



## Impact of convergence on media

**Ritu Yadav**

Assistant Professor

Department of Journalism, Kalindi College, DU

Email - rituyadav1184@gmail.com

### Abstract

Convergence is an ambiguous phrase that is used across a variety of academic fields to express and analyse processes of development that lead to greater uniformity or unification. Its use in the communications industry, which is sometimes referred to as media convergence, also comprises significant methodologies and insights that may be used to explain, characterise, and comprehend the digital creative economy. The convergent communications industry is characterised by a certain level of fuzziness in addition to its expansive, multifunctional nature. This combination leads to both a basic grasp of the sector as well as a wide variety of highly specialised understandings. This industry intersects with the digital creative economy quite a bit, which is likewise characterised by a certain degree of fuzziness. As a result of convergence, sub-industries and fields that are common to both communications and digital creative industries, such as broadcasting, publishing, advertising, music, cinema, and video games, are also seeing growth. Beyond that, we also address the effects that the convergence of media will have on other aspects of the creative professions, such as museums, libraries, and design in particular. The development of new technologies and services related to digital media is often seen as a key factor propelling the creative industries. Studies of media convergence, including both its methods and its outcomes, are thus very pertinent to the investigation of the digital creative economy as a whole for the reasons stated above.

**Keywords:** Media Entrepreneurship; Media Convergence; Opportunity Recognition; Media Markets,

### Introduction

**Media convergence**, a term used to describe a phenomena that involves the interconnectedness of information and communications technology, computer networks, and media content. It is a



direct result of the digitalization of media material and the proliferation of the Internet, and it brings together what are known as the three C's: computation, communication, and content. Convergence of media has the potential to radically alter traditional businesses, services, and work habits while also enabling the emergence of brand new types of content. Because of this, long-established silos in the media business and content are being destroyed, and material is becoming more decoupled from specific devices. This, in turn, poses significant issues for public policy and regulation. Following is a discussion of the five most important aspects of media convergence, which are as follows: the technical, the industrial, the social, the literary, and the political.

### **Technological convergence**

The technical aspect of convergence is the one that can be comprehended with the least amount of effort. Billion people now have access to media content that was formerly limited to particular communications media (print and broadcast) or platforms (newspapers, “magazines, radio, television, and cinema). This is made possible by the proliferation of digital devices such as the World Wide Web, smartphones, tablet computers, smart televisions, and other digital devices.

Cross-media content has been generated by many media companies in response to the fact that the same devices are now being used to access a varied range of different types of material. For instance, news organisations no longer merely publish written or audiovisual content; instead, they function as portals that make content accessible in a variety of formats, including text, video, and podcasts. Additionally, they offer users online access to their archives and the opportunity to comment on the storey or provide links to other relevant content. These new developments have had a profound impact on journalism by breaking down traditional barriers, such as those defining who can and cannot be a journalist (for more on this topic, see citizen journalism), the relationship between deadlines and other time, journalists and editors, and content platforms. Professor of journalism in the United States Jane Singer suggested that in modern journalism, what was formerly considered a closed newspaper article is now considered an open text that has a continuous life.

### **Social media**

The convergent media industry now has a new key driver in the form of social media. The phrase social media refers to technologies, platforms, and services that allow people to



communicate with one another on a one-to-one basis, as well as with many others on a one-to-many or many-to-many basis. Individuals have always been able to participate in media through the Internet, not only as consumers but also as producers. However, the social aspect of media convergence did not blossom until the 2000s, with the rise of Web 2.0 sites that aimed to be user-focused, decentralised, and able to change over time as users modified them through ongoing participation. This allowed for the social aspect of media convergence to flourish.

