

Meaning of convergence

- *Convergence* comes from the prefix *con-*, meaning together, and the verb *verge*, which means to turn toward.
- We can use *convergence* to describe things that are in the process of coming together, like the slow convergence of your opinions with those of your mother, or for things that have already come together, like the convergence of two roads, or for the place where two things already overlap, like the convergence of your aunt's crazy wardrobe with avant-garde fashion.

Convergence.....

- It(Convergence) used to be defined as multiple media –a newspaper and a television station and a radio station and a website working together to best tell a story...
- To me its much more about serving the audience wants to be served, so that they can have our content whenever hey want it and however they want it.....

Rob curley, vice president of washingtonpost.

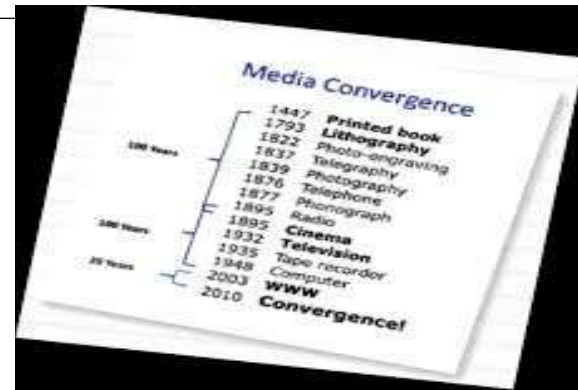
Media Convergence

What is Media Convergence?

- Different media sources joining together
- Newspapers, online, television, radio etc.
- Result in a **technological determinism**



Defining media convergence



- The flow of content across multiple media platforms, the cooperation between multiple media industries and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want.
- Convergence is a word that manages to describe technological, industrial, cultural and social changes (Henry Jenkins, 2006) ...
- The ‘ coming together ’ of previously separate industries (computing, printing, film, audio etc.) which increasingly use the same or related technology and skilled workers.
- A feature of the contemporary media environment, convergence is a product of mergers between companies in different sectors as well as an outcome of technological development. (Branston and Stafford, 2010)

What convergence stand for



- Convergence is increasingly prevalent in the IT world.
- In this context the term refers to the combination of two or more different technologies in a single device.
- Taking pictures with a cell phone and surfing the Web on a television are two of the most common examples of this trend.
- Computer-television convergence is already underway with Web TV, which pipes the World Wide Web to a slightly-modified TV set with a set-top box from an ordinary phone line and provides a degree of interactivity.

Need of Media Convergence

- ✓ Technologically rich societies have entered the digital age
- ✓ Media industries are grappling with new opportunities - and threats - afforded by what is called "convergence".
- ✓ Media people tend to get very excited about convergence, because it holds so much promise.
- ✓ The melding together of different media, incorporating new personalized services is both impressive and overwhelming.

According to Media theorist Henry Jenkins

“Convergence isn’t an end result but instead *a process* that changes how media is both consumed and produced”

Jenkins breaks convergence down into five categories:

- Global Convergence
- Technical convergence
- Economic convergence
- Cultural convergence
- Organic convergence

Types of convergence

- Economic convergence, when a single company has interests across many kinds of media.
- Organic convergence is multimedia multitasking, or the “natural” outcome of a diverse media world.
- Cultural convergence, when stories flow across several kinds of media platforms, and when readers or viewers can comment on, alter, or otherwise talk back to culture.
- Global convergence, when geographically distant cultures are able to influence one another.
- Technological convergence, in which different kinds of technology merge. The most extreme example of technological convergence would be the as-yet hypothetical “black box,” one machine that controlled every media function.

According to *Media Convergence: Networked Digital Media in Everyday Life*, book by Graham Meikle and Sherman Young observe that

- Convergence can be understood in four dimensions:
- Technological—the combination of computing, communications and content around networked digital media platforms;
- Industrial—the engagement of established media institutions in the digital media space, and the rise of digitally-based companies such as Google, Apple, Microsoft and others as significant media content providers;
- Social—the rise of social network media such as Facebook, Twitter and YouTube, and the growth of user-created content; and
- Textual—the re-use and remixing of media into what has been termed a ‘transmedia’ model, where stories and media content (for example, sounds, images, written text) are dispersed across multiple media platforms

Shifting to digital Platforms



- ✓ The adoption of high-performance computers, shift to digital platforms, and creation of high-speed computer networks have brought us new ways of doing things.
- ✓ Old barriers of time and space are practically eliminated. You can view, hear, or read virtually anything, anywhere, anytime.
- ✓ The old definitions that provided separation between Radio, TV, Cable, Newspapers, and Film have gone (or are going) forever.
- ✓ The 1990's brought ownership convergence, creating media conglomerates like Disney, Viacom, and Sony. From the consumer view, the Internet has recently changed our favorite delivery systems - Newspapers now provide video, TV offers interactive chat, and radio has web-cams.

