

Методы журналистского творчества.

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Методы сбора информации.

Это: сбор документов, наблюдение,
интервью, эксперимент, расследование.

Маски общения (М. Шостак):

- ✓ «Слушатель».**
- ✓ «Премного благодарный слушатель».**
- ✓ «Юный друг».**
- ✓ «Ревизор».**
- ✓ «Третейский судья».**
- ✓ «Надменный журналист».**
- ✓ «Функционер».**
- ✓ «Художник».**
- ✓ «Молодой казак».**
- ✓ «Холодные уши».**

Работа над материалом интервью

- ✓ Расшифровка.
- ✓ Монтаж.
- ✓ Редактирование интервью.

Получение информации:

Пресс-служба.

Ньюсмейкер.

Инсайдер.

Наблюдение — метод получения информации из реальной жизни в ходе целенаправленного восприятия какого-либо объекта.

Систематическое наблюдение.

Включенное наблюдение.

Анкетирование.

Эксперимент — это наблюдение, сопровождаемое вмешательством наблюдателя в изучаемые процессы и явления, в определенных условиях — искусственный вызов, сознательное провоцирование «последних».

Современные методы работы с информацией

Методы предъявления информации фактологического ряда:

- ✓ Повествование.
- ✓ Описание.
- ✓ Характеристика.
- ✓ Типизация.
- ✓ Рассуждение.
- ✓ Объяснение.
- ✓ Констатация.

Методы предъявления информации

культурологического ряда:

- ✓ Ссылка.
- ✓ Цитирование.
- ✓ Изложение.
- ✓ Переосмысление.
- ✓ Словесная инкрустация.

Технические средства в работе журналиста с информацией

Стадии творческого процесса:

Познавательная.

Создание текста.

Задание № 2.

Подготовьте вопросы к интервью с интересным собеседником (желательно известным человеком). Интервью предоставляется в текстовом формате.

Взаимодействие журналиста с аудиторией

Под аудиторией СМИ понимают совокупность людей - адресатов журналистских произведений, которая вступает в взаимодействие с конкретным СМИ и возникает на основе общности информационных интересов и потребностей, а также форм, способов и каналов их удовлетворения.

**Потенциальная аудитория —
совокупность адресатов, по внешним
социальным характеристикам сходных с
целевой аудиторией.**

**Реальная аудитория – читатели
одного номера СМИ – выпуска
журнала или газеты.**

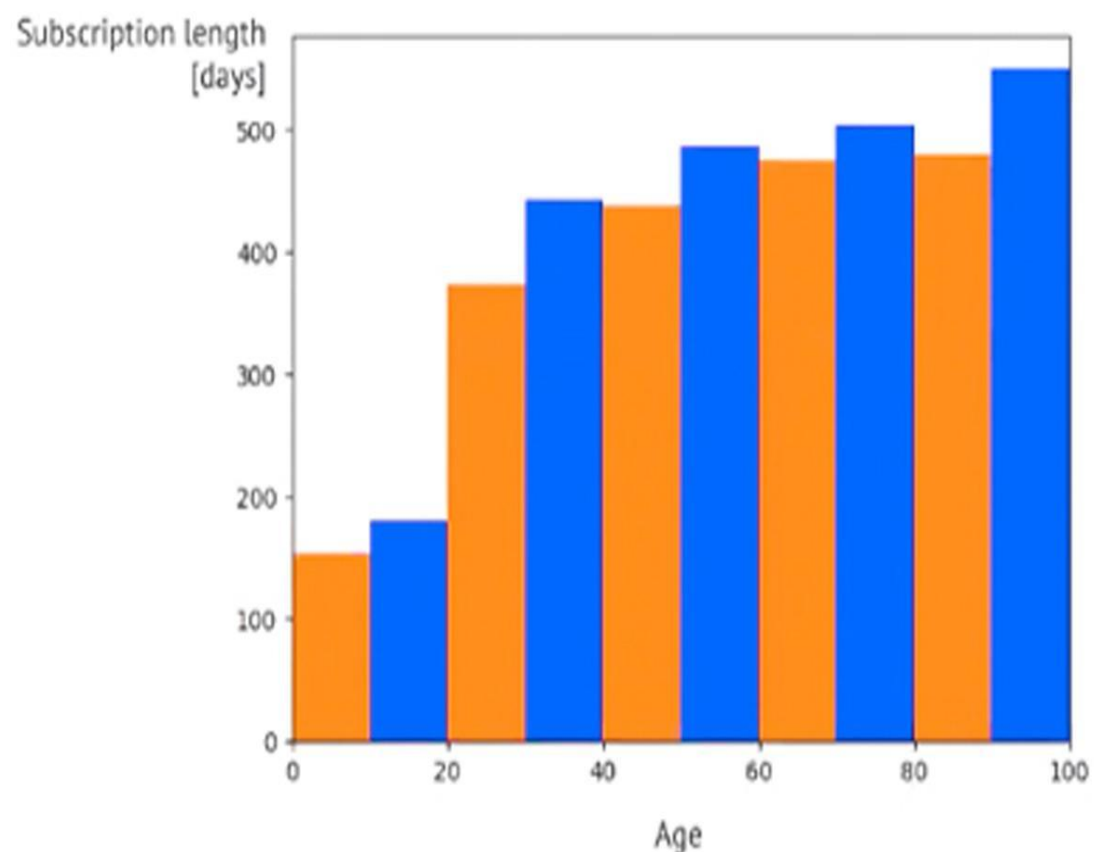
Расчетная аудитория — это те слои и группы населения, на которые рассчитан орган СМИ, в которых он заинтересован видеть своих потребителей.

