



Richard Scott Dunham

# Multimedia Reporting

How Digital Tools Can Improve Journalism Storytelling

Series: Tsinghua Global Business Journalism Series

- Applies multimedia tools to business and economic journalism
- Explains multimedia skills and how to harness those skills in a digital news context, presenting examples of global best practices
- Discusses Chinese economic and business topics in detail
- Develops ideas with a truly global perspective on multimedia journalism
- Is the most comprehensive and up-to-date textbook on multimedia journalism on the market

This is the first book to apply multimedia tools to economic and business storytelling. By examining the journalism essentials as well as the advanced multimedia skills, it helps readers use the latest technological tools to integrate multimedia elements into traditional news coverage. It also explains how to tell stories solely through multimedia elements. The new language of online journalism includes writing for digital platforms, writing blogs and writing for social media and involves a wide range of multimedia skills, like video, audio, photography, graphics, data visualization and animation. Multimedia journalism allows a two-way communication with the audience that was not possible in traditional "legacy" media, and this textbook is replete with links to useful tutorials, examples of award-winning multimedia stories, and advanced digital resources, offering journalists a road map to the brave new world of digital reporting and editing.

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