NEW PROFESSIONAL PROFILES AND SKILLS IN THE JOURNALISTIC FIELD:
a scoping review and in-depth interviews with professionals in Spain

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ABSTRACT - The professional profiles and skills related to journalism are adapting to a new paradigm as a consequence of the advent of new technologies - the web 2.0, the end of the monopoly of news production by mass media, etc. This study aims to provide a comprehensive critical mapping of new professional profiles and skills demanded in the field of journalism, based on a scoping review and in-depth interviews with professionals and academics in Spain. The results show a great variety of new profiles and nomenclatures. This is in part because of a significant overlapping in the functions emphasized by them. With regards to skills, the traditional ones are still the most valued by the market, although new competencies are becoming more and more important.
Key words: Journalism. Skills. Professional profiles. In-depth interviews. Literature review.

NOVOS PERFIS PROFISSIONAIS E COMPETÊNCIAS NA ÁREA JORNALÍSTICA:
revisão da literatura e entrevistas a profissionais na Espanha

RESUMO - Os perfis profissionais e competências associadas ao jornalismo estão adaptando-se a um novo paradigma propiciado pelo surgimento de novas tecnologias, a web 2.0, a perda de monopólio da produção de notícias por parte dos meios tradicionais, etc. Utilizando como métodos a revisão da literatura atual – *scoping review* – sobre novos perfis profissionais e competências requeridas para desempenhar a profissão jornalística, complementada por entrevistas em profundidade a profissionais e gestores acadêmicos da área, este estudo tem como objetivo um amplo mapeamento crítico dos novos perfis e competências demandadas no campo na Espanha. Os resultados mostram que existe uma grande variedade de novos perfis com diversas nomenclaturas, além de grande sobreposição de funções entre eles. No que diz respeito às competências, as tradicionais continuam sendo as mais valorizadas pelo mercado, embora a implementação de novas habilidades se torne cada vez mais importante.
Palavras-chave: Jornalismo. Competências. Perfis professionais. Entrevistas em profundidade. Revisão de literatura.

NUEVOS PERFILES PROFESIONALES Y COMPETENCIAS EN EL ÁMBITO PERIODÍSTICO: revisión de la literatura y entrevistas a profesionales en España

RESUMEN - Los perfiles profesionales y las competencias asociadas al periodismo se están adaptando a un nuevo paradigma propiciado por el surgimiento de nuevas tecnologías, la web 2.0, la pérdida del monopolio de la producción de noticias por parte de los medios tradicionales, etc. Utilizando como métodos la revisión de la literatura existente – *scoping review* - sobre nuevos perfiles profesionales y competencias requeridas para el desarrollo de la profesión periodística, complementada por entrevistas en profundidad a profesionales y gestores académicos del ámbito en España, este estudio tiene como objetivo un amplio mapeo crítico de los nuevos perfiles y competencias demandadas en el ámbito en España. Los resultados muestran que existe una gran variedad de nuevos perfiles con diversas nomenclaturas, además de grandes solapamientos de funciones entre ellos. Con respecto a las competencias, las tradicionales continúan siendo las más valoradas por el mercado, aunque eso no exime que requieran de la implementación de nuevas habilidades.
Palabras clave: Periodismo. Competencias. Perfiles profesionales. Entrevistas en profundidad. Revisión de la literatura.

1 Introduction

Within the journalistic field, the forms of production, consumption, language and information distribution have been changing. The role of journalism itself has been reconsidered, mainly as a result of the disruption of the traditional broadcasting model and the content production monopolized by the traditional journalistic outlets. In other words, it has moved from a widely consolidated scheme of content production by mass media, which was oriented towards broad audiences and dominated by specialized journalists with academic education, to a model in which the journalist is "no longer the sole gatekeeper" (MASIP et al., 2015), since the audience has an active voice in the information process.