Technology & Convergence



- ✓ With 3G telephony, mass media companies can include consumer technologies such as mobile phones and videogames.
- ✓ lines blurred between info-tainment, promo-tainment, and edu-tainment.
- ✓ Today it's very hard to separate intrapersonal, interpersonal, and mass communication.

So convergence mean
Multimedia



- The mixture of media is called –convergence, Multimedia, Integrated media, Digital media
- *"Convergence = WWW + mobile phone + multimedia computer"*.
- Intermedia
- Multimedia, hypertext
- Mixed media

Advantages of convergence

- The growth in technology joined with Media Convergence.
- Internet, Television, Smart phones, Tablets, 3G / 4G, Applications, Gaming, What next?
- Advantages of the changes in technology?
- Portable
- Cheap
- Quick
- Easier to access
- Reliable
- More information
- Variety choice



Advantages.....



- Media Convergence made Creative Media Industry.
- Easier to connect with audiences
- More platforms for industry such as applications on smart devices
- More engagement
- Advertising



Advantage of convergence

- ✓ In term of industry, with the development of technology, the cost of products and software was lowered.
- ✓ Now different news crews for every medium, one converged media operation can use the same reporters and staff to produce stories for, television, telecommunication and Internet mediums
- ✓ Combining each medium's resource, a converged operation can increase the quality of its product. As a result satisfaction of customer is increased, which leads to a larger audience. From the public's standpoint, the increased convenience of information provided by converged stories makes using the media a better experience.
- ✓ Media convergence cause the fragmentation of audiences for news.
- ✓ People talk about not having enough time to everything they want in a day or doing more than one thing at one time.
- ✓ Convergence lead the media is more interactive and audience participation is encouraged.
- ✓ In addition, greater audience engagement can help to enhance the way people experience the media.
- ✓ Moreover, with the interactive World Wide Web, audiences are able to download and share music , video , photo via social networking and become media produce.

Disadvantage of convergence

- Audiences complain about information overload and they can be overwhelmed and find it difficult.
- The rapidly changing of technology has obstructed audience's activities.
- People lack of skill to take full advantage of new media especially old people and disable. So will an audience so used to traditional forms of media Embrace a new way of receiving information.
- In addition , media companies pursue audiences by greater benefit from maketing and advertising through cross-selling.

Disadvantages....

- Job losses
- Expensive to buy – smart phones / tablets
- Not everyone has access
- Not user friendly,
- Unable to find support
- Challenges within the Industry.
- What consumers want? ,Competition?
- Time and cost?
- Changes in technology?
- What consumers want. Consumers want the new technology on offer in other parts of the world.
- 4G - a fast mobile data connection, is available in some countries, but not the India.
- HD TV – Had been available in the late 90s in USA, but only became widely available in the India over the last 2 years.
- Audience Fragmentation
- Accessibility to technology
- Financial/ economical problems
- Technology isn't accessible to all in society
- Media companies having an advantage over society
- Technology can be complicated to use.

Why we need convergence

- The popularity of internet tablets has increased with the introduction of the iPad.
- One way this has affected the media industry is because of the ease of getting news and information. We are finding ways of getting information and newspaper sales have been affected. Users subscribe to the service and receive the same content, but in interactive form.
- Social Networks.: Globally, 800 million people use facebook to communicate with family and friends.
- Smartphones : Increasing population of Smartphone.user • Because they are so versatile in what they offer; most offer internet, music, apps, GPS etc, it has affected the sales of CDs, newspapers, games has decreased due to them. • Electronic Arts, have started to make games for Smartphones. •
- Newspapers and Magazines offer their daily prints in an online format. • Most music artists now sell their music in MP3 format, due to the fact that CDs are now in decline.
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Questions for future

- While the future of converged media seems very bright, its proprietors will have to ask themselves some questions:
- Will the new technology that is anticipated be as revolutionary as people expect?
- Will the investment in convergence be profitable enough in the short term, or in the long term?
- What competing technologies should be utilized in order to produce the best media?
- Will converged media be successful in a world marketplace?

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Lecture is continued