

Where is the problem?

Media

News

press

magazines

Internet

Mobile

print

video

Public

PRESS

MASS

The problem is not the New Media !!!

This is where most, who are still making a living from traditional journalism, will eventually get “parked”. The problem is, all the syndromes that their Bodies are carrying.

A desperate attempt to first build the “personas” and then sell the material. While the right is always the opposite: Write, work filed, rewrite, work, travel.

If you're a true persona will be discovered and acknowledged by the others. If you will become one it will be because you got groomed in the public discourse and the Market and because you have something important to say.

Yet, today thousands of Sites - sprouting here and there every day - seem to carry a kind of soft revanchism. Some - very few - journalists, write articles and open our eyes, to the extent that while reading the “Lead articles-reports”, you think that the descendant of Kapuściński (*), is somewhere here next to you and you just missed him.

In all this, add some “cliché sequences” and “stereotypes”, next to the public social media communication and you will have a “persona”, that writes (free) at sites that usually sell “air” , with a simple log in. This new journalism is complemented by the mutual admiration of avatars (between themselves). A mutual apotheosis, as if they are in and stage, throwing flowers and cheering each other.

An “eccentric” dress code, also creates new “personas” in the new journalism.

Through the refraction of Instagram, Facebook etc. some have invented a town with magic spots, hot spots, hidden urban secrets, “amazing chefs” and “incredible interior designers” who jog all day and belch over an Oriental Falafel (**).

The “story” in this case, has no depth, no cross information, no serious sources, no art of interviewing, no fatigue analysis. Here, first of all, it is important how these “personas” spend their daily life or “kill” their time.

Often enough - due to the minimal commercial response - inevitably, the new digital media and their princes, are rolling over in halls of various “industry players”, galas, institutions, looking for some “mini-donation”.

“Avatar” editors – while taping nervously, with their fingers, a cocktail glass, are converted overnight, to the table lamp of each businessman, who wants to highlight and promote his product to a new "hip" audience.

“Avatar editors” are the melancholy of Journalism!

() Ryszard Kapuściński was a Polish reporter, journalist, traveller, photographer, poet and writer whose dispatches in book form brought him a global reputation*

*(**) Falafel is a deep-fried ball or patty made from ground chickpeas, fava beans, or both. Falafel is a traditional Middle Eastern food, commonly served in a pita, which acts as a pocket, or wrapped in a n a flatbread known as lafa.*