The proliferation of online communication services is a prime example of social media. Some examples of these services include the social networking website Facebook, the microblogging service Twitter, the video-sharing website YouTube, and blog software like Blogger and WordPress, amongst a great many others. These social media platforms have seen tremendous expansion over the last several years. In 2006, Facebook was made accessible to the general public for the first time; by 2012, the platform had more than one billion members. It was projected that more than 72 hours of video content were being posted to YouTube every single minute in 2012, and that over four billion videos were being seen each day on the site by alone. Howard Rheingold, an American media expert, has determined that social media may be broken down into three fundamental categories. To begin, the proliferation of social media has made it feasible for any participant in a network to act as a content creator, distributor, and consumer all at the same time. According to Rheingold, there has been a significant shift in the traditionally unequal connection that existed between broadcaster/media producer and audience in the context of 20th century mass communications. Second, the value of social media lies in the relationships that may be made between its users. Thirdly, the usage of social media makes it feasible for people to collaborate with one another on projects on sizes and at speeds that were not before imaginable. The emergence of user-created content is an essential movement that is related with convergence and social media. Users are shifting from being viewers to becoming participants as a result of this transition. The Australian media scholar Axel Bruns talked about the rise of the produser, which is an Internet user who is both a user and a creator of online content. The British author Charles Leadbeater talked about the pro-am revolution and mass collaboration, which is when the tools for content creation become cheaper and easier to use, the distinctions between amateurs and experts become blurrier, and the nature of media content production becomes increasingly shared, social, and collaborative in nature. Since a computer network consists of two or more computers that are connected with one another for the purpose of electronically communicating data, the Organization for Economic



Co-operation and Development has identified user-created content as a significant disruptive force... [that] creates both opportunities and challenges for established market participants and their strategies. A network system serves the important function of establishing a cohesive architecture that enables a variety of equipment types to transfer information in a manner that is nearly seamless. In addition to physically connecting computer and communication devices, this is one of the functions that a network system performs. The Open Systems Interconnection (OSI) standard developed by ISO and IBM's Systems Network Architecture are both examples of well-known architectural styles (SNA). Local-area networks, sometimes known as LANs, and wide-area networks are the two primary categories of networks (WANs). Local area networks, also known as LANs, are networks that connect computers and other peripheral devices in a constrained physical space, such as an office building, a laboratory, or a college campus, by utilising connections that allow for the rapid transmission of data (such as wires, Ethernet cables, fibre optics, and Wi-Fi). A local area network (LAN) is often made up of at least two personal computers, a printer, and one or more high-capacity disk-storage devices known as file servers. These file servers allow all of the computers on the network to access the same collection of information. Users are able to communicate with one another, share printers and storage equipment, and simultaneously access centrally located processors, data, or programmes thanks to the LAN operating system software. This software, which interprets input and instructs networked devices, allows users to share these resources (instruction sets). Users on a LAN may also access other LANs or tap into wide area networks (WANs). Bridges, which serve in the capacity of transfer points, are used to connect local area networks (LANs) that have an identical architectural layout. Gateways are used to connect LANs that have distinct architectural designs. These gateways transform data as it moves between different computer systems.

### **Blurring boundaries between telecommunications and media**

The first studies on media convergence and the vast majority of subsequent research on convergence have focused on the phenomenon of the blurring of borders between individual and mass communication. It places an emphasis on the coming together of various modalities of communication as well as the blurring of boundaries between conventional forms of media and the communications subfields to which they belong. To be more specific, the analysis focuses on the convergence of conventional mass media such as broadcasting and traditional forms of mass communication such as telephony. It is beneficial to conceive the blurring of



