



# DIGITAL TRANSFORMATION IN JOURNALISM AND NEWS MEDIA

## MODULE 1: DRONE BASED JOURNALISM

# Objectives of Module 1

- Understand the different Journalism techniques
- Understand the evolution of Modern Journalism
- Comprehend the basic of storytelling and how to make an interesting story  
Understand how to connect the interest in “telling stories” with the use of
- UAS and how to apply them as a storytelling tool
- Understand how to link communications such as journalism, public relations, film, advertising and advocacy public-service, with in-depth concepts of airborne videography and photography and manoeuvring techniques.
- Recognise the different aerial techniques
- Recognise the Post-production and video editing using footage taken with drones.

# Objectives of Module 1

## **Unit 1 Basic of Journalism**

- Understand the journalism profession
- Understand the key steps and practices of journalism
- Know methods and practices used by journalists to gather, verify and present news -Understand the new frontiers of journalism given by the digital transformation.

## **Unit 1 Storytelling**

- Identify elements for a rich narrative
- Learn how to use storytelling techniques, typical narrative schemes with which the participants
- Create rich narratives practically structuring the content they want to convey, building an effective story.

## **Unit 3 Journalism for images and videos**

- Learn on how photography and video shooting can affect the storytelling, as the new journalist uses images to visually display the facts and help tell the story;
- Analyse the aerial shooting and best practices on using drones for journalistic services and TV productions.



# DIGITAL TRANSFORMATION IN JOURNALISM AND NEWS MEDIA

MODULE 1: DRONE BASED JOURNALISM

UNIT 1: Basic of journalism

# Objectives of Unit 1

- Understand the journalism profession
- Understand the key steps and practices of journalism
- Know methods and practices used by journalists to gather, verify and present news
- Understand the new frontiers of journalism given by the digital
- transformation.

# 1.Introduction to Journalism

- Define journalism: Journalism is the practice of collecting, analyzing, and disseminating news and information to inform the public and hold those in power accountable.
- Importance of journalism in society: Explain that journalism plays a crucial role in safeguarding democracy by providing citizens with the information they need to make informed decisions. It also acts as a watchdog on government and other institutions.

## 2.The journalist profession

- Explore the role of journalists: Journalists act as information gatherers, storytellers, and watchdogs. They investigate, report, and convey news through various mediums, such as print, broadcast, and online.
- Different types of journalists: Mention various roles within journalism, such as investigative journalists who uncover hidden truths, beat reporters who cover specific topics (e.g., politics, business), and war correspondents who report from conflict zones.



## 3.Key steps in Journalism

- Research: Describe how journalists gather information by conducting interviews, researching documents, attending events, and using online resources.
- Reporting: Explain the process of crafting news stories, including structuring the information logically and writing in a clear and concise manner.
- Editing: Emphasize the importance of reviewing and fact-checking to ensure accuracy and quality.
- Publication: Highlight how journalists share news through newspapers, TV, radio, websites, and social media platforms.



## 4. Practice in Journalism

- Objectivity and impartiality: Discuss the principles of presenting news in a balanced and unbiased manner, without personal or political bias.
- Ethical considerations: Explore ethical dilemmas in journalism, such as protecting sources, avoiding conflicts of interest, and maintaining trust with the audience.
- Writing in the inverted pyramid style: Explain the inverted pyramid structure, where the most important information comes first, followed by supporting details.

## 5.Practice in Journalism

- Sources of information: Provide examples of primary sources (e.g., interviews, eyewitness accounts) and secondary sources (e.g., government reports, academic studies).
- Fact-checking and verification techniques: Explain how journalists verify information by cross-referencing multiple sources, checking official records, and using fact-checking organizations-.

## 6. Presenting news

- Story structure: Discuss the traditional news story structure with a lead (hook), the body (essential details), and a conclusion (wrap-up).
- Multimedia elements: Showcase how journalists incorporate multimedia elements like photos, videos, and infographics to enhance storytelling and engage the audience.



Implementation: For a practice example as a guideline to build a news, check on the Additional Resources in the Incubator the "

*Local Community*

*Comes Together to Clean Up Park After Weekend Storm"*

## 7.New frontiers of Journalism

- The impact of digital transformation: Discuss how digital technologies have revolutionized journalism, enabling real-time reporting, interactive storytelling, and global reach.
- Citizen journalism and social media's role: Explain the rise of citizen journalists who use social media platforms to report events and share information, both empowering and challenging traditional journalism.



# DIGITAL TRANSFORMATION IN JOURNALISM AND NEWS MEDIA

MODULE 1: DRONE BASED JOURNALISM

UNIT 2: Storytelling

# Objectives of Unit 2

- Identify elements for a rich narrative
- Learn how to use storytelling techniques, typical narrative schemes with which the participants
- Create rich narrative critically structuring the content they want to convey, building an effective story.