The eruption of new technologies (as the web 2.0 and the digitizing process) puts pressure on the conventional business models – newspapers and printed publications - though they often resist to readjust to this new environment (OPGENHAFFEN; D'HAENENS; CORTEN, 2013). The conventional business model is forced to adapt to these transformations in the news production process to ensure their own survival, by means of maintaining

their relevance and attractiveness towards their target public who currently has plenty of options.

With regard to the Spanish scenario, the adaptation of traditional to digital media began in the early 2000's, more or less at the same time when these changes were occurring worldwide, followed by the newspapers' transformation into online newspapers. In addition to that, there was the emergence of digital native news – Estrella Digital, founded in 1998 was the first generalist digital newspaper in Spain – and their subsequent expansion and consolidation from the 2000's onwards (SALAVERRÍA, 2008, p.25). According to Salaverría (p.24), such initiatives intensified the earlier atrophy experienced by the editorial and journalistic sector in the country as a consequence of the growth of online advertising investments.

Apart from the questions surrounding the fundamental role of journalism, there are structural changes affecting the journalistic work as a whole which, in all likelihood, will be reflected in the professional skills and profiles currently required in this area.

There are changes strictly related to the digital environment, as well as general changes affecting both web journalism and all other media.

Listed below are the salient factors highlighted by literature. It should be noted that the first three concepts mentioned are greatly enhanced by the digitizing process and are considered the founding principles of this transformation (BARDOEL; DEUZE, 2001; SCOLARI, 2009).

- Hypertextuality (BARDOEL; DEUZE, 2001; CANAVILHAS; BACCIN, 2015; CANAVILHAS, 2014; DEUZE, 2001b), whose main impact in the journalistic field is the fragmentation of news, which are now connected by different hyperlinks. Additionally, a new and unique language adapted to this reality has arisen.

- Multimedia message or the conjunction and integration of different types of languages (BARDOEL; DEUZE, 2001; CANAVILHAS; BACCIN, 2015; DEUZE, 2001b, 2004; DÍAZ NOCI, 2009; JENKINS, 2008; SALAVERRÍA, 2014) – such as text, photography, graphics, videos, digital animation, music, etc. – which were previously treated separately. These elements must be interconnected in accordance to the "composition criteria", to create unity among them, while their disposition and assembly must be coherent, appealing to the "multimedia syntaxes" (SALAVERRÍA, 2014).

- Interactivity (ROST, 2014), for example with the audi-

ence through online comments. Besides, there is also the interactivity related to the personalization of content from the user's standpoint (BARDOEL; DEUZE, 2001), as well as the easy recuperation and administration of user consulted data.

• Web memory – a metaphor to the capacity of retaining and recovering historical data easily, made possible by online databases - widens the possibilities of the journalistic work (FIDALGO 2003; PALACIOS, 2014). Both journalists and users can use the web memory in a variety of ways to compile and to produce data.

• Instantaneity (BRADSHAW, 2014) is related to a new form of consumption by the audience, who has 24/7 access to the internet from both home and work, in addition to access through different devices and digital channels (transmediality). In this context, both news production and distribution are affected by the instantaneity: a great agility in gathering, fact checking, drafting and formatting data, and subsequently distributing it. Journalists are currently live covering news through social networks, for example.

• Customization (LORENZ, 2014), which consists of personalizing the content to the needs of small audiences or niches.

• Ubiquity, which refers to the raise of the citizen journalism (PAVLIK, 2014) as one of the consequences of the loss of content production monopoly by mass media. Yet it is worth highlighting that the content produced by newspapers and journalists with academic training serves as basis for blogs and citizen journalists websites' own content (DANIELS, 2006; DEUZE et al., 2007; LOWREY, 2006; REESE et al., 2007, as cited in MITCHELSTEIN; BOCZKOWSKI, 2009, p.573).

Aside from these seven fundamental concepts, there are three other relevant aspects according to Deuze (2001a, 2004, 2005):

• Multiculturalism (DEUZE, 2001a, 2005) relates to the requirement towards a greater ethnic diversity, both among the professionals themselves and in the way in which media portray ethnic minorities. The latter concept forms part of the social responsibility journalism should carry, and encompasses the knowledge of minorities, different cultures, ethnic groups and how they are represented. Along with intercultural communication knowledge and diversification of actors in media.

