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## What this book is about and how to use it

The continuing breakdown of dividing lines between radio, television and information technology has made the world a much smaller place, even if it is less diverse. Since the last edition of *Broadcast Journalism* the media have engaged in mergers and partnerships that bring these technologies together. Broadcasting is now based on large central digital servers giving journalists access to a better quality sound and pictures.

Journalists must work across several media, from radio reports to website editing. Some journalists have new titles like Media Manager and Web Editor. It used to mean to consume something. Now it means your newsroom digital network has changed the way you work. But if you write a script saying, 'On the morning of the execution he ingested his last meal ...' the editor will be onto you right away explaining about your gibberish. That's because most of the time journalists also will do what they have always needed to do: know the audience and give them the stories that matter to real people; write accurately, clearly, crisply and fast; understand what they are writing or editing; report the known facts, usually live and on location; make judgements with regard to ethical and legal considerations.

Competition for the latest news is fierce – there are hundreds of TV and radio networks and the journalists know that First Is First and Second Is Nowhere. And if you were wrong, then you were not first.

The multi-platform method of delivering news to listeners and viewers can only be the start of a career in broadcasting. Five years ago the internet was the enemy of mass media but it has hardly crashed over and beaten up the broadcast media. They just shook hands. Broadcasters have meshed their websites with radio and television. The online team have moved into the newsroom. The web has brought many benefits, one of which is the blogosphere. Bloggers are diarists and are often biased and democratic. Bloggers can also be prejudiced and wrong.

Technology has turned broadcasting inside out since the last edition of *Broadcast Journalism* – not only in terms of techniques and live news coverage,