



Internet Newspapers: The Making of a Mainstream Medium (Routledge Communication Series)

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Internet Newspapers: The Making of a Mainstream Medium examines newspapers on the Internet, and addresses the emergence of online newspapers and the delivery of news through this outlet. Utilizing empirical research, chapters explore the theoretical and practical issues associated with Internet newspapers and examine the process through which online newspapers have grown into a mainstream medium. Contributions to this work emphasize three key areas: the structure and presentation of newspapers on the Internet; the medium as an interactive process; and the ways in which the public interacts with Internet newspapers.

This collection makes a substantial contribution to the understanding of newspapers on the Internet, covering their development and changes as well as the impact that news delivery through this medium has had on other media, audiences, and society. It also sheds light on improving operation and performance of Internet newspapers to better serve the public and gain competitive knowledge. The volume encourages additional scholarship in this area, and also shows how researchers can benefit from an empirical approach to their examination of Internet newspapers.

Internet Newspapers will appeal to scholars, researchers, and students of journalism and mass communications, and can be used as a supplementary text in advanced courses covering journalism, communication technology, and mass media and society.

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