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# Travel Journalism, Communication and Social Media

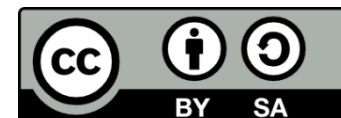
**Module 12:** ‘Social Software and Video Journalism techniques  
for interactive Travel Storytelling’

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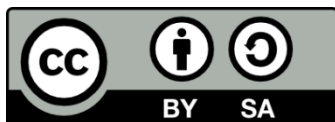
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# ‘Social Software and Video Journalism techniques for Travel Storytelling’

Dr Fani Galatsopoulou & Dr Clio Kenterelidou



# Module's Learning Outcomes

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By the end of this module students will have gained some knowledge about:

- The social media platforms and some video journalism techniques that can be used for digital, creative, non-fiction, travel storytelling.



# Travel Reporting... Travel Storytelling

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There is significant development in the travel reportage:

- There are many changes in form, style, structure and language.
- It's no longer just a personal style guided tour and presentation of an attractive destination.
- The audiovisual element dominates
- Descriptions are summarized
- Emphasis on personal feeling and experience
- There is interaction which determines the path of travel reportage

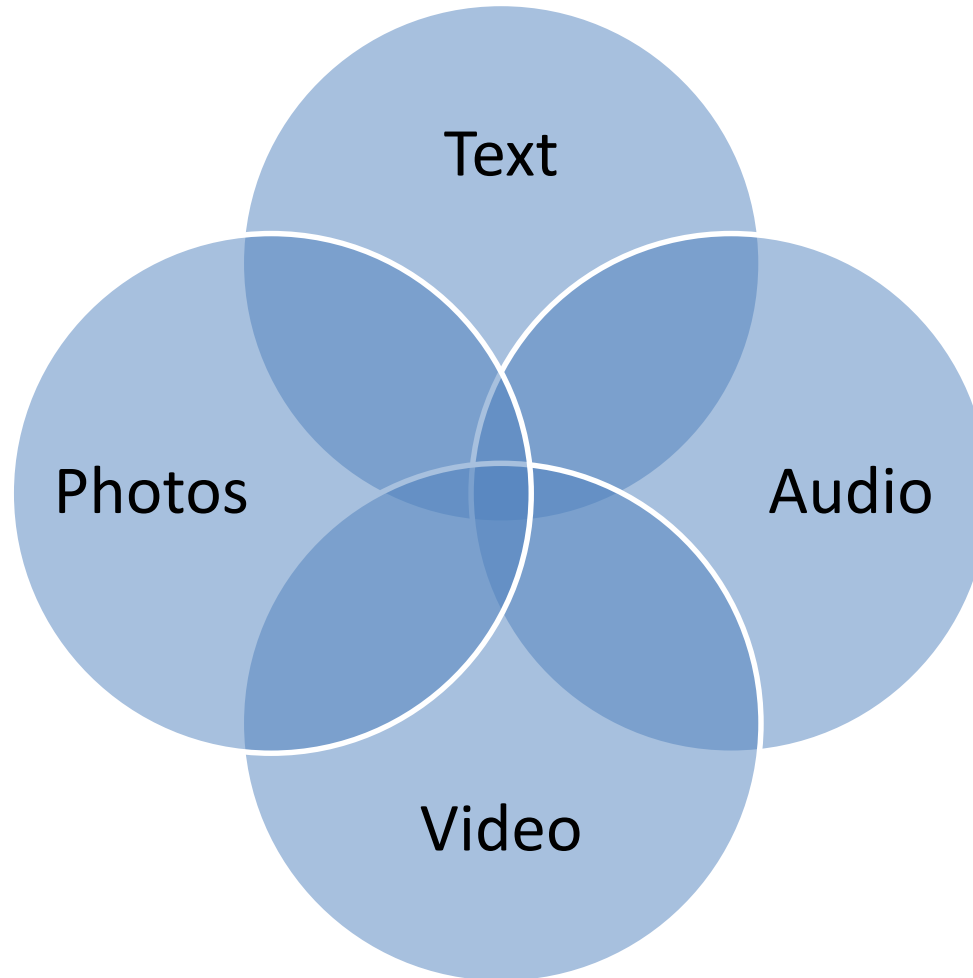


# Creative, non-fiction Travel Stories: Travelogues (1)

- A travelogue, travel journal or travel diary is a record of the events, sights and personal feelings which a traveler experiences while traveling from place to place.
- A travelogue can be a book (fiction or non fiction)
- An article
- A film
- A video story
- A photo with a comment (visual storytelling)
- A podcast with a travel story
- An interactive travel reportage through Social Media
- Or a web documentary



# Creative, non-fiction Travel Stories: Travelogues (2)





# Communication Tools and Social Media

- Photo platforms
- Video platforms
- Audio platforms
- Social networks
- Photo communities
- Social Media
- Real time Posts
- Live streaming

