

## **From Columns to Characters: How Twitter Poses New Demands for Print Journalists**

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The social media platform Twitter has revolutionised patterns of communication with its ease of use, timeliness and scope of audience. These aspects of the Twitter platform are also motivating audiences to use Twitter for news-gathering. As evidenced by the growing presence of news organisations on Twitter, ranks of journalists are also rising to the challenge of using the platform to gather and deliver the news. Print journalists specifically, with their command of language and story-telling abilities are embracing this platform to varying degrees. The research presented here identifies the demands that the Twitter platform places on the print journalist, and how these demands are actively shaping a new kind of journalism.

An extended literature review incorporates the accounts of journalists, media executives and academic scholars to identify the enduring themes that exist within current discourse on the subject of Twitter, and to what extent the platform supports the practice of sound journalism. The journalistic demands that arise in the course of this research include that of transparency, self-awareness and vigilance on the part of the journalist, and a call for industry-wide editorial standards and codes of conduct. Finally, in consideration of these demands, an informed prediction is presented on the new role of the journalist. Current journalistic practices on Twitter suggest that journalists are no longer gate-keepers or experts, but rather, informed and vigilant intermediaries between news audiences and expansive amounts of online information.