

Media convergence assignment



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Media convergence is defined as the technological merging of content in different mass media. In the last fifty years the use of media and how we access it has changed dramatically. First off I will start by talking about all the advantages and disadvantages of the different ways that we American's get our news delivered to us. There are many different ways; newspaper, radio, television, and the World Wide Web. These days the one that seems to be the most popular with millennial generation is the internet.

The internet has its many advantages but also has those few disadvantages that are mainly to the older generations (The silent generation and the baby Boomers generation). The advantages include receiving information quicker, increased communication, networking, and the spread of information. The internet also has its disadvantages which include; the cost, Its negative influence on people (mainly children), the internet makes it harder for us to sort out truth from lies, and the fact that the older generations cannot navigate the internet as well as younger generations making it hard for them to get information any quicker.

With the newspapers there are not as many advantages or disadvantages. Included in the advantages are; it is very traditional meaning the older generations tend to stick with this form of media delivery, it is a convenient way to see what is going on locally without having to search, and it is great advertising for local businesses and for people looking for jobs locally. Among the disadvantages there is the fact that people cannot access new information 24/7 like the internet, when there are misprints there is no way to go back and fix it, and the stories can cause controversies (just like any other form of media).

The radio can work well for people getting their news on the go and it is still the way many older people get their news. I would say that radio is the least effective and popular form of media because it has no pictures to go with the words and you cannot get the news very fast like on the internet you can browse through stories until you find what you want to read. Then finally there is the television. The television is the second most popular form of media next to the internet. Almost every family has access to a television and many events can be watched live (which can be done on the internet as well).

Although the television is the main form of media for many people it may not be the best choice for others because the news cannot be accessed 24/7 and you may have to wait an hour just to hear the story that you wanted to. The sexual and violent content is a disadvantage for many families with small children, and production and air time costs are a disadvantage to the producers. The role of our company is to make sure that all generations get their news as fast and as efficient as possible.

We want to be a company that is seen as reliable. There have been many positive and negative changes in the media in the last fifty years. Among the positive changes are the ability to get news immediately, The different ways to obtain the news, and now easy it is to connect with family and friends. Among the more negative changes are the reliability of the news, the availability has made it easier to steal other people's work, and more violence and sexual content seen on the television and internet. 50 years ago the television was