MODERN EDUCATION JOURNALIST: WORK TOOLS

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Today education passes a stage of technologization and innovative development, transformation of a knowledge society arises from new challenges of modernization and development of "learning through life". These processes lead to the creation of communicative barriers to obtaining full information about educational changes. The bridge that will help to overcome these barriers should become educational journalists. It will be them who will create the final content and receive consumers. Innovative thinking, understanding of the essence of changes in educational processes, as well as the knowledge and skills necessary to create content on educational topics are important tasks for an educational journalist. Therefore, the aim of our research is to study the tools of the modern educational journalist. The aim correspond to the tasks: to characterize the tools of work of a modern educational journalist and describe it.

Educational journalism is, above all, the production and distribution of current news of interest to the educational audience. Educational audience is a very broad definition. It includes everyone who is related to different levels of education, as well as part of the educational process (children - parents - teachers - experts).

Educational journalism work tools are a set of multimedia (digital, technological) and individual factors that allow an educational journalist to work on collecting, analyzing and creating content, deals with educational information, facilitates interaction with the audience and Internet users, and provides an expanded understanding of the needs to attract a certain type of tools for individual needs in the process of working with information or communicating with the audience. Such technological tools are (as the basic structure proposed by researcher O. Silantyeva) [1]:

- social messengers such as WhatsApp, Threema and Facebook Messenger;
- web site software;
- distribution of editorial tasks with the help of project management systems, which is distributed on the model of public cloud model, such as Basecamp and Asana;
- means of processing big data;
- video conferencing services - Skype, Facebook, planning using Google cloud technologies;
- 360 degree photo creation applications, panoramas;
• applications for basic or advanced video creation;
• applications for basic or advanced infographic creation (with ready-made layouts);
• services for finding illustrative content under the Creative Commons license (Compfight type);
• applications like Evernote for structuring and marking of records, photos, links, documents;
• network "white boards" for visual material composition;
• network services for creating mental maps, brainstorming (like MindNode, Mindmeister);
• speech recognition applications, automatic audio transcription services;
• reverse image search service;
• TinEye, fact-checking services;
• built-in search for the archives of the editorial office, on Google Drive, Evernote. Advanced search of search engines;
• network text editors, services for joint work on Google Docs documents, automatic check for information style, services of automatic check for readability and plagiarism;
• applications and network services for video and audio editing, video and audio hosting;
• services for creating built-in audio (like SoundCite) and video clips (like coub.com);
• video broadcast applications (e.g. Periscope and Livestream);
• photostocks, search for photos of eyewitnesses in social media (by geo-tag, date and hashtag);
• test and quiz creation services, such as boombox.com, playbuzz.com, Google Forms;
• services for word cloud visualization (like Wordle, WordClouds);
• services for created animated graphics, such as GoAnimate, Spark Video;
• services for creating interactive video;
• working with a video manager on Youtube;
• timeline tools such as Timeline JS, Timetoast, Dipity;
• tools "was-is", for example Juxtapose JS;
• common engines sites - Wordpress, Joomla, Bitrix;
• platforms for publishing audio podcasts (for example, PodBean, Buzzsprout);
• embedding elements and widgets on social media in the text of the journalistic material (Iframe code, a feature available in most social media allows embedding a fragment from a social network into a website or blog);
• publication of posts in social media using delayed posting in social networks, cross-posting services like Everypost;
• layout of multimedia longrid, such as services like Tilde, Readymag;
• editorial review of articles on the site - services like the Mediator;
• and others.

In addition, a modern journalist writing on educational topics should, in our opinion, specialize in an educational profile, that is, a specific area of education, have extensive information about this area, as well as have an extensive network of expert contacts.

Besides understanding educational topics, deep immersion and "participation" in the educational process, for a journalist writing on educational topics, it is important
to understand the functioning of multimedia platforms, genre structure and content typology. Among other common tools for journalists should be named photo authentication service TinEye, service for working with data obtained in PDF-files Tabula, mobile application FiLMiC Pro and many other technological tools [2]. Important tools for visual presentation of data are Dipity (free chronology generator and digital storing tool), Qik (for live reports from the scene, streaming data tool), Google Fusion Tables (for work with large data), Qwiki (search engine, alternative to Google, instantly creates a multimedia presentation with search results), Vuvox (free data visualization tool, creates interactive presentations that include text, photos, video and audio) ... [3]

To study the opinion and interests of the audience, the journalist can conduct polls on the site of the publication or by correspondence, explore the chats and forums, actively fill the page in the social network. For an educational journalist it is important to learn the opinion of parents, teachers, or students, so the above examples of communication can serve as an additional source for improving the work of the editorial office and work on content.

So, our study identifies the main tools that a journalist should have. They will help a journalist to organize and verify information, create content for a multimedia platform. For an educational journalist, it is also important to understand individual needs (depending on audience and type of content).

References:

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ТРАНСФОРМАЦІЇ БІБЛІОТЕЧНОГО СОЦІАЛЬНОГО ІНСТИТУТУ

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Інформатизація суспільства докорінно змінює життєдіяльність людства. На сучасному етапі швидкого зростання інформаційних потоків, зміни технологій, поширення інформації та умов її використання істотно посилюється роль теоретичних знань, їхнього упровадження в різні сфери людської діяльності. Інформація перетворюється на стратегічний ресурс суспільного розвитку [1].

Водночас з переходом постіндустріального суспільства до інформаційного та його вищого рівня – суспільства знань істотно трансформується діяльність бібліотеки. Її пріоритетами стають: автоматизація,