAGA, LEONEL AGUIAR E PEDRO DÓRIA
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REVIEWED BY **GERSON LUIZ MARTINS**

The book edited by Carla Rodrigues is a relevant reflection on what journalism is going through in this era of convergence. The chapters present an integrated but independent overview of various aspects of media convergence, from the point of view of journalism teaching in the writings of Carla Rodrigues, Thaís de Mendonça Jorge, Fabio Henrique Pereira, Zélia Adghirni or even Leonel Aguiar ; of new professional practices in the texts by Suzana Barbosa, Marcelo Kischinhevsky, Antonio Fidalgo and João Canavilhas, Carlos Castilho and Francisco Fialho and also by Adriana Braga; of the convergence of the newsrooms in the reflections of Suzana Barbosa and Marcelo Kischinhevsky; of collaborative journalism in the texts by Carlos Castilho and Francisco Fialho and also by Adriana Braga. One has to point out also the reflection made by Leonel Aguiar on the criteria of newsworthiness in cyberjournalism. Finally a reflection that becomes an experience report presented by Pedro Doria on the future and the crisis of journalism that removes the mystery in a circumstantial and comparative way from the process which journalism is currently passing through.

Although the organizer of the book and author of the first chapter highlighted the search for definitions of cyberjournalism, despite the different benchmarks, whether they are Brazilian, more attuned to the Iberian definition, or European or even American, we chose the nomenclature cyberjournalism which, according to the studies by Spaniards Ramon Salaverría and Javier Nocci, consolidated by the researchers of GJOL/UFBA, pioneer in research on Internet journalism,

without detracting from other individual initiatives, offers a more complete view of the journalism that takes place on the Internet. In any event, the reflection of Rodrigues is very relevant because there is still much discussion regarding these concepts, as incipient as the adoption of the cyberjournalism discipline, online journalism, digital journalism or web journalism in journalism schools in Brazil. There are some that go beyond, not in the sense of advancement, but of the principle that could be characterized as “*out*” in English terminology and adopt names like “digital communication”, “multimedia communication” among others.

The book is a significant contribution to scholars, professionals, professors and students of journalism, because since the advent of the commercial Internet and the launching of the first online newspaper in 1994 in California, the New Technologies of Information and Communication (NTIC) have profoundly transformed the journalist profession. This implies a mastery of the technique, the peculiarities of the contents, the complexity in the field of news sources and the requirements regarding the professional training of a new type of journalist. An inevitable future lies before us at this time: mobile phones, instruments for convergence that will soon become the main platform for accessing the web, have already begun to change journalistic practice. And the question becomes: is the structure of the news changing? According to the chapter written by the organizer, Rodrigues, the web changes the production processes in all the newsrooms and the range of skills that a course in journalism should offer in the training of a professional, considering the following aspects, which are important to record and highlight, such as the “need to go beyond technical training; the combination of online journalism with other professional practices; in reality a labor market in which the same professional must often perform tasks related to the web and to at least one more media; the training of the student for the specificities of cyberjournalism, which follows the trend of specialization already observed in radio journalism and television journalism; the pupil’s training in view of the growing presence of the Internet as a source of information for the production of news reports”.

Among the important contributions of the text, it is important to note the “challenge of training students endowed with a profound capability for processing and analyzing a huge amount of information available on the web”, or as Antonio Fidalgo emphasizes in the text by Rodrigues, “to perform the new journalism made possible by the Internet, one must know and master principles, rules and practices of the old journalism”. Thus, the text by Suzana Barbosa also stands out

as a shrewd reflection, associated with the Kischenhevsky text, on the convergence of the newsrooms and what this implies for journalism professionals. There is no way to read Barbosa's text separated from Kischenhevsky's reflections. In this aspect, a data item presented by Barbosa should always be remembered, namely that "a study on the integration of newsrooms in Latin America, carried out by those with responsibility for the web editions of 43 media of the most important newspapers in Latin America, indicated that 74% of the media were planning to integrate the print and online newsrooms over the short, medium or long term". Also noteworthy were the reflections of the Group at UNB, led by Professor Thaís Jorge that says about the cyberjournalism, "the journalist has the power and responsibility of being the editor and publisher of his own text" and that "the essential difference between journalists from the traditional media and from digital media is the pace of the production routines". Finally, the reflections on mobile journalism stand out in the text by Fidalgo and Canavilhas and that Brazil has an important contribution in the research of Fernando Firmino¹, and also the chapter by Castilho which deals with a reflection, at the least blunt, on collaborative journalism, in the aspect of the producer of information or as the consumer of news. Castilho says "the consumer public has given way to communities of readers, whose information no longer depends exclusively on print newspapers. The collaboration between journalism professionals and community members is unavoidable and mutually interesting".

| NOTES

- 1 Blog Jornalismo Móvel - <http://jornalismomovel.blogspot.com>, accessed on July 25, 2010.

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