

BREAKING THE LIMITS: FROM TRADITIONAL CAMPUS JOURNALISM

by:

Aymie Faye G. Jaring

Teacher I Luakan National High School

Devoting to uplifting campus journalism in school is a big commitment because we need updates on the happenings inside and outside the school community. Enabling all students to keep up with the trends and social issues around us is challenging. Another challenge is maintaining the student publication's credibility in everything we do and keeping up with all the significant activities the student journalists need to cover.

According to Patnubay (2023), as campus journalists, we should no longer adhere to the distinctions emphasized between campus journalism and real-world media. Campus journalism should transcend the boundaries of educational campuses. Journalism is not limited to the storytelling of school activities; instead, the fundamental principles of society are its basis. Regardless of the distinctions between academic journalism and real-world media, both are fundamentally based on the same principle: influencing public opinion. Student publications have demonstrated their equivalence to professional journalism.

We cannot deny that producing printed newspapers is tedious. From the fast-paced happenings around us to proofreading articles, taking photos, and finally, laying out the whole newspaper, these require much time. The long process of publishing school papers may result in a delay in information dissemination, which may defeat one of the elements of news, which is timeliness.

With this, it is important to highlight the important role of digital journalism in publishing timely stories. Digital journalism will keep the student publication more active and productive in writing news stories because campus journalists do not need to go through a sophisticated process. Through the use of online platforms such as social media, information dissemination has become faster, and publishing news stories has become more interactive.

Online journalism, also known as digital journalism, cyber journalism, or netizen journalism, refers to disseminating factual information using the Internet. It refers to a modern kind of journalism in which we disseminate editorial content online rather than being published in print or broadcast (Kandil, 2023). Due to its unique structure, this system possesses distinct principles, features, and, naturally, a technology component. It enables immediate information retrieval and offers readers an interactive and customized experience. Furthermore, incorporating multimedia components in Internet journalism enhances its consuming expertise, making it more captivating (Salaheldin, 2023).

Yet, despite all the advantages, we must not be complacent because there might be disadvantages, such as the faster spread of news, which means we must be more careful in publishing information via social media. It is also necessary to verify facts so we will be able to maintain the credibility of the student publication when it comes to providing information to the public.

References:

Patnubay, M. S. C. A. (2023, September 8). Campus journalism: Don't limit to schools, promote as 'alternative media' | Inquirer Opinion. INQUIRER.net.
<https://opinion.inquirer.net/166161/campus-journalism-dont-limit-to-schools-promote-as-alternative-media>

Kandil, H. (2023, May 17). Online Journalism: What makes it stand out? LinkedIn.
<https://www.linkedin.com/pulse/online-journalism-what-makes-stand-out-haidy-kandil->

Salaheldin, O. A. (2023, May 16). Features, principles, and technology of online journalism. <https://www.linkedin.com/pulse/features-principles-technology-online-journalism-a-ahed-salaheldin>