

Media convergence and its effects

Media



University of Phoenix Material Media Convergence Worksheet Write brief 250- to 300-word answers to each of the following: QuestionsAnswers What is meant by the term media convergence with regard to technology, and how has it affected everyday life? The term media convergence with regards to technology is defined as a process of combining together the telecommunications and computers and turning them into one electronic or digital form.

The media convergence has affected our everyday life as we know it in many ways, you can now watch television shows, listen to music and shop online using your computer all without leaving the privacy of your home. Using the computer you can also communicate using the email, or chat option on the computer, eliminating the need to call from your phone. Facebook is another option that allows you to keep up with friends and family, while knowing where they are at all times.

The internet is a multitasking piece of equipment that has replaced many forms of communications. Hard back books have been replaced with e-books, which can be electronically downloaded from your computer. The way we watch television has also changed, there are so many things that we can do through the television. You can program your home lights and alarms from your cell phone through the television. You can also communicate through your television to others, replacing the need for a telephone.

The television and the internet are just two examples of media convergence, that has changed the way we shop, communicate, listen to music, watch the news and educate ourselves, it can all be done using the computer and connecting to the internet. People actually live on the internet and are <https://assignbuster.com/media-convergence-and-its-effects/>

becoming less social, because there is no need to leave their home for anything. What is meant by the term media convergence with regard to business, and how has it affected everyday life?

The term media convergence in regards to business is the combination of computing and information processing with telecommunication networks provided from magazines, music, and entertainment programs. This converging links computing, communications and content. An example would be content that has been changed through different forms of delivery, digital forms are transmitted through broadband or wireless for viewing on computers or similar equipment, cell phones, personal digital assistants, to video recorders that connected to television (technology).

Business industries (media, technology, and telecommunication) have combined and developed new ideas that can increase profit from the consumers' growing need for "on demand content". Many analysts view media convergence as ending of the old media and rise of the new media (industry). Some of the many changes that have affected our lives as a result of media convergences in the business industry are the way we view information, the way we do everyday tasks and our value system.

As a result we now have PDA or personal digital assistants this device is a portable electronic notebook/computer that store information, keeps notes, addresses, reminders, and has a calendar. It is a mini computer that allows you to everything that you can do with a computer using a stylus rather than the keyboard. It fits in your pocket or purse and people rely on this device in order to function in everyday life. The smartphone is also a device that people rely on and they could not perform simple duties without it.

You can text, email, chat, shop, watch movies, play games, use face book and twitter all from the smart phone. This eliminates a one on one discussion with a friend or family member and takes away the personal touch of body language and having face to face conversation. What are some of the issues that result from dependency on modern media? Describe at least three issues. Some of the issues that result from dependency on modern media are the increase of becoming withdrawn from society, the loss of social skills and personal relationships with friends, family and other loved ones.

Another issue that can arise as a result of dependency is the chance of becoming what is known as a “ media junkie” where the modern media takes preference over anything else (losing touch with reality). The cell phone has taken away our ability to properly communicate with each other by using slang and abbreviations in place of proper English. People are becoming less active, less visible, and trusting with each other. Studies have shown that “ gamers” or people who play games (game tournaments) over the internet for hours and hours without stopping are likely to lose social skills.

People with addictions or dependency on modern media are similar to those of a drug addict. It has been shown to produce distress and isolation in many people who are deprived from these devices. I think that this a major concern for parents of students and this younger generation. Dependency on modern media has caused up to depend on smartphones to tell time rather than wearing a watch. We text each other to communicate rather than using the phone to talk, and as opposed to watching the new we go to face book for the latest information, replacing the family time together watching television.

These are just a few examples of the issues that result from the dependency on modern media. How does media literacy help with responsible media consumption? Media literacy helps individuals develop an informed understanding of the nature of mass media. This awareness will prepare you to make wiser decisions concerning issues that are facing our society, results of dependency, promotion of unacceptable behavior and exploiting personal problems for profit and other serious problems that can arise as a result of media consumption.

The amount of available information is overwhelming and media purposely promotes dangerous stunts, violence, even pornography. The media impacts our society through this information and degrades our moral values, social values, and integrity. Media has shaped the way we live, think, communicate and our life styles. We have cars that can park themselves, we speed date, we date online, from relationships online, and the media has played a role in all of it. Media consumption is important to prevent us from falling into the snare of becoming isolated and less social.