

Top 8: What Skills a Modern Journalist Needs to Have

Digital media have changed the universe of modern media. They have offered new compelling opportunities for the creation and distribution of stories. Moreover, they demand that media workers have new skills and new level of professionalism.

CABAR.asia media school prepared top 8 most in-demand journalism skills.

1. Know how to use digital narrative and multimedia tools

Today, journalists must [have the skills](#) of using digital narrative tools to connect to the audience on various internet platforms. It means one has to use creatively the methods of photo processing, create charts, animation and GIF. Also, one should be active on social media and at least know how to live stream from a mobile device.

2. Have video journalism skills

Modern journalists must know how to create compelling video content. It [means](#) they need to know the technical side of the process, as well as to have editorial skills.

It would also be great if you have the skills of video editing right on your mobile device.

3. Know your audience

It is not enough to [create](#) new audience, to communicate with it via social media, or to rely on the data analysis. One should be able to predict its behaviour, expectations, trends, involve it as much as possible to create quality content.

4. Know how to handle data

[Figures](#) are not enemy of a scholar, but rather an invaluable source of information and a way to tell a story in a new light. Of course, it does not mean that everyone must know how to programme in Python (although, it facilitates many things for journalists). However, analysing the annual report of a commercial company or read some information from Mediascope – these are the skills that are as important as interviewing somebody or writing a news item.

5. Have a fact-checking skill

This is one of the most important skills of a modern journalist. Major publications such as BBC or The Guardian, follow not only ethics principles, but also take seriously what and how they publish, and, the most important, whether the information they have is reliable. Therefore, editorial offices have fact-checking units where specialists check every fact and all information supporting the fact thoroughly.

Not every editorial office can afford to have such a fact-checking unit. Therefore, journalists must be able to verify information, whether text, photo or video, on their own.

[Here](#) is how you can learn to identify fake news.

6. Become an investigator

Investigation reports [help](#) protect people and the society from ruinous practices. This kind of journalism ensures accountability of the authorities, promotes changes and retains democracy.

Once there are potential offences, there is an opportunity for holding a journalistic investigation. Therefore, it will always be one of the key journalism skills.

Investigations require special mastery. Journalists must know how to integrate all key journalism skills from this list, yet on a larger and more complex scale.

See [here](#) the skills of an investigative reporter.

7. Know how to tell interesting stories

Storytelling is still the [basis](#) of the profession, so a journalist must not forget about the significance of storytelling. Moreover, it is not enough to write well today, one should rather master storytelling techniques.

[Here](#) you can learn to create cool stories.

8. Stay ethical

Growing public [distrust](#) in the media has drawn new attention to ethical journalism skills. In 2000, approximately half of U.S. adults reported having a “great deal” or “fair amount” of distrust in the news media. That figure dropped to 40 per cent by 2020. Fortunately, 75 per cent of adults said the news media could improve their level of confidence.

To earn public trust means to stay ethical all the time. It means committing to truth, accuracy, fairness, diversity and freedom of speech.

To read more about ethics in journalism, please follow this [link](#).

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