- The trend of mixing information and entertainment (infotainment), culminating in marketing news, which would collide with established ethical codes – such as the public-private dichotomy.

- The transformational process of journalism through the digital environment, characterized by the following factors: the search and collection of data online, which might jeopardize the credibility and validity of these data, the emergence of a new type of online journalism and the aforementioned media convergence (DEUZE, 2004, 2005).

As a consequence of such changes, the professional profiles alter as well - being many times extinguished, renewed or created - assigning or adding new roles to the journalists. The same applies to the skills required for the professional practice of journalism in this "new" horizon.

The overall changes in the journalistic context demand an adjustment in the degrees and postgraduate studies in communication (FUENTES NAVARRO, 2008). The objectives and methodology of this article are detailed in the following section.

2 Objectives and methods

This study has aimed to map, discuss and reflect on the main professional profiles and emerging or changing skills currently required in the journalistic field, having as specific objectives to identify the main new profiles/professional roles that have emerged or changed in the current journalistic field and to assess the core skills required to journalists that have emerged or changed nowadays.

In order to achieve these objectives, the methodological design is based on the principles of the method scoping review (ARKSEY; O'MALLEY, 2005), which is complemented with in-depth interviews with professionals and academics in the field.

The first method consists of a systematic literature review so as to find similar patterns and assess research trends.

Given that the transformations affecting journalism are a global phenomenon rather than a local one, a review of national and international literature was conducted with regard to the new profes-

sional profiles and skills, using a Boolean keyword search in databases with local and global academic relevance, such as CSIC, Dialnet, Scopus and Web of Science. Some examples of keyword combinations used follow:

- Skills AND competencies AND professional profiles AND journalism

- *Competencias* AND *habilidades* AND *perfiles profesionales* AND *periodismo*

In addition, a web search of secondary sources was conducted relating to the journalistic field, i.e. interviews or recent studies that have been published regarding professional profiles and competencies in Spain. A total of 18 articles and reports were included and evaluated according to their relevance regarding the objectives established for this research and respecting the principles of the scoping review method.

Moreover, in-depth interviews with a convenience sample of 10 professionals in the journalistic and academic field were conducted. The interviews were handled in May 2016 and conducted online.

The interviews' fundamental purpose was to know the main professional profiles and competencies that would be changing or emerging currently according to the evolution experienced in the journalism sector. The script used for the interviews can be found at the end of this article (see appendix 1).

The professionals, who have participated confidentially and without being named in this study, form part of the diverse areas of the journalistic industry in Catalonia. This Autonomous Region, because of its importance in journalism, can be taken as representative for the entirety of Spain. Professionals are represented by profiles such as digital journalist, community manager, head of communication, communication council member, university professor and academic manager.

3 Results
3.1 New professional profiles

A new paradigm demands a new work logic, and therefore new professional profiles that fit this reality (KOTAMRAJU, 2002, as cited in SCOLARI, 2009, p.957).

Although there are changes within the journalistic field, the professionals interviewed pointed out that the traditional profiles are not disappearing "at all". However, there would be a decrease in demand for profiles such as proofreaders or editors, not as a result of the "technological conversion, but as a consequence of the economic crisis" in Spain.

Nonetheless, the current profiles are constantly changing and should be updated as "in any other profession," as pointed out by one interviewee: "A plumber has to keep abreast of new products or tools that s/he works with. Therefore journalists should be up-to-date in their intellectual work."

A summary of these new emerging profiles can be found at table 1 based on the literature. It should be noted that there is some skepticism surrounding the new profiles and new terms used to designate these same profiles among some of the respondents: "whose professional duty" is not clear.