# 1.Introduction to storytelling

- Define storytelling: Explain that storytelling is the art of conveying a message, idea, or emotion through a narrative.
- Importance of storytelling in communication: Discuss how stories captivate attention, make information memorable, and connect people on a deeper level.
- The power of storytelling to engage, persuade, and inspire: Share real-world examples of how effective storytelling has led to social change, marketing success, or personal growth..



## 2. Element of a good story

- Character: Dive deeper into character development. Discuss the importance of relatable and multidimensional characters, including protagonists and antagonists.
- Plot: Explore various narrative structures (linear, nonlinear, circular) and how they influence the storytelling experience.
- Setting: Explain how the setting can act as a character itself, shaping the story's atmosphere and themes.
- Conflict: Go into different types of conflicts (internal, external) and how they drive the story forward.

### 3. Storytelling Structure

- Introduction: Explain the purpose of the introduction, which is to set the scene, introduce the main characters, and establish the story's tone.
- Rising Action: Describe how the rising action builds tension through conflicts and obstacles.
- Climax: Provide examples of climactic moments in different genres and how they affect the audience.
- Falling Action: Discuss how the falling action resolves loose ends and prepares the story for a conclusion.
- Conclusion: Explain the significance of a satisfying resolution and how it leaves a lasting impression.

## 4. Storytelling techniques

- how, don't tell: Provide specific examples of descriptive language and sensory details that engage the reader's senses.
- Use dialogue: Discuss the role of dialogue in revealing character traits, advancing the plot, and creating authenticity.
- Foreshadowing: Explain how foreshadowing adds anticipation and complexity to a story.
- Flashbacks: Discuss when and how flashbacks can enhance storytelling by providing backstory or context.
- Metaphors and symbolism: Share examples of how metaphors and symbols can convey deeper meanings and themes.

## 5. Emotional impact

- Explore various emotions that storytelling can evoke, such as empathy, sympathy, joy, anger, or fear.
- Discuss the importance of relatability and vulnerability in connecting with the audience on an emotional level.
- Share case studies or stories that have successfully elicited strong emotional responses.

## 6. Storytelling in different context

- Explore how storytelling is used in various fields, such as marketing (brand storytelling), education (teaching through narrative), and business (leadership and motivation).
- Share specific examples of successful storytelling campaigns or initiatives in each context.
- Highlight the versatility of storytelling as a universal communication tool.

## 7. The power of visual

- Discuss the role of visuals (images, videos, infographics) in enhancing storytelling and conveying complex information.
- Provide examples of how visual storytelling is used in digital media, social media platforms, and data visualization.
- Explain how combining visuals with narrative can create a more immersive storytelling experience.

## 8. Practical and tips

- Encourage the audience to practice storytelling regularly, starting with personal anecdotes and gradually progressing to more complex narratives.
- Share practical tips for improving storytelling skills, such as seeking feedback from peers, reading widely, and experimenting with different storytelling formats



Implementation: For a practice example as a guideline to build a news, check on the Additional Resources in the Incubator the " *Title: "A Beacon of Hope: How a Small Community Bounced Back After Devastating Flooding" and" The lost key"*





# DIGITAL TRANSFORMATION IN JOURNALISM AND NEWS MEDIA

MODULE 1: DRONE BASED JOURNALISM UNIT

3: Journalism for images and videos

# Objectives of Unit 3

- Learn on how photography and video shooting can affect the storytelling, as the new journalist uses images to visually display the facts and help tell the story;
- Analyse the aerial shooting and best practices on using drones for journalistic services and TV productions

# 1. Introduction

- Explain how journalism has evolved to incorporate visual media in the digital age.
- Mention the audience's changing expectations for multimedia content in news.

## 2. The power of visuals

- Discuss how visuals can evoke emotions, provide context, and simplify complex information.
- Images: Provide examples of iconic news photographs that have shaped public opinion.
- Videos: Show snippets of news videos that captured significant events or interviews

### 3. Visual storytelling

- Analyze examples of news stories that effectively used visual media to enhance their narratives.
- Show how visuals can convey emotion, depict unfolding events, and provide historical context..

## 4. Capturing Images – Shooting videos

- Discuss the equipment used by photojournalists, including cameras and lenses.
- Explain the importance of composition, lighting, and timing in capturing powerful images.
- Describe video production equipment, including cameras, microphones, and lighting setups.
- Discuss the importance of storytelling in video journalism, including scripting and editing.

