

Download Media Organizations And Convergence

Media convergence: Media convergence, phenomenon involving the interconnection of information and communications technologies, computer networks, and media content. It brings together the “three C’s”—computing, communication, and content—and is a direct consequence of the digitization of media content and the concentration of media ownership (also known as media consolidation or media convergence) is a process whereby progressively fewer individuals or organizations control increasing shares of the mass media. Contemporary research demonstrates increasing levels of consolidation, with many media industries already highly concentrated and ... Technological convergence is a tendency for technologies that were originally quite unrelated to become more closely integrated and even unified as they develop and advance. This study examines convergence as both a concept and a process. It examines the current state of convergence, various definitions of convergence, convergence practices, and it identifies Seven Observations of Convergence to be used as a strategy for best practices for organizations to integrate new and old media., Media Organizations And Convergence.

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