Массовая аудитория, к которой можно отнести взрослое население и детей от 5-ти лет, имеет случайный характер, принимает пассивное участие в поиске информации.

Целевая аудитория – это совокупность адресатов с едиными информационными интересами, обусловленными единством их социальных статусов.

- ✓ **Первичная аудитория.**
- ✓ **Вторичная аудитория.**

Age group and subscription lengths



- Females hold shorter subscription lengths than men for every age group
- In the 20-40 demographic, we have the most potential increase in subscription lengths

Male
Female

BAKE OFF

The Great British Bake Off episode 4 recap | Millie Mackintosh format

The contest's first ever Dairy Week has seen some lactose larks. Here are all the talk...

★★★★☆

By Michael Hogan

◆ Premium

The best ever Bake Off recipes - o...

THE HOUSING LADDER

◆ Premium

The luckiest generation Who really had it best when buying property?

The debate over whether it is harder for today's young people than it was for their grandparents has raged for years

By Sam Meadows

◆ Premium

Help to Buy could hit consumers and the government with 'significant financial risks'

By Melissa Lawford

LONDON FASHION WEEK

the Channel four times.
We may need you to bring vital medicines into the UK'

UL HAYWARD

ndi Arabia can spend all money it likes on sport t cannot buy our gement

JASON BURT

With the rest of Europe football in flux, English clubs have no excuse no seize Champions League stranglehold

TE

rting hero Gareth onquers both ronman and one deepest

BRIAN MOORE

World Rugby needs to make big changes after Japan World Cup if gam to really grow