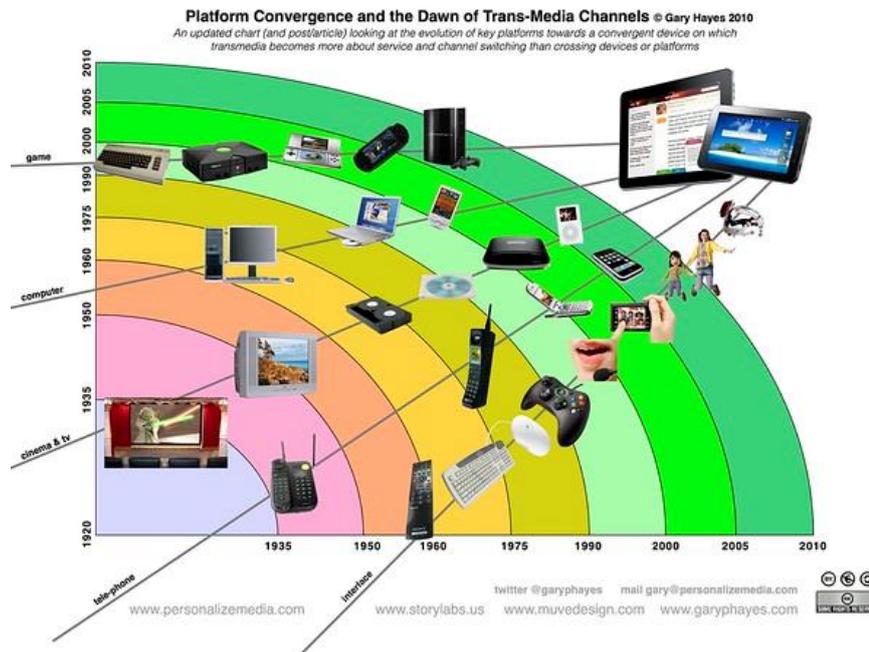
boundaries between telecoms and mass media narrowly as the core component and meaning of media convergence from an analytical point of view. This is because it is the core piece of media convergence. In addition, considering the temporal dimension of convergence is important since it is an ongoing process that is even becoming more popularly used as a term to speak about a very broad spectrum of events and developments. It is often inferred in a way that is not accurate that it is a continuous or eternal process, but in reality, it is just transitory. Despite the fact that there will be important offshoots for communications and the digital creative economy long into the 21st century, it reached its zenith at the close of the 20th century. For instance, one of the repercussions of convergence is the increased availability of and demand for services that are based on the internet across the whole economy. These offshoots are not the central component of the convergence that has been tightly described, since it would be a mistake. The bursting of the Internet bubble around the turn of the 2000 slowed down the process temporarily but did not stop it completely. In addition, the concept that every single effect of media convergence is going to be a shift toward unity and uniformity is neither supported by such a time-sensitive view on convergence, nor by the contrast between a central process and its offshoots. In other words, to assume that every future consequence linked with the blurring of boundaries across media would move in the direction of uniformity would be an oversimplification of the idea of media convergence. This would be an unreasonable expectation. Central convergence processes toward uniformity have already occurred at the end of the 20th century, and stakeholders are still struggling with the consequences of these processes. These processes have disrupted business and regulatory models, strategies, classifications, and laws that have been used for decades in politics, the economy, and research. Stakeholders are still struggling with the effects of these processes. It should come as no surprise that the process of media convergence is followed by processes of divergence, which are characterised by unique differentiations within the convergent communications industry. In any event, returning to the previous configurations of the buildings is not possible. Convergence-driven shifts may largely be thought of as structural shifts, with far-reaching second-level impacts for content and creativity. The speed, magnitude, and specifics of change may vary from one country to the next due to differences in starting positions as well as the characteristics of each nation's unique communications networks and institutions.

### **Levels and implications of convergence**



As a result, convergence is occurring simultaneously on a number of distinct levels. The multiple words, definitions, and classifications that are employed in the body of research may be condensed down into four categories: technical, economic, political, and socio-cultural convergence. [Citation needed] All of these are useful for the study of the digital creative economy as well because of overlaps with the many sub-sectors of the communications industry and structural parallels between the two. Convergence of many forms of technology is now playing a significant part. It refers to a universal digital code that is used across telecommunications and electronic mass media. It also refers to common protocols (IP), which are utilised for various technological (hybrid) platforms/networks (fixed-wire and mobile) and lead to service-integrating devices such as smart phones that are able to watch television. These shifts are also known as network convergence and terminal convergence, respectively. The process of digitization is an essential component of the convergence phenomenon. It is one of the enabling elements, defining traits, and motivating forces of this phenomena. However, despite the significance of the topic, it would be improper and incorrect to limit convergence to technical convergence alone, since this is something that is often done. In addition to this, it should not be mixed with naive assumptions of an all-encompassing uniform medium, of future houses with just one network or one terminal per person for all communications purposes. This is because these kinds of scenarios are unrealistic. Convergence, on the other hand, paves the way for improved technological and economic circumstances that can support a variety of interconnected networks, services, and endpoints.

