



MEDIA IN EDUCATION: PRODUCTION, CONTENT, AND PEDAGOGICAL APPROACHES FOR JOURNALISTS

LOS MEDIOS DE COMUNICACIÓN EN LA EDUCACIÓN: PRODUCCIÓN, CONTENIDOS Y ENFOQUES PEDAGÓGICOS PARA PERIODISTAS

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ABSTRACT

This article explores the role of contemporary media as an educational resource from the perspective of journalism and digital communication. It examines how journalists and media professionals can produce, adapt, and use content effectively in educational contexts within the evolving digital learning environment. The study analyzes technological and social factors shaping the integration of media tools into teaching and learning, highlighting the transformation of content through digitalization, interactivity, and multimedia formats. These developments expand opportunities for engagement, critical thinking, and media literacy, while also presenting challenges related to content quality, access to digital tools, and professional competencies among educators and media producers. By comparing international approaches and focusing on the Ukrainian context, the research identifies global trends, local specificities, and the need for pedagogical strategies that guide journalists in creating educational media. The article proposes principles and practical approaches for

using media in education to foster media-literate, critically engaged, and digitally competent learners.

Keywords:

Online journalism, digital media, media literacy, journalism education, media education, digital competencies.

RESUMEN

Este artículo explora el papel de los medios contemporáneos como recurso educativo desde la perspectiva del periodismo y la comunicación digital. Analiza cómo los periodistas y profesionales de los medios pueden producir, adaptar y utilizar contenidos de manera efectiva en contextos educativos dentro de un entorno de aprendizaje digital en constante evolución. El estudio examina los factores tecnológicos y sociales que influyen en la integración de herramientas mediáticas en la enseñanza, destacando la transformación del contenido a través de la digitalización, la interactividad y los formatos multimedia. Estos avances amplían las oportunidades de



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participación, pensamiento crítico y alfabetización mediática, a la vez que plantean desafíos relacionados con la calidad del contenido, el acceso a herramientas digitales y las competencias profesionales de docentes y productores de medios. Comparando enfoques internacionales y con énfasis en el contexto ucraniano, la investigación identifica tendencias globales, especificidades locales y la necesidad de estrategias pedagógicas que orienten a los periodistas en la creación de medios educativos. El artículo propone principios y enfoques prácticos para fomentar el uso eficaz de los medios, desarrollando estudiantes críticos, competentes digitalmente y alfabetizados mediáticamente.

Palabras clave:

Periodismo en línea, medios digitales, alfabetización mediática, educación en periodismo, educación mediática, competencias digitales.

INTRODUCTION

In a period that is insignificant by historical standards, a new type of journalistic culture has emerged, a product of the collaborative creativity of many people. However, most websites are created by young people, and therefore, as a rule, they bear the marks of a youth subculture. Many individual media projects are often developed without any financial support from large companies providing and producing online services. Hence the characteristic stylistic traits: universal banter, casual language, semi-homemade design, and an unshakable confidence in one's own self-worth and self-sufficiency.

Along with the development of market relations, the number of specialists for whom online information work is becoming a profession is growing (Magee, 2025). Today, thanks to the dissemination of information via computer networks, political, socioeconomic, and other actors have their own publishing capabilities and are expanding their public relations, marketing, and advertising departments. In this regard, questions arise and become relevant about the role and significance of journalism as a profession in the field of developing online information technologies, as well as the factors behind the emergence and development of a new media trend – online or network journalism (Vaage et al., 2025).

In this dissertation, online journalism is presented as a type of specialized online information activity focused on the creation of online products and services and the use of electronic network resources in professional creative work. Despite the specific nature of the activity, it shares common features with all journalism:

- reflects the world of social reality and the journalist's creative self;

- bears the imprint of the information source;
- is created with the communication channel in mind;
- can be regulated by criteria developed by the professional journalistic community.

In other words, journalism is the activity of creating and presenting informational images of relevance, and the bearers of these images can be not only words but also pictures, photographs, films, videos, sound, web pages—any object capable of acting as a carrier of information or text, in the broad sense of the word.

It follows that online journalism is journalistic activity carried out with the help of telecommunications technologies.

This understanding of the results of online activity follows from the fundamental methodological foundation of this work: stability and innovation in journalism are in a state of mutual transition and interaction.