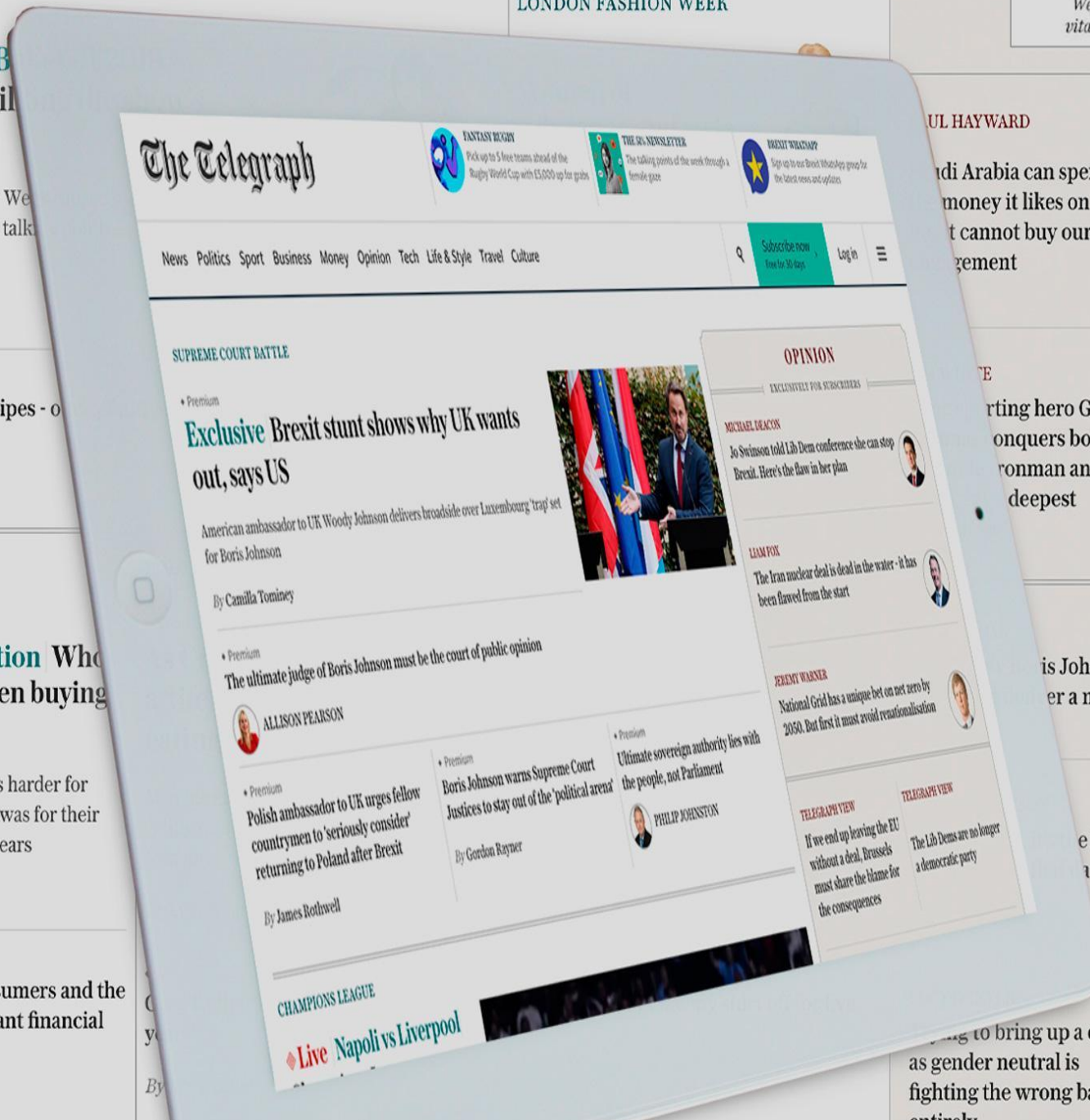
is Johnson can avoid delaying er a no-deal by October 31 legally

e love of are not

STEWART JACKSON

Jo Swinson's vow to revert Article 50 is a tremendous own-goal

ing to bring up a child as gender neutral is fighting the wrong battle entirely



The Telegraph

FANTASY RUGBY
Pick up to 5 free teams ahead of the Rugby World Cup with £5,000 up for grabs

THE 50 NEWSLETTER
The talking points of the week through a female gaze

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SUPREME COURT BATTLE

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Exclusive Brexit stunt shows why UK wants out, says US

American ambassador to UK Woody Johnson delivers broadside over Luxembourg 'trap' set for Boris Johnson

By Camilla Tominey



OPINION

EXCLUSIVELY FOR SUBSCRIBERS

MICHAEL DEACON

Jo Swinson told Lib Dem conference she can stop Brexit. Here's the flaw in her plan



LIAM FOX

The Iran nuclear deal is dead in the water - it has been flawed from the start



JEREMY WARNER

National Grid has a unique bet on net zero by 2050. But first it must avoid renationalisation



ALLISON PEARSON

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The ultimate judge of Boris Johnson must be the court of public opinion

◆ Premium

Polish ambassador to UK urges fellow countrymen to 'seriously consider' returning to Poland after Brexit

By James Rothwell

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Boris Johnson warns Supreme Court Justices to stay out of the 'political arena'