However, within the literature a long mention to the "polyvalent journalist" can be found, often under the designations of "reporter/journalist/editor multimedia or multitasking" (CRUCIANELLI, 2010; FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012; GONZÁLEZ & MICÓ, 2012; MICÓ ET AL., 2012; MOLINA & BADENES, 2012; PALOMO & PALAU-SAMPIO, 2016; PERLADO, 2013; RUBIO & AYALA, 2015; SCOLARI, SANZ, GUERE, & KUKLINSKI, 2008). Their main role is to "apply all their skills in the information processing, in different formats and languages" (SCOLARI et al., 2008, p.54).

Moreover, some respondents reinforce versatility as a key component of traditional and new profiles:

> In fact, with the incorporation of the digitizing process to media, what has basically changed is the ability that the writer needs to have in view of developing journalistic products in various formats.

Despite being a common phenomenon in the contemporary reality of journalism, the polyvalence affects professional specialization, as a result of the professionals being forced to perform functions of which they do not possess deep knowledge:

> Instead of doing the tasks of a 'journalist', s/he is also dedicated to other things that do not have much to do with the essential work of newsgathering or news coverage. As can happen to the cover artists or web publishers.

Among the new profiles indicated in the literature, the Community Manager or Head of digital reputation/Comments Manager (CORREYERO RUIZ; BALADRÓN PAZOS, 2010; CRUCIANELLI, 2010; FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012; MICÓ, 2012; PALOMO; PALAU-SAMPIO, 2016; SÁNCHEZ-GONZALES; MÉNDEZ MUROS, 2014; SCOLARI et al., 2008) is often quoted. Their main functions are to establish, maintain and manage the online interaction with customers through social networks, blogs, forums, web site, etc., and to create content for them.

The Content Manager (CORREYERO RUIZ; BALADRÓN PAZOS, 2010; FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012; PALOMO; PALAU-SAMPIO, 2016; RUBIO; AYALA, 2015; SÁNCHEZ-GONZALES; MÉNDEZ MUROS, 2014; SCOLARI et al., 2008), nomenclature for this article is grouped around Content Curator/Content Manager/Content Editor/Research Publisher/Web Content Editor, that is the person responsible for analyzing, managing and editing "all digital business information (web content, videos, podcast and images)" (PERLADO, 2013, p.05). This professional's main purpose is to ensure that the content reaches the audience.

There are also profiles strictly related to social networks (CORREYERO RUIZ; BALADRÓN PAZOS, 2010; CRUCIANELLI, 2010; MICÓ, 2012; PALOMO; PALAU-SAMPIO, 2016), under the names of Social Media Manager/Editor/Strategist. This person's main attributions are to create and coordinate the strategies of all social networks managed by the companies.

Lastly, there are two profiles which are more technical: they are the specialists in Search Engine Optimization (SEO) and the Interactive Designer/Graphic Designer/Information Architecture. The role of the former is to "optimize the web pages in order to achieve better positions in organic results of search engines based on a concrete search terms, helping to increase web traffic to those pages" (CORREYERO RUIZ & BALADRÓN PAZOS, 2010, p.07). The role of the latter is "presenting information so that accessing it is simple and easy to remember" (FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012, p.05), providing consistency and usability for users of these platforms.

Table 1 – Description of the new professional profiles within the journalistic field

