

A Review on the Cause, Advantages, Challenges, and Future of Media Convergence

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ABSTRACT

Individuals' lifestyles have become increasingly dependent on media convergence. Human careers have been made more manageable, and their access to media has increased because of technological advancements in television, the Internet, and mobile communication. However, the idea of whether or not media convergence offers benefits and problems to the industry around the world must be questioned. Radio and entertainment companies have difficulty integrating media because of various issues, including dwindling broadcaster personalities, shifting media discourses, and rapid advances in AI. However, media convergence must contend with the economic advantages and changes brought by an expanding audience; the present media technology advancements; and the public's increased literacy, impact, and direct communication. Convergence innovation and development are prevented by a unique broadcasting and hosting method, a new media development process, and an expansion of media cultural network capacity. Finally, the media convergence industry's future development prospects in the age of fusion media are forecasted.

Keywords: advantage; cause; challenge future trend; media convergence

INTRODUCTION

Information and communications technology, communication networks, and online media are intertwined in media convergence. A direct correlation is between the emergence of the Internet in the 1990s, the digitization of the mass media, and the rise in computer use. Given media convergence, existing industries, services, and working methods undergo radical change. The media business and content “silos” that have been in place for decades are being eroded, and material is becoming decoupled from specific devices, posing enormous legislative and regulatory difficulties. Agreeing on a single concept of media convergence is impossible because writers have different interpretations. Media convergence can be described as a process in which multiple media channels coexist in an online realm, as Pavlik and McIntosh's (2004) definition of media convergence. Online dictionaries define convergence as a united whole by combining various technologies, industries, and devices into a single entity. Lawson-Borders (2006) defines convergence as the “ensemble of simultaneous opportunities of the cooperation between electronic and print media in delivering multimedia material by use of the internet connection.”

Media convergence has substantially influenced market proposition, value chain, and value chain participants in the media markets (Khajeheian et al., 2018). A new value-creation concept is evolving in the media industry because of the prevalence of Web 3.0, which Fuchs (2017) refers to as a “co-operation and co-creation web.” Media entrepreneurs should take advantage of developing prospects during this period (Khajeheian 2017). The process of media convergence creates new opportunities for media entrepreneurs by catering to a broader range of specialized markets with a greater variety of media content (Labafi et al., 2018). Video games, augmented reality, apps, and social networking sites are examples of fast-growing media market segments that emerged because of the convergence of various media. These new media segments can play a significant role in the media industry's future, given their distinct natures and methodologies.

Media convergence has become an essential part of daily life for many individuals. Television, the Internet, and mobile communication have benefited from technological advancements, giving audiences a more comprehensive range of media options and simplifying their lives.

The cost of items and software has decreased because of technological advances. When news is produced for television, radio, and the Internet by the same team of reporters and editors, a converged media operation saves time and money. The quality of a converged operation can be improved by merging the resources of each medium. Customer satisfaction rises as a result, which attracts a larger audience. From the public's perspective, convergent stories improve the experience of utilizing the media because they enable more convenient access to information.

Furthermore, the dispersion of news audiences is a consequence of media convergence on a societal level. The media has become more participatory because of convergence, and audiences are encouraged to get involved. Moreover, a more active audience may contribute to a better overall media experience. Given the dynamic World Wide Web, audiences can download and exchange music, video, and photos via social networking sites and become media producers. Media convergence poses a slew of problems. Audiences complain about overloading information, accomplishing all of their goals in a single day or undertaking multiple tasks. The quick-change has hindered the audience's activities in technology. Individuals, particularly the elderly and disabled, lack the technical expertise necessary to benefit modern media. Thus, will the public accustomed to traditional media adopt a new type of information delivery? Cross-selling is another way media businesses attempt to gain a competitive advantage in reaching their target audiences.