### **Media Convergence?**



Courtesy: Gary Phayes (Canadian Encyclopedia)

The term media convergence refers to the simple coming together of various forms of mass media, such as traditional media, print media, broadcast media, new media, the internet, and new media, as well as highly interactive technologies that are portable and accessible through digital media platforms. Because of this, communication, computing, and content are essentially combined into a single concept due to the fact that technology allows for their integration. The most relevant example of media” convergence is a smartphone, which combines various forms of media, such as print media (e-books, news apps), broadcast media (streaming websites, radio, music apps), and new media (the internet), into a single device that performs a variety of functions, including calling and texting, as well as photography, videography, gaming, and a great deal more. The smartphone is the most relevant example of media convergence.

### Review of literature

(Anon n.d.) studied “handbook of media management and economics” discovered this and Research on media management became a topic of interest and study throughout the 20th century when media conglomerates started to take form across the many industries of the media: initially in the newspaper sector, and then in the radio, film, and television industries.



The media industries are distinct in many respects with regard to society due to the fact that they are widespread and omnipresent in character. The dissemination of a society's culture is one of the fundamental functions of the media, which also serves as a key source of information and entertainment and an essential component of that purpose.

(Salamzadeh, Radovic Markovic, and Memar Masjed 2017) studied “The Effect of Media Convergence on Exploitation of Entrepreneurial Opportunities” discovered this and The purpose of this study is to throw light on a particular element of media convergence, which is not only about convergence and similarity, but also about divergence in many areas and chances that offer up for entrepreneurial activity. Understanding how the convergence of the media creates new business possibilities in the media markets and how media entrepreneurs may capitalise on those chances to give value to target consumers is a key part of the research problem that is being investigated here. The methodology of quantitative research is used in this study. As a result, SPSS was used to conduct an analysis of the data collected from 119 cofounders of small and medium media enterprises who responded to an online questionnaire. The data were analysed using a method known as regression analysis. According to the results, there are four different forms of divergence that have an effect on the exploitation of entrepreneurial chances in small and medium sized media companies. These divergences include media distribution channels, media content providers, viewers, and advertisers.

(Latzer 2013) studied “Media Convergence” discovered this and Convergence is not just utilised and debated in the academic world, but also by policy-makers and the industry. Despite this, each of these groups has distinct goals, interests, definitions, and accentuations about the concept of convergence. Convergence is primarily seen as both a strategic goal and a commercial problem for the sector. It is both a goal and a problem for policymakers to achieve this. It is primarily an analytical notion that is utilised by academics in order to comprehend and make sense of significant facets of the evolution of media in general and countless specific advancements in particular. Concepts.

### **Conclusion**

The coming together of information and communication technologies, computer networks, and other forms of media content is referred to as "media convergence." As a result of media convergence, long-established "silos" in the media business and content are being broken down, and content is becoming more decoupled from individual platforms. It poses significant difficulties for public policy and administrative control. The strength of social media lies on



the connections that are made between its users. In 2012, more than 72 hours of video were being posted to YouTube every minute, and more than four billion videos were being seen each day on the platform. Established market players are presented with possibilities as well as obstacles as a result of the increase of user-created content. In order to facilitate the almost faultless conveyance of information, network systems link a wide range of different kinds of hardware. Local-area networks and wide-area networks are the two primary categories of networks (WANs). Personal computers, printers, and high-capacity disk-storage devices are the standard components of a conventional local area network (LAN).

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