The level of research on this topic leaves much to be desired, as the emergence of online journalism in Ukraine is a new phenomenon. Few works have been written examining it, and these are mostly by foreign authors. They examine specific aspects of journalistic activity using the internet and other online resources; explore the characteristics of the online media market; highlight the characteristics of existing online media; take steps to classify new online media; analyze the material and technical base and information infrastructure of online journalism, etc. For example, the book "Computer Technologies in Journalism" by American researcher E. Scott provides practical recommendations for the application and use of new information technologies in journalism (Fauzi et al., 2023; Jaakkola, 2022; Rivers, 1971). This manual equips readers with the necessary skills and abilities for working with online resources (Carlsson, 2023). The authors discuss the impact of this still-new technology on journalism and raise legislative and ethical issues arising in online journalism.

A literature review reveals a critical shift in journalism caused by the influence of social media. Existing research examines the transformation of journalistic routines, challenges to information accuracy, and the erosion of public trust. However, there is a notable gap in providing concrete recommendations for journalists and news organizations seeking to navigate this complex situation. This study aims to fill this gap by proposing actionable strategies for ensuring information integrity in journalism in the digital age. The authors' primary goal is to make a unique contribution by going beyond simply identifying the challenges associated with the influence of social media on journalism. Unlike studies focusing on the theoretical implications of changing news values (Carlsson, 2023; Nurlatifah & Irwansyah, 2019; Pire, 2025) or the consequences for

public trust (Allcott & Gentzkow, 2017; Cinelli et al., 2021, Wang, 2022) this study is solution-oriented. It delves deeper into practical strategies and measures that news organizations can employ. The goal is to provide a roadmap for responsible and effective journalism in the age of digital communications and social media.

K. Colin's work in the field of social informatics is crucial for understanding and uncovering the development paths and prospects for online journalism. This field is increasingly attracting the attention of specialists involved, to varying degrees, with the problems of the informatization of society (Creswell & Creswell, 2018; Nurlatifah & Irwansyah, 2019). This is because the process of informatization of society, including the development of new network technologies, which in some cases is still viewed as purely technological, is also, at its core, a deeply social process.

Therefore, we believe it would be appropriate to define the global process of informatization of society as a socio-technological revolution, emphasizing the complex socio-technological nature of this process.

Based on Acosta-Servín et al. (2025), the educational value of digital media in higher education emerges when it is linked to the development of digital teaching competencies oriented toward innovation. The integration of media resources should not be understood merely as a technological addition, but as a formative process that transforms teaching practice, instructional design, and patterns of interaction in the classroom. From this perspective, digital media function as cognitive tools that foster active student participation, autonomous learning, and the strengthening of critical thinking, all of which are essential components of media literacy in contemporary educational environments.

From the perspective of Soria-León (2025), the incorporation of media in higher education is a process that requires strategic educational management and institutional coherence. The effective adoption of media resources depends on academic leadership, curriculum planning, continuous faculty development, and the existence of educational policies that support pedagogical innovation. In this sense, the challenges of media integration cannot be explained solely by technical or individual limitations, but rather by the absence of management models that systematically align technology, pedagogy, and educational goals.

Taken together, these contributions highlight that the effective educational use of digital media is grounded in the convergence of innovative teaching practices and robust educational management structures, fostering learning environments that are more critical, participatory, and responsive to the demands of the digital society.

An analysis of the aforementioned studies leads to the conclusion that the literature has accumulated a considerable amount of material revealing individual aspects of the emergence and functioning of new mass media, including online or network publications (Vahed et al., 2024). However, to date, there is no study that comprehensively examines the problems of that part of the new media that is tending to become a specialized field of journalism. Such a study should not only describe the current situation but also outline paths for media development in line with the best national traditions of professional journalism.

The purpose of the study: to analyze the prerequisites for the emergence and reasons for the development of online journalism in Ukraine, to identify technological and social factors influencing its formation, to investigate current trends and prospects for its development, and to clarify the conditions for the formation of a new profession - an online journalist. To pay special attention to how online media are transformed into an educational resource, what requirements this places on content, and what pedagogical approaches ensure the effectiveness of their use in the educational process.

The object of this study is electronic media of Ukraine that operate and disseminate information via the Internet, as well as their use as educational resources in the modern educational environment.

The subject of this study is online journalism as a new form of media communication and an educational tool that combines professional journalistic standards with digital technologies, and defines specific requirements for journalists and pedagogical approaches to the use of online content in education.

MATERIALS AND METHODS

To achieve the goal, a set of complementary methods was used, which allowed for a comprehensive analysis of the transformation of modern media and their integration into the educational process.

