

JULIANA ONETTI

• MY LIFE AS A JOURNALISM STUDENT •

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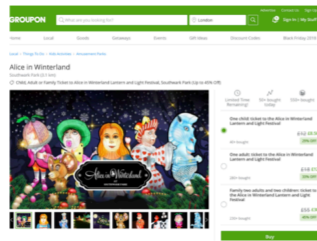
CONTACT



London Bridge host its 10th annual Chores and Lights Christmas Parade

🕒 December 1, 2018 👤 Juliana 💬 0

This Thursday, November 29th, the annual Chores and Lights Christmas Parade took place in London Bridge for the 10th year in a row. The parade organised by Snowfields and Tower [...]



Deal site Groupon in controversy over Alice in Winterland overpriced tickets

🕒 November 23, 2018 👤 Juliana 💬 0

Groupon was reported by Southwark local residents of trying to sell overpriced tickets for Alice in Winterland Christmas event. People were deeply stunned when discovering that the Groupon company, which is known to offer exclusive [...]



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Man City beat Bournemouth to go five points clear December 1, 2018

Manchester City hold off Bournemouth to record a sixth consecutive Premier League win and move five points clear at the top.

HS2 chairman expects to be sacked December 1, 2018

Sir Terry Morgan tells the BBC he expects to be

Wordpress Presentation

Juliana Onetti-Santini

SEO - Search Engine Optimisation : Methodology of strategies, techniques and tactics used to increase the amount of visitors on a website by obtaining a high-ranking placement in the search results page of a search engine.

How to improve the SEO of your website?

- Use relevant keywords in your headlines, stand firsts and texts
- Have URLs that are clear and easy to search
- Use tags in your articles
- Include keywords in the captions and file names of your images
- Include hyperlinks to reliable content in your articles
- Consider 'voice search' (*Google Home, Amazon Alexa, Apple Siri...*)

How did I improve SEO on my website?

Southwark Commemorates the 100th Anniversary of the Armistice

November 11, 2018 • Juliana • Southwark News • 0



Armistice Commemoration at Southwark Cathedral.

This **Sunday November 11th 2018**, marks the **centenary** of the cessation of the **First World War**. Across the country and in the world a **Remembrance Service** was set up in order to commemorate the **Armistice Day**.

The main commemorative events in **Southwark** were gathered at **Southwark Cathedral**, where different Remembrance Services took place during the whole day.

First of all, at 11 am were held the symbolic **two minutes of silence**. This act first began in 1919, following the Armistice at 11 am on 11 November 1918, since then every year these two minutes are marked in order to remember the war dead.

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Man City beat Bournemouth to go five points clear December 1, 2018

Manchester City hold off Bournemouth to record a sixth consecutive Premier League win and move five points clear at the top.

HS2 chairman expects to be sacked December 1, 2018

Sir Terry Morgan tells the BBC he expects to be sacked within days, months after getting the job.

France fuel protests: Tear gas fired in clashes in Paris December 1, 2018

This is the third weekend of 'yellow vest' protests against President Macron's controversial fuel tax.

LATEST TWEETS

RT @cnni: \$400,000 was found in this man's washing machine. He was arrested on suspicion of money laundering. <https://t.co/CDCXQDTCsd> https...

How did I improve SEO on my website?

As you may know, you can not rely on blindly to what you see on the internet. People who post things on the web in a personal way do not have to respect the fact that the information they give as to be verified as a journalist does. That is why you can not be sure at 100% that what they say is **totally reliable**.

Then, the second point is that this **new wave of citizen journalism** may cause in the future the decrease of traditional journalism. Because if people can find all the news on social media they will slowly stop reading newspapers, so true journalists will lose their jobs, as they would not be the need to employ as much as before, and then it could be the **death of traditional journalism**.

To conclude, we can say that with this new wave of citizen journalism the **role of traditional journalists** is **evolving** a lot. We arrive at a point where journalists have to develop and adapt to new technology and digital developments in order to survive in our **ever-changing society**.



CITIZEN JOURNALISM

EVOLUTION OF JOURNALISM

JOURNALISM DEVELOPMENTS

ROLE OF JOURNALIST

USER-GENERATED CONTENT



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Everyday Justice – Highbury Corner Magistrates' Court



How did I improve SEO on my website?

Groupon was reported by Southwark local residents of trying to sell overpriced tickets for **Alice in Winterland** Christmas event.

People were deeply stunned when discovering that the **Groupon** company, which is known to offer exclusive deals in many different places has **changed the original prices** of **Alice in Winterland's** tickets. Their "offer" was **more expensive** than buying the tickets on the event's site.

When going on the **official website** of the event, opening in Southwark Park on November 28th, the prices of the tickets are fixed at **£15 for adults and £9 for children**.

Whereas on the **Groupon website** the prices are said to originally being **£18 for adults and £12 for children**. On what is then applied their so-called promotion to reduce the price to **£12 for adults and £8,50 for children**.

Tony (@SELondoner), a local – he preferred to keep his surname private – said on Twitter, *"Isn't it illegal to advertise a false pre-sale price?"*

After asking **Groupon UK** via Twitter direct messages if they could give a comment about the issue of the overpriced tickets they answered, *"Thanks for getting in touch. Groupon is an active and busy marketplace, and occasionally, as we experience fluctuations in stock, demand, and suppliers, we may offer similar products for different prices. We try our best to make sure this happens as rarely as possible. I hope that helps, but if there's anything else I can do for you, please don't hesitate to let me know."*