New Professional Profile	Similar Nomenclature	Main role	Cited in
Polyvalent Journalist	Multimedia or Multitask Reporter / Journalist/ Writer	Ability to develop different languages for different media.	Crucianelli, 2010; Fundación Tecnologías De La Información, 2012; González; Micó, 2012; Micó; Masip; Ballano, 2012; Molina; Badenes, 2012; Palomo; Palau-Sampio, 2016; Perlado, 2013; Rubio; Ayala, 2015; Scolari et al., 2008
Community Manager	Digital Reputation Management /Comments Manager	To manage the interaction with the audience and to create online content for them.	Correyero Ruiz; Baladrón Pazos, 2010; Crucianelli, 2010; Fundación Tecnologías De La Información, 2012; Micó, 2012; Palomo; Palau-Sampio, 2016; Sánchez-Gonzales; Méndez Muros, 2014; Scolari et al., 2008
Content Manager	Content Curator/ Content editor/ Research editor/ Web Content Editor	Responsible for managing all digital information from the company (social networks, websites, videos, etc.).	Correyero Ruiz; Baladrón Pazos, 2010; Fundación Tecnologías De La Información, 2012; Palomo; Palau-Sampio, 2016; Rubio; Ayala, 2015; Sánchez-Gonzales; Méndez Muros, 2014; Scolari et al., 2008
Social Media Manager	Social Media Strategist/ Social Media Editor	Responsible for coordinating all social networks strategy managed by the company.	Correyero Ruiz; Baladrón Pazos, 2010; Crucianelli, 2010; Micó, 2012; Palomo; Palau-Sampio, 2016
Search Engine Optimization (SEO)	NA	Optimization of web pages in order to reach a broader audience online.	Correyero Ruiz; Baladrón Pazos, 2010
Interactive Designer	Graphic Designer/ Web Designer/ Information Architecture	To present the information in a more interactive and intuitive way to the audience.	Fundación Tecnologías De La Información, 2012

Source: Own elaboration.

3.2 New skills and renewed skills in journalism

Even though changes in journalism impact on the skills demanded of the professionals, it is important to consider, as mentioned before, that many of the studies reviewed, as well as the opinion of the interviewees, highlight that the traditional skills are still intact or are even more in demand.

These traditional skills are: critical capability, mastery of native and foreign languages, creativity, teamwork, organization and general knowledge (CASERO-RIPOLLÉS; ORTELLS-BADENES; DOMÉNECH-FABREGAT, 2013; CORREYERO RUIZ; BALADRÓN PAZOS, 2010; DROK, 2013; FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012; MICÓ; MASIP; BALLANO, 2012; MICÓ, 2012; MOLINA et al., 2013; OPGENHAFFEN; D'HAENENS; CORTEN, 2013; PALOMO; PALAU-SAMPIO, 2016; PERLADO, 2013; RUBIO; AYALA, 2015; SCOLARI et al., 2008; TEJEDOR CALVO, 2008; WENGER; OWENS, 2012; WENGER; OWENS; THOMPSON, 2014; WILLNAT; WEAVER; CHOI, 2013a).

The interviewees agree with this point-of-view when they state:

> The most important skill to have is to know how to identify interesting topics and have the ability of narrating them properly. To identify interesting topics, I believe there are only two ways: (a) go to the street, including in this street (but only including it, not turning it into the street) everything that circulates on the Internet; and (b) refer to available databases (e.g. INE, CIS, etc.) to generate public interest information.

> There is a need to adapt to the digital context, but without losing the ideal traits of a good reporter, which are focused on investigating the facts.

The professionals interviewed also highlighted the following traditional skills, which are also the most frequently cited in the literature analyzed:

• **Interpretive capability** means possessing critical thinking, interpreting large amounts of information (WILLNAT; WEAVER; CHOI, 2013b). In addition, as expressed by one of the interviewees, "being able to identify and tell good stories; in other words, interesting stories so people understand relevant issues and decide upon them (consumption, leisure, vote, etc.)".

• **General knowledge:** taking into consideration a plural audience with regards to broad cultural topics, as a result of the wide global reach made possible by the Web 2.0.

- **Mastering languages** and communication skills, both written and oral.
- **English fluency**, which becomes increasingly essential in a globalized context.
- **Flexibility** and ability to rapidly adapt to a changing environment.

This standpoint is complemented by one of the respondents, who refers to the ability of constant renewal as the most essential one to journalism:

> The ability to continually renew yourself, particularly regarding technology, since the internet universe is under constant change, an environment where you no longer can be limited to only having a good title or a scoop, but also know how to communicate it and sell it through social media.

- Being **organized** and **well-prepared** in view of the large amounts of information and display artfulness and rapidness when reporting the news.
- Be a **team worker.**

Nonetheless the professional ethics are essential to the profession, as mentioned by one of the interviewees:

> A professional is someone who is able to perform an ethical and committed journalistic work, with seriousness and rigorousness in order to continually develop a democratic society.

