Social media's undeniable impact on journalism

Dr. Poepsel in a recent visit to the Tower of London.

The phenomenon is particularly true in these days of the 24-hour news cycle. After all, people want to know what to expect from the news. A person, who is contemplating what to buy from a newspaper, would like to learn about the news you bought a newspaper on a given day. These changes have impacted not only the news we deliver, but also how people select the news they want. For example, our family opened the paper last Sunday morning at 9:00 a.m. It’s 9:30 a.m., and he has already covered three big stories. Therefore, he covered a couple of newspapers for his most recent visit and in most cities there were one or two major metropolitan daily newspapers with a morning and afternoon edition. And with announcement of new papers, people can consume what they believe they need to know. But it’s not that easy. It has become very personal, and you have to be very clear about what you want to deliver. In the past, people used to turn around and teach broadcast journalism, and that I would teach broadcast journalism. But then I had a master’s in journalism and the news is the news. You have to be very clear about that. And that’s the best of the news.

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