By Gordon Rayner

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Ultimate sovereign authority lies with the people, not Parliament



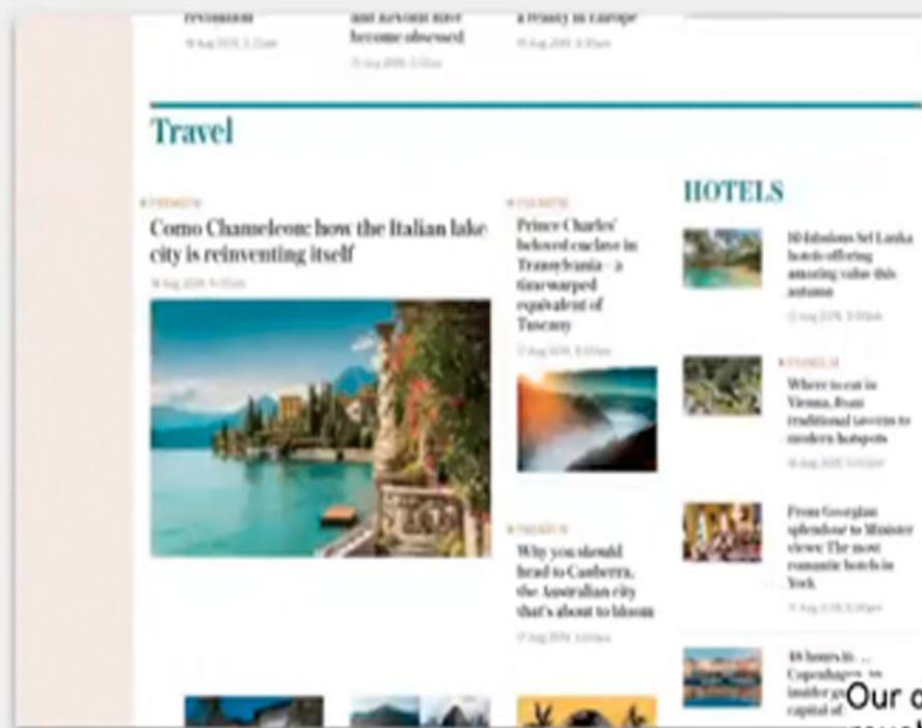
PHILIP JOHNSTON

CHAMPIONS LEAGUE

