

FUTURE OF JOURNALISM

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Nowadays journalism takes one of the main parts of our life. We read newspapers, listen to radio and watch TV. It's hard to imagine life without information.

Fastness and topicality are the basic requirements for information channels. Million newspapers are printed every day all around the globe. The most important questions of social, economic, scientific and cultural life, moral and ecological problems are published in the press and discussed on TV. Mass media also plays the main role in forming public opinion.

The topic has always interested journalists and academics. The director of «Daily Chronicle» Robert Donald was the first, who developed a model of the future of journalism in 1913.

Donald foresaw that newspapers in the future would be smaller, but with a large circulation. He predicted that all information would be got by the phone. Every journalist will have a pocket phone for getting any information and he will notify to the editorial office of the newspaper. Newspapers in the future will have two strongest competitors. They are: cinema and gramophone. People will listen to news and see the artwork.

Robert Donald was able to predict the future of modern journalism and even a mobile phone and Internet. Nowadays mobile phones, which can be used for prompt breaking news and short entertaining spots such as: jokes, horoscopes, alerts, games, music, advertising and Internet with fast information have become the main means not only for journalists, but also for all people.

In the future online – journalism will take the main part of our life. Different online – blogs, websites and fast information will be more popular than TV, radio and newspapers.

The article used search, synthesis, analysis of information. This work is useful for both journalists and other professionals. We live in the information time and every change in this area is important.

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