

1
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MONOGRAPHS

PANORAMA OF JOURNALISM AND PROFESSIONAL SKILLS IN DEMAND



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Professor at the Department of Communication Sciences at the University of Santiago de Compostela. PhD in Communication with European Mention and Extraordinary Award. His lines of research are the communicative scenarios typical of digital environments, network narrative models, and journalistic regulation and deontology. Has published more than 100 publications, the majority in scientific journals. Among the most recent ones are articles such as "Redefining Journalism Narratives, Distribution Strategies, and User Involvement Based on Innovation in Digital Native Media", published in *Journalism* (2022), or "News Sharing Using Self-Destructive Content in Digital Native Media from an International Perspective", published in *Journalism Practice* (2021). He received the Drago Latina Award in 2016 for the most cited article. He directed the Institute of Social Media (2013-2019) and has carried out different actions with the business sector.



Dr. Javier Serrano Puche
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Professor of Journalism at the Faculty of Communication of the University of Navarra, where he holds the position of Vice Dean of teaching. He has two six-year research periods (2007-2012/2013-2018) positively evaluated by the CNEAI. Among other works, he is co-editor of the book "Comunicación periodística ante los nuevos retos" (Gedisa, 2018). His most recent scientific production focuses on public opinion in the digital sphere, misinformation and the relationship between the media and emotions. On these topics he has published in journals such as the *International Journal of Communication*, *International Review of Sociology*, *Media and Communication* or in publishers such as Routledge, Palgrave Macmillan or IGI Global.



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Doctor in Political Science and graduate in Communication Sciences (UBA). She has a Post-Doctorate (CEA-CONICET-UNC). She is the director of the Institute for Research in Public Policy and Government of the National University of Río Negro, where she directed the School of Social and Economic Studies and the bachelor's degree in Social Communication. She is also a professor at the University of Buenos Aires and a member of the Academic Committees of the Latin American Chair of Transmedia Narratives, the Doctorate in Communication (UASB - Ecuador) and the Doctorate in Human and Social Sciences (UNRN). She is the author of six books and numerous scientific chapters and articles.

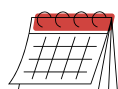
DESCRIPTION

Apart from the already traditional profiles such as press, radio or television journalist, and also those linked to organizational communication, the market is increasingly demanding more professionals who are experts in digital scenarios, social platforms, data journalism or mobile communication, as well as others related to business management in quality controls or matters of social responsibility. The permanent evolution of communication, especially multimedia communication, causes the appearance of new, increasingly specific and specialized professional profiles (Sánchez-García et al., 2019) and, as everything suggests, technologicalization will continue to increase in the coming years (López-García, Rodríguez-Vázquez & Pereira-Fariña, 2017). The journalism practice will continue to be forced to restructure productive routines and to continue configuring increasingly interdisciplinary work teams. The classic competences of journalism (professional vocation; service vocation; narrative skills; ethical, deontological and legal competences; independence and freedom...) continue to be present in professional practice (Marta-Lazo, Rodríguez & Peñalva, 2020) and continue to be as necessary as always. Technology helps, but it does not eliminate the job insecurity that has characterized the profession in recent decades, nor does it replace the fundamental role of the journalist in advanced democratic societies, which, in line with political, economic and social evolution, is identified with the role of public speaker (Berganza, Lavín & Piñeiro-Naval, 2017). Human talent and technologies coexist in newsrooms (Cifuentes & Sixto-García, 2022) to meet the needs of audiences that are also increasingly specialized and demanding (Arcila, Oller & Blanco, 2020), who need answers to diverse cultures in a globalized world (Martín-Antoranz, Cabezuelo-Lorenzo & Bartolomé-Muñozde-Luna 2019) and in a context in which the threat of disinformation and the spread of hoaxes on social networks (Agarwal et al., 2022) make the journalism is more essential than ever. What new professional profiles does the journalism of the 21st century need? How does job insecurity affect the reconfiguration of newsrooms and work routines? What competencies and skills does the fight against disinformation require? How do the new professional profiles coexist with the automation of processes? Why doesn't the technological matrix devalue the importance of journalistic ethics and deontology? These are just some of the questions that are intended to be answered in this monograph.

CALENDAR

Deadline to receive manuscripts: **01/06/2024**

Extended Deadline: 01/07/2024



Monograph publication date: **01/01/2025 (DOXA n.º 40)**

THEMES

- New professional profiles.
- Situation of the journalism practice: comparative studies and case analysis.
- Entrepreneurship in communication.
- Job insecurity and multitasking.
- Digital skills for journalism.
- Ethical and deontological competences for journalism.
- Journalistic skills for new narratives.
- Business models and professional profiles required.
- Technologizing production routines and interdisciplinary work teams.
- Journalistic skills to combat misinformation.
- Innovation and journalism: knowledge, procedures and attitudes.
- Management skills for public involvement in financing and content.
- Journalistic hackathon.

KEYWORDS

Journalism practice; new professional profiles; journalistic skills; job insecurity; journalistic innovation; entrepreneurship.

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