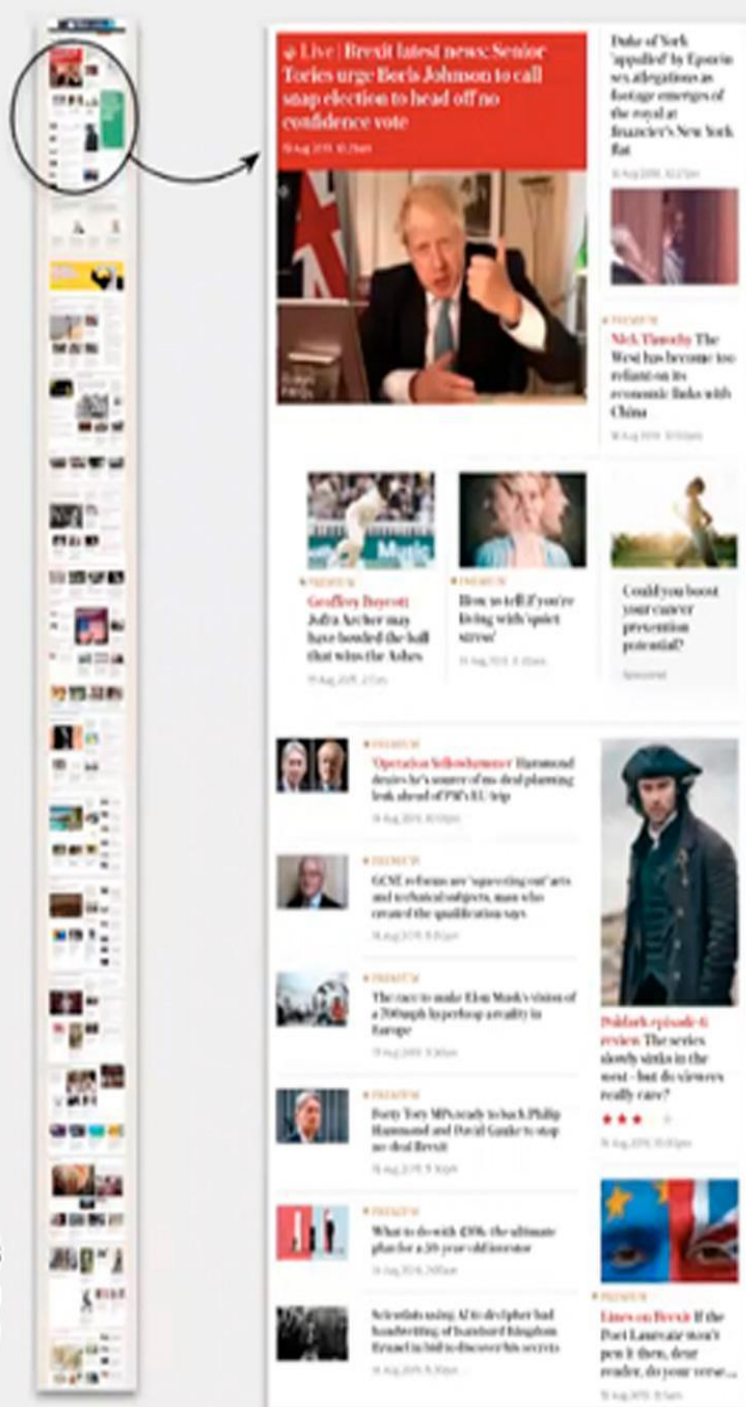
◆ Live Napoli vs Liverpool



The old homepage offered hundreds of stories but very little in the way of editorial curation.



Our old homepage was roughly 20 metres long (converted from pixels)



