

# Media convergence research paper examples

[Sociology](#), [Communication](#)



## **Introduction**

With the advent of technology, the current era is experiencing a society where individuals control how, when and where they are exposed to the media content. For instance, television is no longer a form of the traditionally accepted box of news and entertainment. Instead, it is an amalgamation of production, brands and franchises. In this regard, the show *Lost* can not only be viewed on the television, but it can be played online and downloaded via the mobile application and viewed through the PlayStation. The digital age has practically transformed the slow speed computers into high tech devices. With every passing day, there comes a new gadget with advanced features (Sandler, 2009). Technology progression in terms of video conferencing, live streaming, Bluetooth, tablets and other such tools has camouflaged the barrier between education, information and entertainment. This has eventually transformed the aspect of mass communication and is hence commonly understood as media convergence.

## **Media Convergence**

The previous distinct qualities of a particular tool are now being found in several other devices. For instance, the typical idea of videos and news as demonstrated by the television to its viewers has also become a key feature of the computer and the internet. Similarly, the conventional use of internet via the computer has now taken a shift towards the television in the form of smart TVs and the internet usage on the cell phones. In essence, media convergence is a deep diverse term. It is often understood in the way the old and the new media fuse. It is also referred to as the unpredictable interaction

between the power of the producer and the consumer. Media convergence can be grasped from the story of Bert; a character from the famous series Sesame Street (Jenkins, 2008). It was the creativity of a high school student who used Photoshop to show the interaction between Bert and a terrorist activist. Soon it exchanged hands via the media and was seen on every computer, website, poster, and in print. That is how things travel in today's world. In today's society of media convergence, every story gets sold and every action gets recorded. The circulation of Bert is the best example of the current digitalized age where media content travels because of determinants such as brand strategies, global coverage and the easy access to material. In addition, it is also highly dependent upon the active participation of the consumers (Jenkins, 2008). The example of Arab Spring needs no formal introduction where the power of social media changed the fate of many. Thus, media interactions have opened a new platform by giving substantial power to the consumer as well.

## **Information, Entertainment and Communication in light of Media Interaction**

Information is basically referred to as the knowledge that is communicated or received regarding a fact or a circumstance. One of the major purposes of media is to spread information via different channels such as television, newspaper, magazine, computer, and through other mediums. Authenticity is closely related to information because it greatly matters as to what kind of information is being transmitted to the general public. For this reason, information must be well researched and factual which may originate from a true sense. Media convergence in the present day society has changed the

medium by which information is being communicated to the audience. The old mediums such as television, newspapers and magazines, and radios, have now taken the form of other inventions. Internet, iPod, cell phone, tablets and other such devices are important carriers of information. Although, the key purpose of information remains the sole goal of the media, but the digitalization has affected the nature of the content which is being provided to the audience. Today, rumors and gossips are no longer restricted to celebrities because the technological advancement has enabled it to penetrate into personal affairs. Similarly, despite the power of the organizations and the media distributors, every individual has the power to control and to influence the information as evident from the latest hype about the social networks and blogs.

Similarly, entertainment which is commonly referred to be a reason for happiness, relaxation and distraction, has been an important function of the media. However, with media convergence, the previous entertainment content which was limited to comedy shows and stories have now taken the form of scandals and jokes that extend to the political, social and global dimension. This modernized age has not only made it easier for the companies to sell their products to every individual, but it has made personal lives so public that sex scandals, lies and defamation has now become a mode of entertainment that is being accredited to media convergence. The fusion of content coming from various media sources have also contributed to the fluctuations in communication. The television, radio and newspaper no longer hold the substantial control over communicating with its followers because of other forums such as the internet and cell phones which gives

power to the organizations to communicate with consumers and buyers to interact with other individuals. Media convergence is transforming the traditional purpose and picture of mass communication by directly influencing the content of communication, the structure of such organization, the nature of the work done by the professionals and the relationship between the general public/ consumers and the media companies (Jenkins, 2006). While talking about the convergence and content, it is vital to point out at the way one story links to content on the digital forum. This is true for news, advertisements and stories where hyperlink option provides the consumer to get connected to another story or product which can be purchased or examined. Moreover, the content has become more fluid and global where technology has opened a room for active audience. Now they are able to watch a game via their own camera angle and other preferences. Also, the digital environment has also given the directors and distributors an edge over the medium which they choose. The traditional option of television, newspaper and radio are now being replaced by the internet and cell phones.

### **Impact of Media Convergence on Mass Communication**

Mass communication is a phenomenon that is incomplete by the involvement of media. Therefore, it refers to the communication between people under the impact of technology who may or may not be separated though huge distances. In this regard, the concept of mass communication is based on a key model which holds the view that communication flows through a single route; from the source to the receiver which is in a greater amount. Broadly speaking, communication is assumed to be anonymous where the receiver

and the sender are unknown to each other. Also, the theory governing mass communication considers the audience to be passive in relation to the little control they have over generating a feedback (Shannon, 1948). In other words, all media of mass communications such as television, radio, computer, books and more follow this model where the media companies basically create on the basis of the wants of the audience and distribute it to them holding the opinion that the audience do not have much options to provide immediate feedback and are also not interested in providing one. Regardless of the traditional theories about mass communication, the current digital age has completely shifted the realm of mass communication where today, the audience has the greatest power. The basic functions of mass communication include surveillance which is specific to the aspect of journalism because of its association with news, information and tracking the events and developments (Pavlik, 2004). In a similar way, correlation which is the interpretation of the society by special emphasis upon propaganda is another function of mass communication in a similar manner to entertainment and cultural transmission which is amongst the several other objectives of mass communication. All these functions have undergone a change after the onset of digital media.

## **Media Convergence and Social Interaction**

The shift in mass communication has proved beneficial for social interaction which ironically is related to a number of disadvantages. However, while looking it in a good light, it might be correct to say that organizations can now easily interact with every individual via their own websites as well as the social network forum. The previous limited communication channels of

television and the newspaper have drastically transformed. In a similar way, advertising has now taken an alternate form where it no longer requires the television to promote its products and services. In the current age, companies can sell as well as deliver product to individuals. Some of the common products include clothing, books, CDs, jewelry and other accessories. As a result, the distribution as well as the reproduction cost is adjusted and these organizations no longer require depending upon media content distribution companies. Media convergence has brought the consumers on a platform where they can interact in all aspects such as political, social and economical where their opinion and creativity is valued and worked for (Pavlik, 2004).

As a matter of fact, the digital media is not only a product of technological change. Instead, it is greatly influenced by social, economic and political factors as well. The claim of the powerful audience and political spectrum of media convergence can be seen by the online presence of the current Dubai ruler; Sheikh Muhammad, who interacts with the masses via the social network. His e-government program and technological boom speaks about the impact of media interaction on the present day society (Rincon, 2005). In this regard, the local as well as the international government scrutinizes media content and implements regulations on it. These checks and balances are highly essential to keep the universal attributes of media intact which include authenticity, quality and factual content regardless of the digital shift it experiences. Media convergence as mentioned previously, has affected personal lives with regard to the damage to privacy it results in. The digital age does not only give access to personal information, gender, contact

details and preferences to organizations and marketers, but it also makes life completely public thereby giving other individuals a chance to exploit and misuse information (Pavlik, 2004).

## **Conclusion**

Thus, although media convergence and interaction in today's society and the upcoming future reflects the success of the technology in bridging the gap between organizations and consumers, it results in high cost, defamation and privacy issue for the company as well as buyer. Therefore, despite the benefits media interaction propose government regulations regarding content control and distribution, along with media principles such as factual quality content will help minimize the risks present in the digital age of today.

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