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## DEFINITION OF CONVERGENCE JOURNALISM IN THE ERA OF INTERNET

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The article examines different aspects of media convergence, from factors driving convergence to its influence on journalism education and also discusses the impact of online journalism on traditional media, multiskilling and writing specifically for the web. It examines key media events and discusses the evolution of communications technology to illustrate the importance of how old technology affects new technology from a journalist's perspective. In our article we also discuss the similarities and differences between writing for print and writing for the online medium.

When it comes to journalism, convergence means a new way of thinking about the news, producing the news, and delivering the news, using all media to their fullest potential to reach a diverse and increasingly distracted public. Convergence refocuses journalism to its core mission – to inform the public about its world in the best way possible. But nowadays, the best way is not just one way: newspaper or television or *the Internet*. We can say that the best way is a multiple media way, doing journalism for a public that sometimes gets news from newspapers, at other times gets news from television and radio, and at still other times seeks news online. To be successful at

convergence, journalists need to understand the strengths of each news medium or outlet and work to develop and provide news stories that dovetail with those strengths. Convergence requires journalists to put the reading, viewing, and browsing public at the center of their work.

However, convergence in journalism has many interpretations and definitions. Dictionaries provide a simple definition of convergence: Convergence means the coming together of two or more things. In discussing convergence in the news media, however, the definition gets tricky because of disagreement over what exactly is coming together. The professor of Massachusetts Institute of Technology Henry Jenkins shows a simple framework for defining convergence. He notes that “media convergence is an ongoing process, occurring at various intersections of media technologies, industries, content and audiences; it’s not an end state [1, 93].

We can say that convergence of technologies involves the coming together of different equipment and tools for producing and distributing news. But convergence of journalistic content involves journalists working in different media coming together to provide different content for different audiences. Think about newspaper websites and news organizations text-messaging the latest sports scores or stock quotes.

If we want to discuss media convergence we should focus on the technological: computers and

digitization. Anyone who has sent an e-mail on a computer or used a cell phone that takes pictures and sends text messages is taking for granted technological convergence. But less than

thirty years ago, the digitization of words, pictures, and sound for access by a variety of electronic devices seemed like science fiction. In the late 1970s that three industries that were separate at the time – computers, broadcast/film, and printing/publishing – would overlap and merge by the start of the twenty-first century [2, 10].

Thirty years ago, the personal computer, which would revolutionize an industry, was being developed. The development of digitization would set off a new debate about technological convergence. In 1983, Ithiel de Sola Pool, a communications scholar, noted that “electronic technology is bringing all modes of communications into one system” [3, 28]. Everything would come down to one device – *computer + TV + telephone + stereo + movie player + organizer*. This all-in-one megadevice has not yet become a household standard.

It is easy to see the rise of this new wave of technological convergence by digging into purses and backpacks and looking in our living rooms and dorm rooms at our information gadgets. The cell phone, personal digital assistant (PDA), and camera have become one device. Telephone companies have worked out deals with news organizations for sending news updates and headlines out to cell phone users.

Anyone can download a story, article, even a book off the Internet and read it on an electronic device. In 1990, when Roger Fidler spoke about a portable electronic newspaper when he was new media director for the Knight-Ridder newspapers, that idea was considered crazy. He told groups of very skeptical journalists that, rather than buying a newspaper, subscribers would be able to plug their tablets into cable or phone lines, download newspaper content, and read it on portable electronic devices. Those devices are closer to reality now, as technology is making screens easier to read and easier to carry around without wires and heavy batteries.

Technological convergence of the stereo, CD player, and the computer, thanks to digitization,

has brought about MP3 and on-demand music. The DVD is revolutionizing access to entertainment, first with players and now with recording devices, such as TiVO, that put the

consumer in charge of determining content. Broadband cable service has merged the computer

and the television into a viewing and interactive device. And the Internet, the World Wide Web, is the technological convergence of computers, satellites, and digital technology. It has opened up new ways of getting and exchanging information, destroying geographical and political boundaries in the process.

On one level, technological convergence means the coming together of formerly distinct electronic devices or media delivery systems, changing the equipment used to get information and to access it. But technological convergence has also opened up new ways of presenting that information. Technological convergence has led to multimedia information presentation. The Internet allows formerly separate and distinct storytelling media or platform – the text of print, the audio of radio, pictures and graphics of visual design, and the moving pictures of animation, film, and television – to be combined into a new way of providing information. Trying to pin down a name for this new,

evolving type of journalism that comes together via the Internet has added confusion to the definition of convergence.

Journalism distributed on the Internet has been called new media, online news, multimedia journalism, digital news. But it also has become known as convergence journalism, since it marks the coming together of different elements of storytelling.

News organizations that are experimenting with the notion of convergence aim to achieve Fuller's goal of "higher-quality news" in all the formats available: print, online, and on radio and television. The problem comes when convergence is seen as a benefit for media company stockholders and not as a benefit for journalists or for readers, viewers, or browsers. Convergence in journalism requires changes in how news organizations think about the news and news coverage, how they produce the news, and how they deliver the news. Most convergence in journalism today focuses on the last of those areas, delivering the news. It involves a newspaper's daily edition or a newscast's scripts being placed online, a newspaper reporter appearing on television for a "talk-back" or interview on his or her story, the television weathercaster developing the weather page for the newspaper.

However, dozens of news organizations are trying to also think about and produce news differently. They are trying to ensure that the news they are providing is best suited for the audiences of each medium or format being used to distribute the news. These organizations realize that newspaper readers want more context and detail to their stories, while online browsers are looking for quick hits of information, interactivity, and the ability to seek out other information, and broadcast listeners and viewers are looking for the latest information that puts them at the scene. Convergence in journalism means the coming together of journalists and certain types of journalism that have been operating in separate spheres – newspapers, magazines, radio, television, and online – to provide quality news in all those different formats. That coming together can involve shared resources and information. It can involve joint reporting and production on projects. It can involve "one-man bands" or "backpack" journalists -one person doing the reporting and producing of news for all the different formats.

It can involve multimedia storytelling online or what could be called "converged presentation". It can involve some or all of these variations. Convergence journalism is happening in a variety of newsrooms, in a variety of manners. No one form of convergence journalism has risen to



be the best template for doing convergence. What has emerged among news organizations aggressively pursuing convergence is a mind-set.

Journalist Chindu Sreedharan says that journalists understand the possibilities of other mediums, contribute across platform when called upon, and begin to layer their stories” [4]. Convergence is “new journalism” that is evolving to keep up with the times. Convergence is one answer to the question of where journalism should be headed in the twenty-first century. It is a response to the convergence of lifestyle, business, and technological trends that are forcing a change in the relationship between the people who make the news – journalists – and the people who use it—the public. Convergence is a response to two seemingly dichotomous trends – the fragmentation of the news audience and the consolidation of news ownership.

The rise of the Internet, satellite global connections, and wireless communications has hastened audience fragmentation and has raised expectations about how and when people can get news and information. The technological advances in communications equipment have allowed news and information to be delivered instantly. As a result, news audiences expect instant news.

The technological transformation of the ways to get news and the rapid pace of the work world and family life are bringing about the transformation of the audience for news. People are not looking for news at the same time, from the same place, with the same outlook, in the same format, or on the same communications device. The audience for news is shifting away from one-size-fits-all. News organizations trying convergence see it as a strategy to respond to this shift by news consumers.

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