New

The Telegraph

32 reasons to stay

A flexible curated, designed product

Habit building subscription drivers front and centre

Old

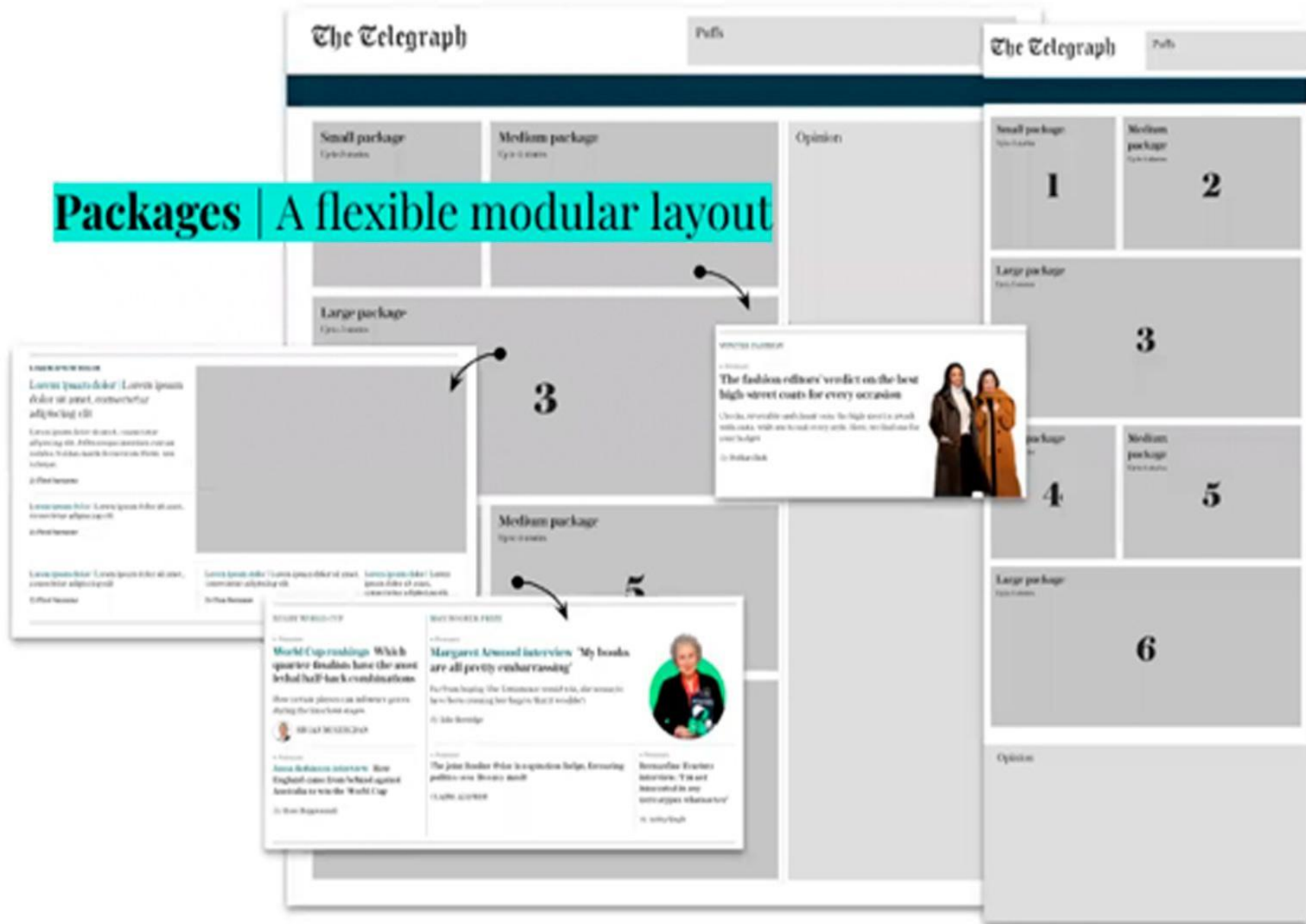
The Telegraph

14 reasons to stay (+ 3 reasons to leave)

A fixed list of headlines & images

Any driver's much further down on the page

Packages | A flexible modular layout



Packages are optimised for mobile loading much faster than our previous homepage



Top right: **England's best footballers** | **England's best footballers**

Top left: **England's best footballers** | **England's best footballers**

Logo: **Loro Piana** | www.loropiana.com

Discover

Discover the latest news and stories on fashion, culture and lifestyle.

Row 1: **News: The 10 best footballers** | **News: The 10 best footballers** | **News: The 10 best footballers**

Row 2: **The 10 best footballers** | **The 10 best footballers** | **The 10 best footballers** | **The 10 best footballers**

Logo: **Loro Piana** | www.loropiana.com

Inside story

Discover the latest news and stories on fashion, culture and lifestyle.

Image: **Adrian Lester** | **Adrian Lester**

Text: **Adrian Lester** | **Adrian Lester**

Image: **David Johnson** | **David Johnson**

Text: **David Johnson** | **David Johnson**

Image: **David Johnson** | **David Johnson**

Text: **David Johnson** | **David Johnson**

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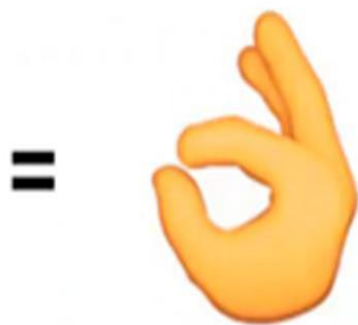
Text: **David Johnson** | **David Johnson**