With regards to the new skills, they could be compiled according to the following blocks (in bold), followed by a brief discussion about them:

- **Multimedia skills**, which consist of mastering different media and modalities such as written text, video or photographs, and being able to easily switch between journalistic genres and media, formats or technologies (MARTINS, 2015). These skills are cited in several studies (CASERO-RIPOLLÉS; ORTELLS-BADENES; DOMÉNECH-FABREGAT, 2013; DROK, 2013; FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012; MICÓ; MASIP; BALLANO, 2012; OPGENHAFFEN; D'HAENENS; CORTEN, 2013; PERLADO, 2013; RUBIO; AYALA, 2015; SCOLARI et al., 2008; TEJEDOR CALVO, 2008; WENGER; OWENS, 2012; WENGER; OWENS; THOMPSON, 2014; WILLNAT; WEAVER; CHOI, 2013a). One of the respon-

dents summarized this skill as the "ability to transit among languages, formats and various tools."

- **Live News broadcasting and rapid information production** (BRADSHAW, 2014; MOLINA et al., 2013; SÁNCHEZ-GONZALES; MÉNDEZ MUROS, 2014; TEJEDOR CALVO, 2008; WENGER; OWENS; THOMPSON, 2014; WILLNAT; WEAVER; CHOI, 2013b). It is worth highlighting that speed should be aligned with rigorousness, according to the interviewees: "the ability of combining rapidness and rigorousness, along with contextualization, will be the differential selling point to the reader in comparison to other media".
- The skills ascribed specifically to **newsgathering**: search strategies, additional verification of the facts online and the analytical process including extraction, filtering and data analysis (OPGENHAFFEN; D'HAENENS; CORTEN, 2013).
- **Up-to-date knowledge** in what regards the web and web 2.0 (DROK, 2013; FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012).
- **Mastering social media** (FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012; MICÓ; MASIP; BALLANO, 2012; MICÓ, 2012; MOLINA; BADENES, 2012; OPGENHAFFEN; D'HAENENS; CORTEN, 2013; PALOMO; PALAU-SAMPIO, 2016; RUBIO; AYALA, 2015; SÁNCHEZ GONZALES; MÉNDEZ MUROS, 2015; TEJEDOR CALVO, 2008; WENGER; OWENS, 2012; WENGER; OWENS; THOMPSON, 2014), which is also emphasized by three of the interviewees.
- **Mobile technology skills** (FUNDACIÓN TECNOLOGÍAS DE LA INFORMACIÓN, 2012; MICÓ; MASIP; BALLANO, 2012; PALOMO; PALAU-SAMPIO, 2016; RUBIO; AYALA, 2015; WENGER; OWENS; THOMPSON, 2014) and their applicability to the journalistic field.
- **Interactivity** (MOLINA; BADENES, 2012; PALOMO; PALAU-SAMPIO, 2016; RUBIO; AYALA, 2015) is related to both knowing the interactive language and how to handle it and how to interact with the audience – create engagement.
- The **technical skills:** knowing HTML language and specific journalistic software.

The need of being up to date is not limited to broadcasting the news, it applies as well to the acquisition of news skills in order to achieve a fully profession development, "occasioning in a take of time for performing key aspects of the profession: networking, searching for sources", as stated by one of the respondents.

> Also for colleagues who are not digital natives there are some added costs, because they do no see as intuitive many of the innovations that emerge, and which the companies often urge these professionals to adapt themselves without assessing the cost, the extra workload it might take and the technologies life spam over time.

4 Discussion

The journalistic field continues to experience changes in its professional profiles and required skills, a dynamics common to many of the current occupations, as a consequence of the constant changes driven by the emergence of new technologies. Currently the need to restructure and adapt to the converged environment is evident, being considered "one of the biggest challenges facing journalism studies and education in the 21st century" (BARDOEL; DEUZE, 2001; PAVLIK et al., 2001; TEOH KHENG YAU; AL-HAWAMDEH, 2001 as cited in DEUZE, 2005, p.451).

