

Special Issue

The Era of Influencer Journalism: Blurring the Lines Between Reporting and Branding

Message from the Guest Editor

As influencer journalism gains momentum, it is essential to evaluate its impact on the media landscape and public discourse. This Special Issue will explore the complexities of influencer journalism and its implications for media practices, public perception, and the journalistic profession. We invite researchers, scholars, and practitioners to submit qualitative studies, quantitative analyses, case studies, and theoretical explorations that can illuminate the multifaceted nature of influencer journalism. Suggested areas of exploration include, but are not limited to, the following:

- The role of social media influencers in shaping public discourse, influencing news consumption patterns, and redefining the parameters of journalistic credibility.
- The impact of influencer culture on public trust in traditional media outlets.
- Ethical dilemmas faced by influencer journalists, including issues of transparency regarding sponsorship and advertising.
- The potential for mis- and disinformation and the impact of commercial interests on journalistic integrity.
- Case studies of successful collaborations between journalists and influencers, etc.[...]

Guest Editor

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Message from the Editor-in-Chief

Editor-in-Chief

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