Image: **David Johnson** | **David Johnson**

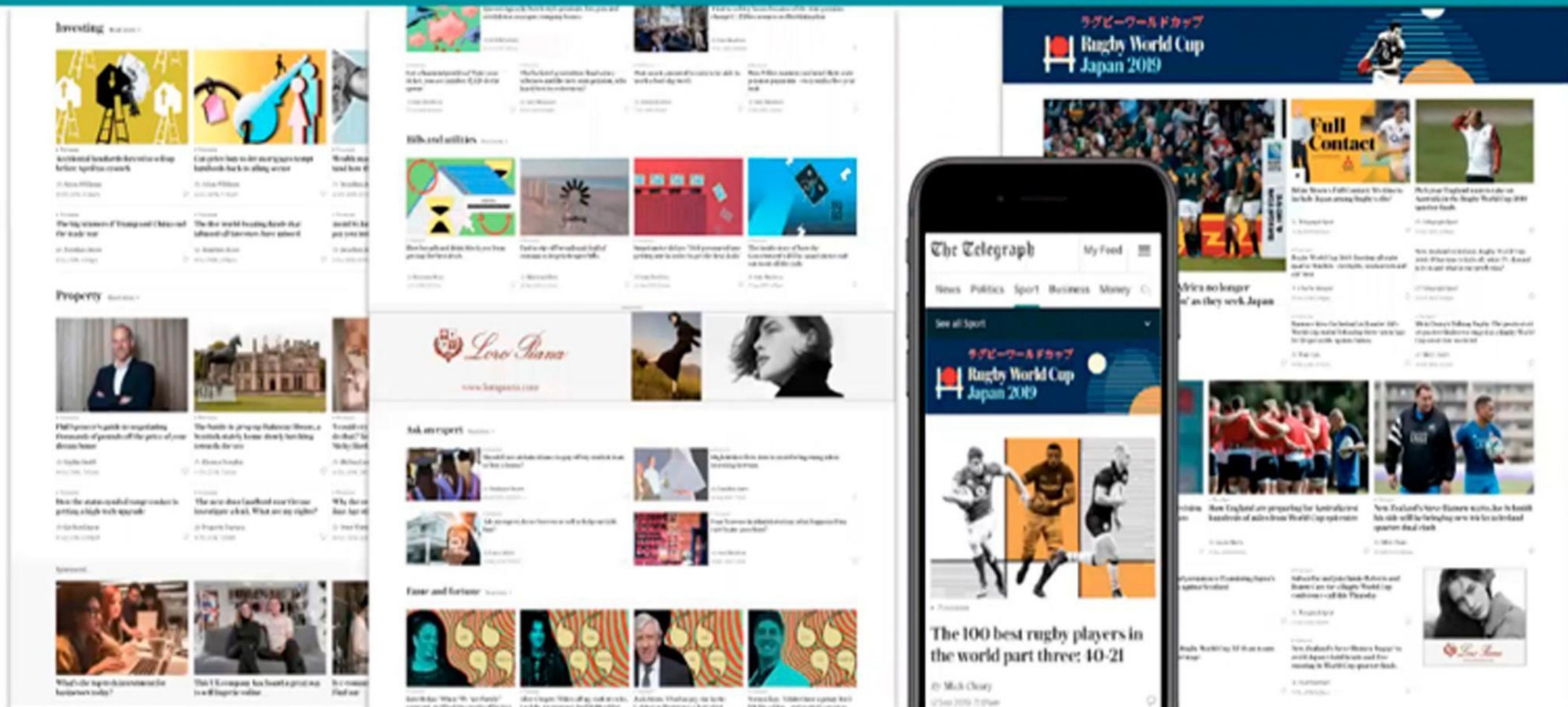
Text: **David Johnson** | **David Johnson**

Image: **David Johnson** | **David Johnson**

Text: **David Johnson** | **David Johnson**



full-width denser pages with clean uncluttered layouts,
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healthy kids, happy families

Parents



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EASIER
LUNCHES
FEWER
HASSLES

**THE
CHILL
MOM'S
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TO
SCHOOL**



**BABY'S
AMAZING
MILESTONES**
WHEN TO
COAX THEM
(AND WHEN TO
RELAX)



SPECIAL REPORT

**WORK. LIFE.
BALANCE?**

2000+ MOMS ON
WHAT STRESSES
US OUT, WHAT
KEEPS US SANE

30

**BEAUTY BUYS
WORTH
YOUR DIME**



**SAFE
AND EASY
NATURAL
REMEDIES
FOR KIDS**

Home

Food & Recipes

Make great meals for your whole family. Consult our mom-approved recipes for nutritious home-cooked dishes, including baby foods, breakfasts, and kid-friendly snacks. Don't think you have time to prepare dinner? Try our 30 minutes or less recipes for easy meals that will help you make the most of your time at home. Having a party? Check out our collection of creative [birthday cakes](#), tasty baked treats, and fun party foods. Consult our experts for advice on your most difficult cooking questions. We'll also give you tips on healthy packed lunches you can feel good about, recipes you can make with your slow-cooker, and advice on what to eat when you're [pregnant](#).



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