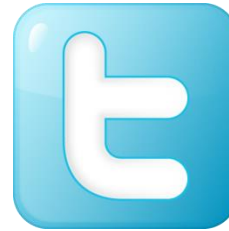


Figure 1



Figure 2



Figure 3



# 'PodCasting' on SoundCloud and Community audio

The screenshot shows the Internet Archive website interface. The main content area displays the 'Mount Athos' audio collection. The page includes a navigation menu with options like 'Home', 'Audio Books & Poetry', and 'Community Audio'. A search bar is visible at the top. The main content area shows the 'Mount Athos' collection page, which includes a 'Listen to audio' section, a 'Stream' section, and a table of individual files. The table lists the audio files, their formats, and sizes.

Audio Files	VBR MP3	Ogg Vorbis
erasmus2011gA.mp3	6.2 MB	3.8 MB
Information	Format	Size
MountAthos_files.xml	Metadata	[file]
MountAthos_meta.xml	Metadata	506.0 B

Figure 4: Community audio – archive.org

<https://archive.org/details/MountAthos>



# Online interactive travelogue on Twitter

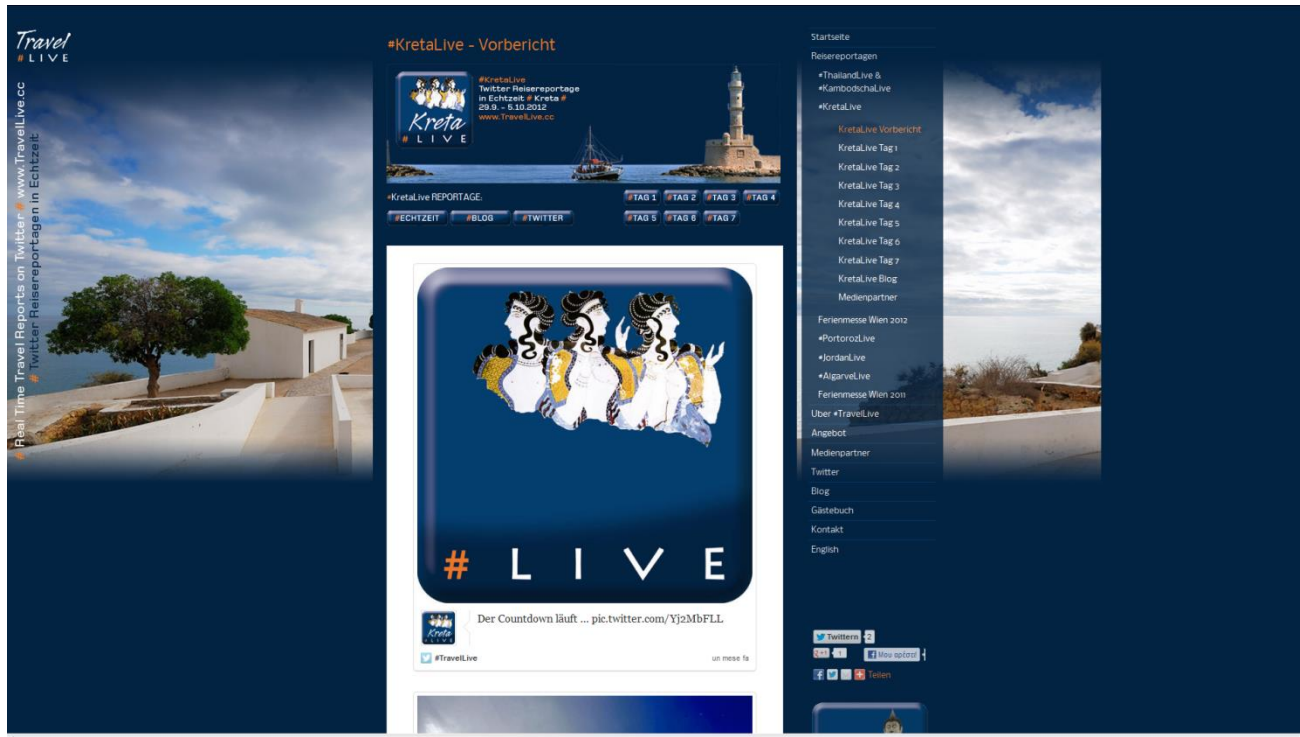


Figure 5: Travel experiences by Günter Exel while he was travelling in Crete

<http://www.travellive.cc/reisereportagen/kretaliv/e/kretalive-vorbericht/>



# Travel Diaries on You Tube

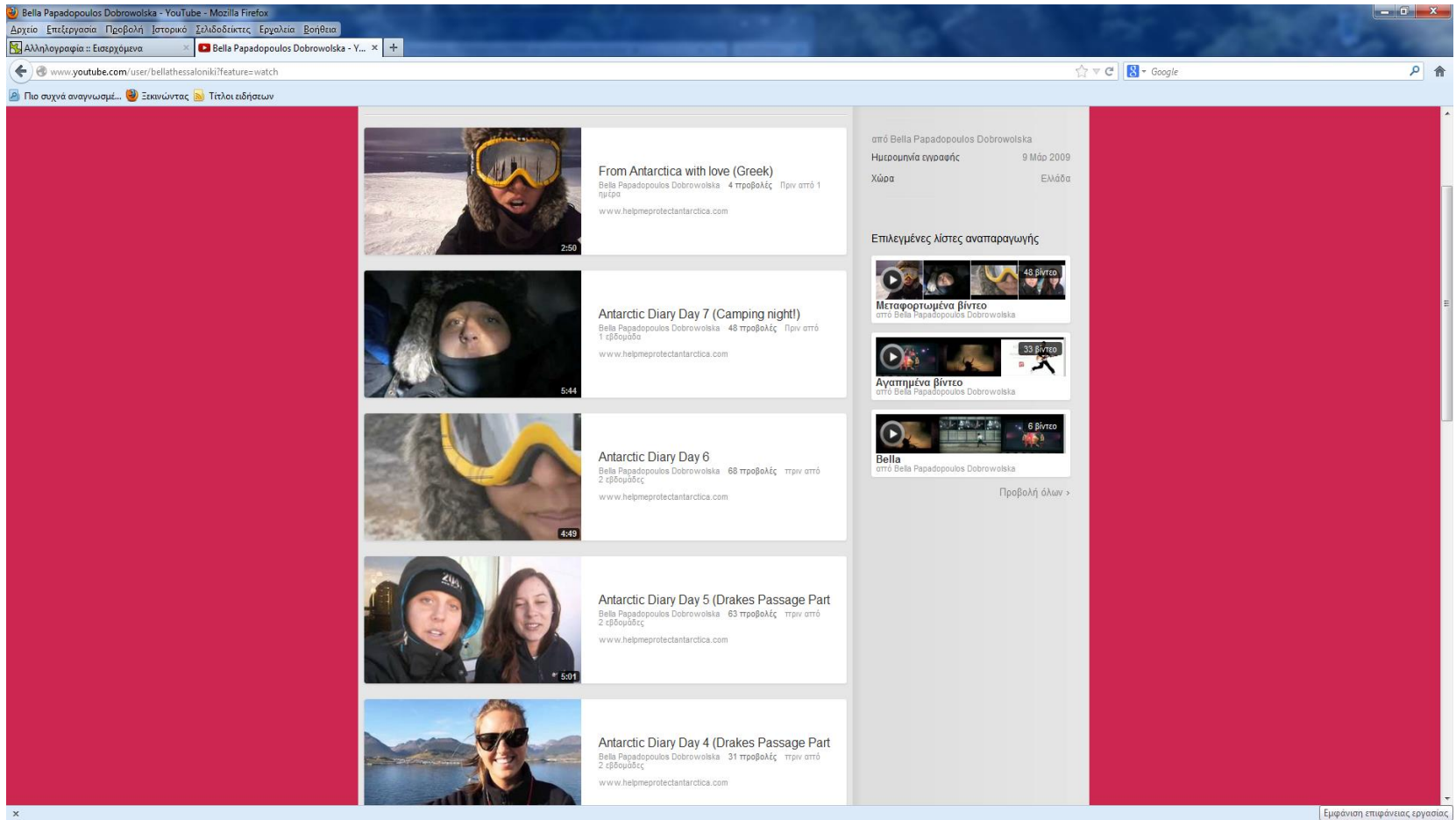


Figure 6: Travel Diary on [Youtube.com](https://www.youtube.com)



# Web documentary

- Korsakow <http://korsakow.org/>
- 3WDOC <http://www.3wdoc.com/>
- MyDocumenta  
<http://www.mydocumenta.com/web/?q=content/documenta>
- Zeega <http://zeega.com/>
- Djehouti <http://www.djehouti.com/94-djehouti.htm>
- Popcorn Maker  
<https://popcorn.webmaker.org/>
- Prezi <http://prezi.com/>
- ThingLink <https://www.thinglink.com/>



Εικόνα 7





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# **VIDEO STORIES**



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# **Creative Task**

# References (figures)

1: Twitter icon

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4: Community audio – archive.org

<https://archive.org/details/MountAthos>

5: Travel experiences by Günter Exel while he was travelling in Crete

<http://www.travellive.cc/reisereportagen/kretalive/kretalive-vorbericht/>

6: Travel Diary on [Youtube.com](https://www.youtube.com)

7: Logo3WDOC-200x200

<http://commons.wikimedia.org/wiki/File%3ALogo3WDOC-200x200.png>

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# End of Module 12

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