There does not seem to exist a normalization regarding nomenclatures - following a global trend, the Spanish field has adopted denominations in English. Different names are often used to describe similar roles. Furthermore, traditional profiles keep changing, given the new skills requested by the market, as it is highlighted by the literature review and interviews with Spanish professionals.

Nevertheless traditional skills are still the most valued by the market - both at international and national levels – being key to the practice of the profession. However, in line with other researches, this paper concludes that the teaching of journalism needs to be constantly renewed, based on a critical and humanistic training to new media (ARROYO CABELLO, 2011; MICÓ; MASIP; BALLANO, 2012; MICÓ, 2012).

The evaluation of the bachelor's degree offered in Spain is often criticized by a majority of professionals consulted for this research, who mention:

> The studies are very out of touch with the market reality. Teaching is based on outdated aspects of the profession, it insists on working ways from past decades and there is overlap and overburden of concepts and materials that are of no use to perform the profession. Theoretical matters such as economics, politics or law are addressed in a superficial way – at the secondary educational level - which causes little preparation on a fundamental theoretical basis. In addition to the minor importance assigned to the "practical" aspects within the journalism studies.

To the field professionals, it is essential to:

> Introduce the new digital world codes: technical skills – know-
> ing how to communicate through social networks, internet lan-
> guage, video editing, photographs, application of multimedia
> content to the web, web design – and a greater skill to look for
> sources, as well as a greater theoretical basis on the topics they
> comment – politics, law, economy, etc..

Lastly, what is mostly appreciated by the audience (MASIP et al., 2015) in a context in which everyone has the means to produce content, and information quickly is out-of-date, it is precisely the expertise, the deepening of a topic, the critical capability and the reliability of the content produced and distributed by journalists. All these features should be incorporated and/or highlighted in the curriculum of the journalism degree in Spain.

* This paper was translated by Paula Marques-Hayasaki

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APPENDIX 1

Interview script used:

a.   What is your current focus at a professional level?

b.   Which research lines or professional projects you are involved with?

c.   Generally, what characteristics do you consider the most important ones to the profession development?

d.   How do you translate the importance of these aforementioned characteristics in skills the professional in the journalistic field should have?

e.   How would you describe the situation of the traditional professional profiles? (i.e. newspapers, editor in chief, writer, reporter, etc.)

f.   Among these profiles, which ones do you believe would be changing due to the technological evolution?

g.   Consequently, do you understand some of these profiles might be disappearing?

h.   Do you consider that profiles related to digital content are transversals to the profession development?

i.   Nowadays it is required from the communication professional to be polyvalent, in which way do you believe this affects the specialization of such professional?

j.   From the professional standpoint, how do you believe that the need of being "up-to-date" influence your experience/specialization level?

k.   How do you perceive the current situation of the journalism studies?

l.   Do you think there is a need to develop an exclusive career to the studies of communication in a broad sense? Why?

m.   Do you think it is pertinent to have an exclusive career to digital communication? Why?

n.   In general, which are the aspects you consider key to the profession development outside the academic world?

o.   Among the most traditional skills, which are the ones the labor sector keeps requesting?

p.   As a consequence, which are the skills that would have changed inside the university teachings?

q.   Apart from these, do you consider there is an emergence and demand of new aptitudes in the academic field?

r.   How do you believe that the university promotes the creation of new professional profiles?

s.   How do you perceive that this affects the traditional profiles?

t.   Which would be the new skills that could be associated to consolidated profiles? (i.e. for the journalist, to know the functioning of social media/social network sites, or the capability of easy transit through journalistic genres and media, etc.).

u.   Lately there are new denominations/profiles in accordance to the knowledge related to technology and digitizing process, how does it affect the lack of normalization in a shifting ground?

v.   What is your bachelor's degree? In which organization/

university/company do you work?

w.   What is your position at your current work?

x.   How many years of experience do you have in your job position?

y.   How much time have you been working/researching in this field?

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