Internet Affordances and Multimedia Journalism Practices in the Romanian Online Press

Valentin VANGHELESCU
Ovidius University of Constanța

Abstract*: The present research aims to explore multimedia journalism practices in online media and identify the range of Internet affordances incorporated, by analysing the content of 120 articles produced by Romania's top four most read online news platforms: www.digi24.ro, www.libertatea.ro, adevarul.ro, and observatornews.ro. The main research question was "How diverse are the multimedia practices on the selected journalism platforms?". The findings show that the four newsrooms use a bi-medial digital narrative, which is largely mixing text with photographic content. The analysed digital news packages lack multimedia elements such as video, audio, or graphic content. This aspect led us to the conclusion that the level of information-gathering convergence and presentation convergence is low.*

Keywords: *internet affordances*, *multimedia journalism, digital narrative, information-gathering convergence*, *presentation convergence*, *ownership convergence*.