Semi-structured interviews were conducted with online journalists, editors and media managers of Ukrainian media organizations. The interviews examined:

how journalists use digital and social platforms to collect information, fact-check and interact with the audience;

what skills they consider key for working in an online environment;

how online content is adapted for educational needs (for example, the use of news materials in teaching media literacy, digital literacy or journalism);

what challenges and opportunities arise when using media as an educational resource.

A content analysis was conducted of news materials published both:

on traditional media platforms and in social networks and online media.

The analysis covered: features of news presentation; the presence of factual inaccuracies and risks of disinformation; the structure, format and genre specificity of online materials; the content's compliance with modern educational requirements (understandability, verifiability, accessibility, value for the formation of critical thinking).

Such an analysis allowed us to identify how online media can function as a tool for formal and informal education.

The practices of preparing and presenting news in traditional and online media were compared, as well as the features of the use of these materials by teachers, students and participants in educational programs on media literacy.

All collected data (interview transcripts, content analysis results) were coded and processed inductively to identify key themes.

The results obtained were compared with modern scientific research in the areas of: media education, online journalism, digital communication, and media literacy development.

This allowed us to form well-founded conclusions and verified recommendations on the use of modern media as an educational resource.

Applied to analyze media as a complex socio-technological system that simultaneously performs information, communication and educational functions.

Based on the identified trends, the features of the transformation of the media landscape are summarized and pedagogical approaches to the use of media in education are formulated.

RESULTS AND DISCUSSIONS

Since the revolution in information technology encompasses the entire sphere of human activity, it is the starting point for analyzing the development of new types and forms of socio-economic life and culture. However, this does not imply that new social forms and processes arise solely as a consequence of technological change (Harcup, 2023). The process of scientific discovery, technological innovation, and its social applications involves many factors, including individual ingenuity and entrepreneurial spirit, so that the final outcome depends on the complex structure of their interactions. This is

the fallacy of the dilemma of technological determinism. Technology does not define society; it embodies it. But society also does not determine technological innovation; it utilizes it. This is a dialectical interaction between society and technology.

While society does not set the course of technological change, it can, through the power of the state, stifle technological development. Or, conversely, through state intervention, it can initiate an accelerated process of technological modernization, capable of transforming the economy and social well-being in a matter of years. A society's ability or inability to manage technology, especially strategic technologies, significantly shapes its fate.

The development of modern media structures perfectly reflects the depth and dynamics of their changes. On the one hand, they have absorbed and continue to transform global experience coming to the previously isolated Ukrainian reality. On the other hand, they have reflected the entire complex of problems of the transition period, becoming an indicator of change, a mirror in which any Ukrainian can easily see the achievements and failures of the country's recent history (Apuke & Omar, 2021; Trámpuz et al., 2021).

Let's examine the structure of the Ukrainian information space and identify the place within it for new forms of online journalism. The development of the information space requires the country to have the necessary scientific and industrial potential. This stems from the high research intensity of all technological components that ensure its effective functioning. This means that the journalistic profession, gradually shifting and mastering new network technologies, will increasingly acquire new, specific forms of professional activity, which today include online journalism. However, its activities in no way address the foundations of journalistic excellence or the public demand for journalism as a special social institution that enables people to navigate the world around them. The key for journalists is to learn to recognize news in reality and recognize its changes and problems. Otherwise, the new, emerging trend of online journalism will become a means of disseminating the virtual world and will fail to fulfill its social role (Karki, 2015).

It is becoming increasingly clear that many of the goals of informatization cannot be achieved without considering the social factors that accompany the process of moving toward an information society. It is reasonable to assume that the interdependence and mutual conditioning of the development of online journalism is linked to such social phenomena as the globalization of political, economic, and social relations, the need for closer communication links between individuals, groups, and communities, and

the need for up-to-date information. Naturally, the range of social issues associated with the construction of an information society is significantly broader. Their solution should be largely attributed to the emerging science of social informatics. In this chapter, we have outlined only those tasks whose analysis, in our opinion, contributes to the development of the research topic.

An analysis of the above-mentioned works led to the conclusion that online journalism and electronic periodicals should serve to satisfy information needs that are as focused as possible on current and specific professional and personal needs. A modern information system should be perceived by the user as their personal system. Information needs are highly individual in nature: they depend not only on the specifics of the tasks being solved but also on the psychological, educational, and other characteristics of the individual making the decision.

