



JOURNALISM WITH A FUTURE

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by **Mónica Rodrigues**

Journalism with a Future studies the changes provoked by the digital revolution in communication and information which called into question the survival of traditional media and traditional business models.

Technological development allowed information to be instantaneous. It is no longer scarce, on the contrary, it is superabundant to a point that produces an excess of stimulæ, making it harder and more overwhelming for consumers to understand facts. This ease of access to contents put a stress on many newspapers, forcing the closure of historic titles and the underemployment of great professionals. For the past few years, the Internet has brought a new narrative into communication with search engines, links and social networks that broadened interests, making the production of journalistic pieces quite complex.

Thus, it is crucial to understand new methods of making journalism and business models, for which academic researchers are essential. This is what this book sets out to do. Over ten chapters, various professionals from Spanish, Portuguese and Mexican universities present as solutions an improvement of techniques of production and fact-checking; independent fundraising; a change in attitude – more open, more alert and more flexible; collaboration between journalists, researchers and readers; and last but not least, an update

of narrative techniques, which implies the inclusion of and adaptation to the new technologies, by making the most of cutting-edge audiovisual formats, virtual reality and transmedia.

However, the book also highlights that while keeping up with the ever-changing course of communication, journalists must never lose sight of the core characteristics that distinguish journalistic pieces from other texts and at the same time must guarantee the worth, quality and truthfulness of the content.

Journalism with a Future's tone is hopeful, although realistic. In a time when new information surges by the second with free access by simply clicking on a link, and when technologies are ever changing and by tomorrow something new and fresher will be invented, challenges and doubts naturally arise. However, the writer must trust that the reader wants to be correctly informed and prefers quality over quantity.

Published by Media XXI both in English and in Spanish (**Periodismo con Futuro**), in order to reach a wider range of readers, coordinated by Iván Puentes-Rivera, Francisco Campos-Freire and Xosé López-García, **Journalism with a Future** is an extremely entertaining and informative reading for anyone interested in the areas of journalism and digital communication.