

# **EXPLORING INTERDISCIPLINARY APPROACHES JOURNALISM AND MEDIA COMMUNICATIONS: BENEFITS, CHALLENGES, AND PERSPECTIVES**

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This report critically analyzes the relationship between journalism and media communications in an interdisciplinary context. It dissects vital components like ethics, content production, audience interaction, and technology to comprehend their synergies and disparities. The study underlines the significance of interdisciplinary methods in boosting the effectiveness and applicability of both sectors in the ever-changing media environment.

**Key words:** journalism; interdisciplinary; media communication; future perspective; research.

## **ИЗУЧЕНИЕ МЕЖДИСЦИПЛИНАРНЫХ ПОДХОДОВ В ЖУРНАЛИСТИКЕ И МЕДИАКОММУНИКАЦИЯХ: ПРЕИМУЩЕСТВА, ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ**

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В тексте анализируется взаимосвязь между журналистикой и медиакоммуникациями в междисциплинарном контексте. Раскрываются такие важные составляющие, как этика, производство контента, взаимодействие с аудиторией и технологии. Исследование подчеркивает значение междис-

циплинарных методов для повышения эффективности и применимости их медиа-среде.

**Ключевые слова:** журналистика; междисциплинарность; медиа-коммуникация; будущая перспектива; исследование.

## **Introduction**

**1.1. Background.** Journalism and media communications are two fields that have evolved significantly over the past few decades, driven primarily by the rapid development of technology and the advent of digital platforms. As the media landscape continues to change, both fields face increasing challenges and opportunities, leading to a growing interest in exploring interdisciplinary approaches to address these complex issues.

**1.2. Aims.** The primary aim of this report is to provide an in-depth analysis of the interdisciplinary perspectives within journalism and media communications, highlighting the synergies and differences between the two fields.

**1.3. Scope and limitations.** Due to the constraints of space and the complexity of the topic, this report does not aim to provide an exhaustive analysis of all aspects of journalism and media communications. Instead, it focuses on selected key aspects and case studies to illustrate the potential and challenges of interdisciplinary approaches.

**Literature Review.** The evolution of journalism and media communications can be traced back to the emergence of the printing press in the 15th century, which enabled the mass production of newspapers and facilitated the spread of information [1]. The 20th century saw the rise of radio and television broadcasting, which further expanded the reach and influence of news and media content. In recent decades, the advent of the internet and digital platforms has revolutionized journalism and media communications, enabling the creation and dissemination of content in various formats and through diverse channels.

## **Key Aspects of Interdisciplinary Approaches**

**3.1. Investigative journalism and multimedia storytelling.** Investigative journalism, which involves in-depth reporting to uncover hidden stories, corruption, or social issues, can greatly benefit from multimedia storytelling. By combining text, images, audio, and video, journalists can create immersive and engaging narratives that effectively convey complex information and elicit emotional responses from their audience. Interdisciplinary collaborations between journalists, designers, photographers, and videographers can enhance the quality of investigative reporting, making it more accessible and appealing to diverse audiences [2].

**3.2. The convergence of public relations and journalism.** The convergence of public relations (PR) and journalism is another interdisciplinary aspect

that has emerged in recent years, as both fields face challenges in the digital age. PR professionals and journalists often collaborate to create and distribute content, with PR professionals providing access to sources, information, and story ideas, while journalists offer their expertise in storytelling and audience engagement. This collaboration can be mutually beneficial, as it allows journalists to access valuable resources and PR professionals to gain exposure for their clients. However, it also raises ethical concerns, as the blurring of boundaries between journalism and PR may compromise the independence and credibility of news reporting.

**3.3. The use of social media for news dissemination and audience interaction.** Social media has become an essential tool for news dissemination and audience interaction in both journalism and media communications [3]. Journalists and media professionals use social media platforms, such as Twitter, Facebook, and Instagram, to share content, engage with their audience, and monitor trends and breaking news. Social media also allows for real-time feedback and interaction, enabling journalists and media professionals to respond to audience questions, comments, and concerns. While social media offers numerous opportunities for journalism and media communications, it also presents challenges, such as the spread of misinformation.

### **Case Studies**

**4.1. Case study 1: Investigative journalism and multimedia storytelling in environmental reporting.** In 2014, «The Guardian» launched an investigative series called «The Carbon Bomb», which explored the global impact of fossil fuel extraction and its contribution to climate change. The series utilized multimedia storytelling, combining text, images, videos, interactive maps, and data visualizations to provide an immersive and engaging experience for readers.

«The Guardian's» interdisciplinary approach to environmental reporting allowed them to present complex information in an accessible and compelling manner, effectively raising awareness of the issue and engaging a wide audience.

**4.2. Case study 3: Public relations and journalism collaboration in crisis communication.** In 2010, during the Deepwater Horizon oil spill in the Gulf of Mexico, BP collaborated with journalists to provide accurate and timely information about the disaster and their response efforts. BP's public relations team offered access to sources, images, videos, and expert commentary, while journalists provided storytelling and audience engagement expertise [4]. This collaboration between PR and journalism helped to ensure that the public received accurate information about the spill and BP's response efforts, mitigating the spread of misinformation and rumors. However, it also raised ethical concerns, as some critics argued that the close relationship between BP and the media compromised the independence and credibility of the reporting.

**4.3. Case study 4: The role of social media in shaping public opinion during a global event.** During the Arab Spring uprisings in 2011, social media platforms such as Twitter and Facebook played a crucial role in disseminating news and shaping public opinion. Activists, journalists, and citizens used social media to share updates, images, and videos from the protests, bypassing state-controlled media and providing real-time information to a global audience [5]. Social media's role in the Arab Spring demonstrated its potential as a powerful tool for news dissemination and audience interaction during global events. However, it also highlighted the challenges associated with social media reporting, such as the spread of misinformation, the potential for manipulation by state actors, and the reliance on algorithms that may limit exposure to diverse perspectives.

### **Conclusion**

**5.1. Summary of findings.** This report has examined the interdisciplinary approaches in journalism and media communications, highlighting their benefits, challenges, and ethical considerations. Key aspects of interdisciplinary approaches include investigative journalism and multimedia storytelling, audience engagement and data-driven journalism, the convergence of public relations and journalism, and the use of social media for news dissemination and audience interaction. Case studies have illustrated the application of these approaches in various contexts, while the discussion has explored their implications for the future of journalism and media communications.

**5.2. Implications for journalism and media communications.** The interdisciplinary approaches discussed in this report have significant implications for journalism and media communications. They offer opportunities for enhanced storytelling, audience engagement, and innovation, while also presenting challenges related to credibility, ethical concerns, and the potential for misinformation [5]. As the media landscape continues to evolve, professionals in journalism and media communications will need to adapt and embrace interdisciplinary approaches to remain relevant and effective.

**5.3. Recommendations for future research and practice.** Based on the findings of this report, several recommendations for future research and practice can be made:

Continued exploration of interdisciplinary approaches in journalism and media communications, with a focus on emerging technologies and innovative storytelling techniques.

Development of guidelines and best practices for ethical interdisciplinary collaborations, addressing potential conflicts of interest, transparency, and audience rights.

Investigation of the impact of interdisciplinary approaches on audience engagement, trust, and loyalty, as well as the potential for misinformation and echo chambers.

Education and training initiatives for journalists and media professionals, focusing on interdisciplinary skills, ethical considerations, and the use of digital tools and platforms.

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