The fundamental factors in the emergence and development of this new type of journalistic activity also consider the social environment itself, which constitutes the audience for the products of this activity. To this end, this dissertation presents the results of a sociological study conducted by the author.

The most active Ukrainian segment of users in purchasing internet services is higher-educated users (42%). Those with incomplete higher education or specialized education—students—are second in activity (13%). Entrepreneurs and service personnel without higher education each represent only one-tenth of the total sample. Housewives, military personnel, and police officers are the least active (5% and 4%, respectively). These latter categories have such low levels of internet experience, presumably due to their low need or purchasing power.

In this regard, a study was conducted to examine the distribution of dial-up internet purchase experience across income groups. The distribution of economic activity between middle- and high-income individuals was rather paradoxical. The active segments of middle- and high-income individuals are approximately equal (a 12% difference represents approximately a 20% relative deviation). Thus, above a certain income level, income is irrelevant and does not directly impact the economic activity of internet users. It is noteworthy that individuals with low incomes below a certain threshold are inactive online. This finding is easily explained, as the internet in Ukraine has always been, and remains, a fairly expensive service. Those with low purchasing power simply lack the economic incentive to purchase goods and services online, as this segment often accesses the internet at work, from friends, or from internet cafes. Having a telephone is an extremely important factor for user activity in Ukraine, and this is not surprising, as internet access, due to the

high cost of dedicated lines, is mostly via dial-up modem. Therefore, approximately 60% of the active population accesses the internet this way. Obviously, the remaining 40% access the internet primarily through work.

A profile of the Ukrainian consumer would be incomplete without an analysis of their online preferences. This is precisely what drives the further development of online activity, including online journalism. Analyzing the data obtained, it can be noted that active audiences show the greatest preference for websites offering information about goods and services (62%). News channels are roughly in the same order (57%), followed by “business and finance” and “communication and chat” websites (43% each, respectively).

Based on the analysis conducted in this chapter, a portrait of internet users can be drawn (Emeraldien et al., 2021; Solórzano et al., 2024).

Thus, the Internet in Ukraine is mainly accessible via dial-up (~60%) or at work (~40%). Income affects activity only at lower levels; for middle and high incomes this factor is not critical. The benefits of online content are the same for all active user groups.

They have needs for online services, which, to a certain extent, determine the development of a new type of professional journalistic activity characteristic of Ukraine. Nevertheless, with a small degree of error, this activity also characterizes the overall state of the evolving process of transformation of the information sphere. In relation to the entire media system, the internet represents an environment. It clearly demonstrates the diversity of interests and, if you will, realities within the audience (Sultan & Amir, 2023). It's possible that as the number of online users increases, media outlets will find ways to engage their readers with a larger number of professional electronic versions, and user preferences will shift. But even this picture suggests that a new type of journalism exists and is in demand online—online journalism.

The development of market relations and the globalization of socio-political and economic processes have led to each member of society increasingly becoming a subject (and not just an object) of social relations. With the increasing complexity of socio-political stratification, individuals have gained greater opportunities to change profession, education, and social status. This increased mobility of the masses becomes the basis for the mobility of tastes, needs, interests, and values throughout the life of the same individual. In the above-mentioned situation, the individual's sensitivity to the expectations and assessments of others increases sharply. This personality type creates an unprecedentedly acute need for official cues, constant advice regarding what is considered appropriate today. The demand for current information intensifies, the

consumption of which the individual (consciously or unconsciously) considers vital. The psychological mechanism behind this phenomenon is that the threat of social isolation becomes more important to the individual than the loss of one's own opinion. This manifests a certain mechanism of individual adaptation in a mass society, in which communication processes have taken a leading place. The main trend of this phenomenon is driven by the development of civilization, in which democratic societies set the tone.

The qualitative transformation of information used by online journalists depends on feedback. Using the internet greatly facilitates the fulfillment of the most important requirements for any news report, primarily timeliness and relevance. The essence of any news is a fact—something that took place in time and space. A fact is invariant. Discussing the scale or universal significance of a fact is meaningless: its perception depends on the manner in which the message is presented, but most of all, on the interests of the audience. Therefore, the fundamental task of any media outlet is to provide the most representative flow of information that satisfies the needs of the audience (Bondarchuk, 2023).

Today, it's clear that traditional journalistic disciplines such as newspaper, radio, and television journalism have been joined by another: online journalism—journalism on the internet. Its distinctive features include efficiency, relevance, constant live contact with readers, and the ability to engage in direct dialogue with them in real time.