## 5. Image and video-editing

- Explain the role of image editing software (e.g., Photoshop) in enhancing and adjusting photos.
- Discuss video editing techniques, including cutting, color correction, and adding captions.

Check these videos at this link:



The secret to editing a killer drone showreel

<https://www.youtube.com/watch?v=EF8lp2QDEWg>

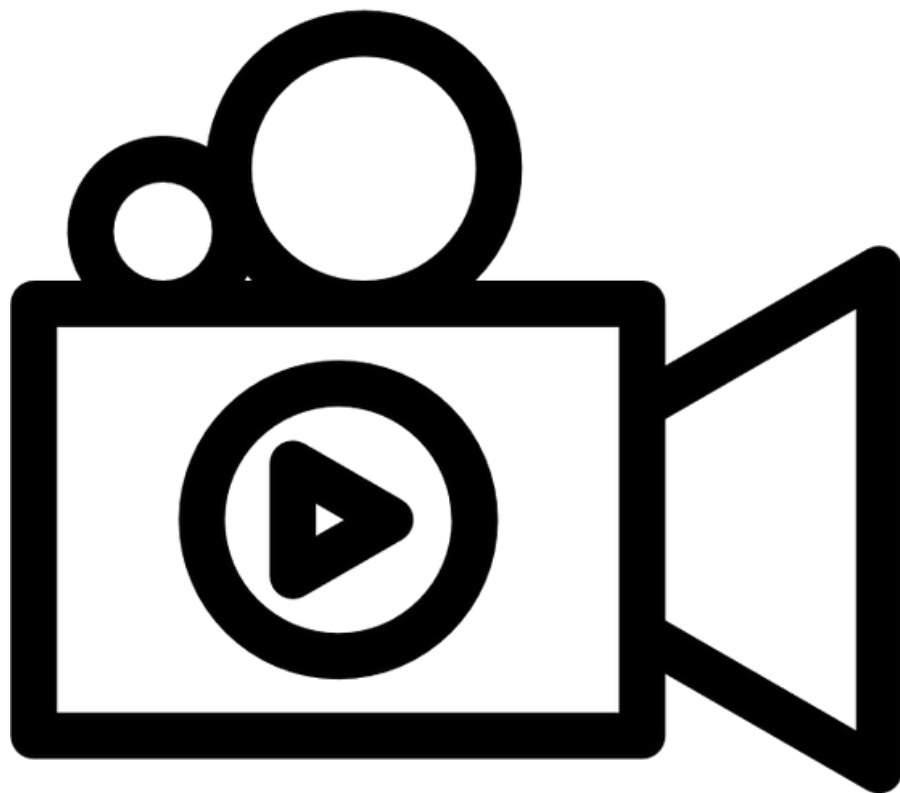
Editing Drone Footage for Beginners - The Free Way!  
(DJI Fly)

[https://www.youtube.com/watch?v=3\\_Ple25IPbM](https://www.youtube.com/watch?v=3_Ple25IPbM)



## Case studies

- Explore emerging trends in visual journalism, such as virtual reality reporting and drone photography.
- Discuss how technological advancements are shaping the future of news visuals.



-Drone Journalism ,Matt Waite, Midwest Center for Investigative Reporting, 2018

<https://www.youtube.com/watch?v=S46kvP-dp6U>

-Drones as new tool for journalism, Al Jazeera English, 2014 [https://www.youtube.com/watch?v=mode\\_N5-gTs](https://www.youtube.com/watch?v=mode_N5-gTs)

-TOP drone cinematic techniques explained tutorial, 2018  
[https://www.youtube.com/watch?v=JlCStat6k\\_M](https://www.youtube.com/watch?v=JlCStat6k_M)

Top 7 Cinematic Drone Moves for Intermediates, 2019  
<https://www.youtube.com/watch?v=3mLxhGnRwRo>