Similar processes are occurring in the print media. Most experts, including journalists, believe that print publications will survive, but that computerization and the increasing adoption of the internet will change their structure and content, just as they did after the advent of radio and television. However, electronic versions were unpopular and soon stopped being updated. The situation began to improve only with the emergence of purely online media, fully utilizing the capabilities of the internet, automated publishing systems, and content management systems. Only then, using this experience, were functional versions of offline media created.

The main task today is organizing the export of thematic news feeds of any complexity to interested resources, such as portals. However, the effectiveness of this strategy is also questionable: even now, there is no significant demand for such services. Experts predict that in the future, as portal-type resources inevitably abandon their attempts to establish themselves within the media sector, demand will only decline. Furthermore, even with the current level of demand, such services can only exist as free services.

With regard to the problems of establishing online journalism at this stage of its development, there are two opposing points of view, both equally valid:

- Online information delivery offers opportunities unavailable to traditional journalism (retrospective search, hypertext, multimedia, etc.);
- For objective reasons, the human psyche is particularly sensitive to information overload, which imposes certain limitations on information technology.

Considering the aforementioned contradictions associated with large volumes of information and applicable to online media, the real place of online journalism in the media landscape is easily defined: online publications make sense and thrive if they fully satisfy the specific needs that compel users, including journalists, to turn to the internet in search of specific information. The Internet itself was created as a pragmatic system. It should remain so in the minds of both information providers and consumers.

On the one hand, WWW technology, which opened up the possibility of publishing data online, has made it possible to combine the advantages of print systems and online publishing with the possibilities of publishing data in print media. In other words, “a website functions as a mass media outlet”—this crucial conclusion is reached by the authors of a practical guide to website development. On the other hand, traditional media outlets creating electronic versions of their print publications inevitably must resort to a higher degree of structuring and formalization of materials posted on the site. Furthermore, when publishing an electronic version, media outlets are faced with the need to differentiate information, selecting it in favor of information targeted at their specific consumer segment, which is largely included in the online publication. Fulfilling these conditions is imperative due to the specifics of electronic information delivery methods and the requirements of technical network systems using hypertext technologies*, i.e., ensuring maximum user comfort when creating and processing network links. Equally important for the user is ease of navigation across the network and the ability to “read” hypertext in any order convenient for the user (Figure 1).



Fig. 1. Online journalism in the modern media landscape

This study confirmed the relevance of the theoretical and practical problem raised by the logic of the development of the information society and domestic journalism.

The development of modern Ukrainian media structures mirrors the depth and dynamics of changes occurring globally as a result of the explosive development of information and communication technologies.

CONCLUSIONS

The vectors of media development have already been identified. This means that the journalistic profession, gradually shifting and mastering online technologies, will acquire new, specific forms of professional activity, including online journalism.

Therefore, journalism as a whole and its component part, online journalism, face the challenge of building relationships with new information technologies without losing the fundamental foundations of journalism itself and its social and humanistic focus. Otherwise, the newly emerging online media will become mere vehicles for disseminating the virtual world.

It is important to note that online media are not only platforms for professional journalism but also powerful educational tools. The integration of online journalism into educational processes allows students to develop critical thinking, media literacy, and digital competencies.

By analyzing, creating, and disseminating content online, students acquire practical skills in information evaluation, ethical reporting, and communication. Educational institutions can thus use online media both as a teaching resource and as a laboratory for training future journalists, fostering interaction between theoretical knowledge and real-world media practices.

It's possible that as the number of online users increases, media outlets will find ways to engage their readers with a larger number of professional electronic versions, and the balance of user preferences will shift. But even this picture suggests that a new type of journalistic activity—online journalism—exists and is in demand on the internet. In the educational sphere, this also implies that students increasingly expect interactive, accessible, and digitally mediated learning experiences, which online media can provide.

Today, the internet is becoming increasingly professional, giving rise to new forms of activity that are uniquely feasible on it. Therefore, fostering the development of online journalism in educational programs can contribute to the formation of an informed, digitally literate society, capable of participating actively in civic life and understanding media influence.

Thus, the development of online journalism should become a matter of public policy, part of a global program for building an information society. Today, it is undeniable that a new form of information journalism exists and is developing in the media landscape—online journalism. Its further development directly depends on the democratic form of government in the country, the maturity of market relations, and educational preparation. Integrating online media into education not only enhances journalistic competencies but also prepares students to navigate the complexities of the modern information environment responsibly and ethically.

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