# Case studies

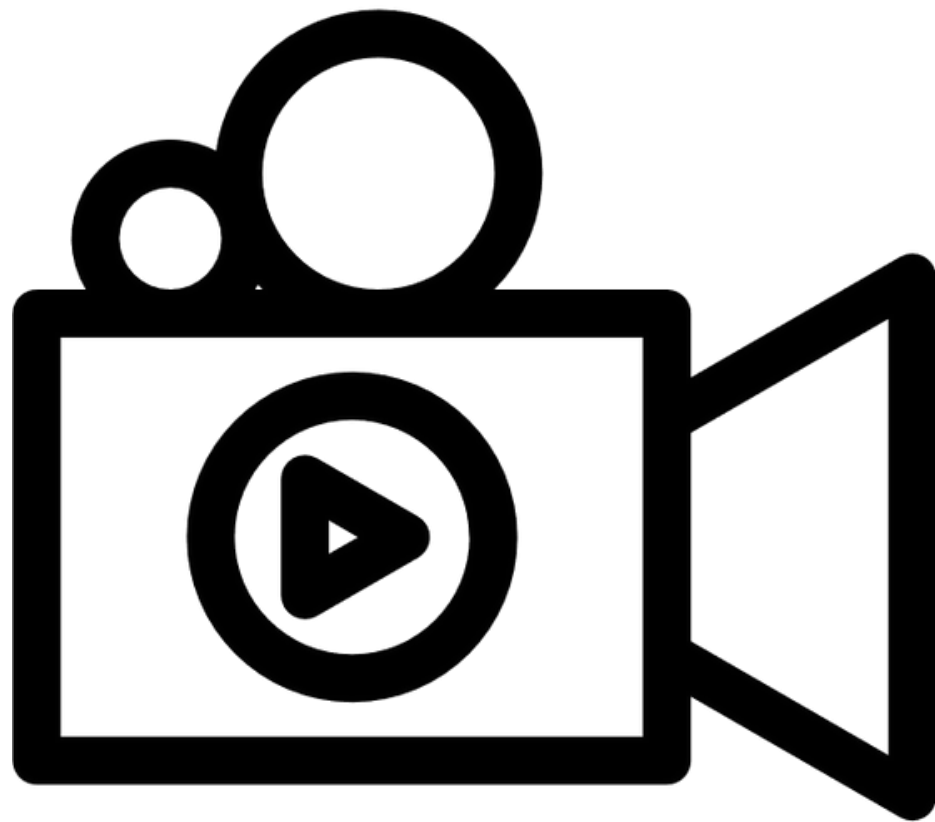
- Present detailed case studies of news stories that were significantly impacted by the use of visuals.
- Analyze the specific techniques and choices made by journalists in these cases.



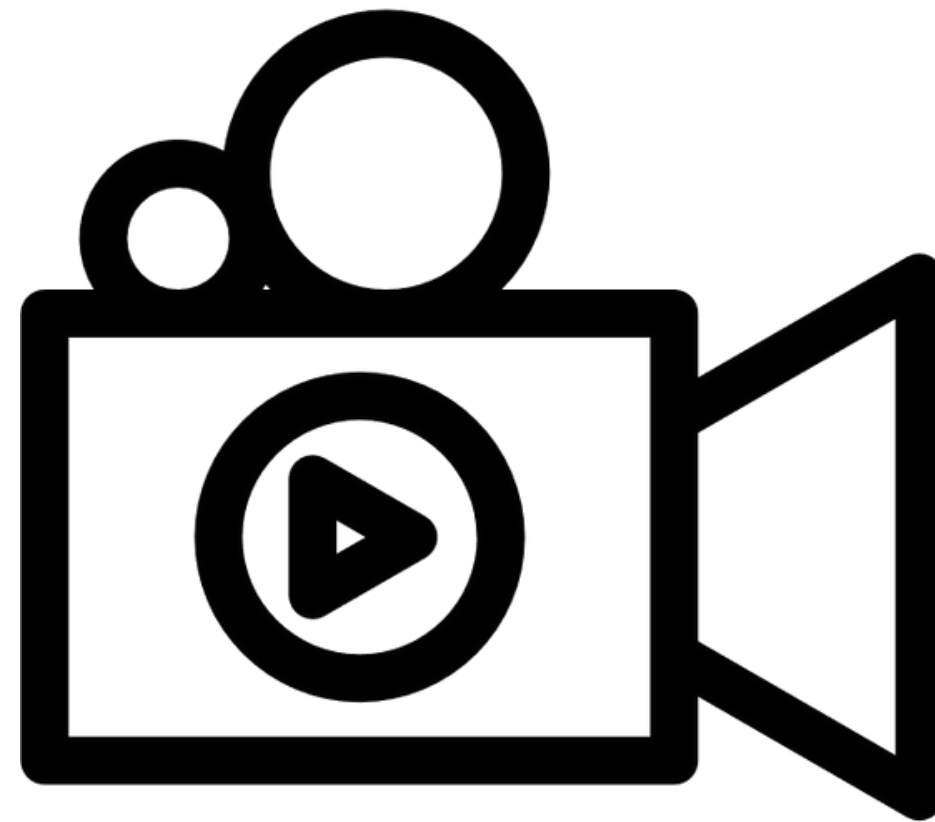
Check the power point presentation of LLTA in Malta available in the Additional Resources in the incubator

## Case studies

- Explore emerging trends in visual journalism, such as virtual reality reporting and drone photography.
- Discuss how technological advancements are shaping the future of news visuals.



MC1100E: Drones in Journalism  
and Communication



Drones as new tool for journalism