Digitalization has created a new feature that existed only in isolation, bringing together distinct fields, such as telecommunications, computers, and audiovisual media. A continuing digitization activity in telecommunications is already significantly successful in transmission and packet switching. The audiovisual business is making big leaps in the digital age. Consequently, when people talk about convergence in the technical sense, we refer to the acceptance of the general digitization process. Media services that have previously been independent are becoming intertwined as functional convergence takes hold. That is, radio broadcasting services become capable of transmitting signals other than relevant data and entertainment programs. In addition to the traditional services of dialogue and transmitting data, the corporate telephone world will also be responsible for transmitting entertainment, and cable-based producers will also be allowed to provide telephone services. As a result, the traditional barriers between radio broadcasting, telecommunications, and computer technology sectors have been dissolved, allowing for the unfettered rivalry between these three businesses.

Technological, economic, legal, and political convergence are social constructs. It is impossible to conduct a complete analysis of the notion because of the rapidity of technological advancements and the political and economic uncertainties and resistance they confront. Even if we had all the technological means to create an information society, we would be unable to do it without political, economic, and legal support and most users' support for the idea. It became a buzzword in media circles in the 1990s. Convergence suddenly became the talk of the town. As a result, convergence quickly rose to prominence in new media discourse as a significant idea. The potent rhetorical instrument of converging has sparked changes in many domains. A new millennium has brought a shift toward interconnected devices and user-created content, which means that we now utilize computers in every setting and create our content. Technology visions and media system integration visions are brought together in the notion of convergence to create new possibilities.

LITERATURE REVIEW

The term “convergence” describes and analyzes development processes toward consistency or unity (Emwinromwankhoe, 2020). Media convergence, a term used to define its implementation in the communications industry, includes valuable ideas and insights for describing, describing, and understanding the digital creative economy. As a result of the broad, flexible nature of convergence, having a general idea of the convergent communications industry and a wide range of particular conceptions is possible. Similarly characterized by ambiguity, the digital creative economy has considerable overlap with this industry. The convergence of the media and creative industries, such as broadcasting, publication, marketing, music, film, and video games, has increased common subsectors and topics. Museums, libraries, and the entire creative industries sector look at the effects of media convergence. Digital media technology and services are the driving force behind the creative industries. Studies of media convergence, techniques, and findings are critical for the digital creative economy.

Convergence notions have been utilized in academic disciplines for millennia to explain and analyze a wide range of change processes. The term “convergence” was first applied to natural sciences and later spread to other disciplines. Many social sciences areas use the term to denote various phenomena. It is used in political science to describe, for example, the coming together of two opposing political systems, such as capitalism in the West and socialism in the East. NBIC-convergence is a term used in technology study to describe the convergence of nano, bio, and information technologies with cognitive sciences. This term is also used in communications studies to describe how boundaries are being blurred. It is used to describe a wide range of phenomena, including, but not limited to, changes in national media systems and the extent to which public and private broadcasters’ content is becoming increasingly similar (Kleinstauber, 2008). As a result, the conventional separation between telecommunications and the mass media has been blurred, resulting in convergence. A digital creative economy is built on a foundation of blurring borders between communication fields, significantly impacting various sectors and making convergence notions even more relevant to our understanding of this building process. In the last decade or two, we have heard a lot about the impact of technology improvements on the media industry. To be precise, technology has lowered prices when transmitting data (Heong, 2022).

Convergence is a wide-ranging term, from breaking down barriers between different mediums to creating new ways of interacting with the world. It has a variety of uses and functions. It serves as a bridge across the numerous disciplinary discourses of the subjects involved, providing an analytical framework for diverse elements of change. The great picture and fine details of the change are examined in depth. As a result, they can reconcile the competing processes of convergence and divergence (Burke, 2020). The symbolic role of convergence is to reduce the problem of media change. A “rhetorical instrument” is used to persuade stakeholders of particular improvements in digital media evolution (Johnson, 2018). The convergence of telecommunications and broadcasting has been discussed in the industry since the 1980s. Main goals caused by convergence have been pursued more vigorously in telecommunications circles than in media circles. Telecommunications companies were enthusiastic about integrated ISDN broadband networks and fiber-optic technology. Almost three decades ago, they created greater convergent technologies, which are dreams that have only partially been realized. When interpreting the convergence trend as an example of a hostile takeover by telecommunications, media representatives associating it with liberalization (Latzer, 2009) used a more cautious approach.

METHODOLOGY

Media convergence is a topic that has been studied extensively. A related key term, “convergence of the media,” was used to conduct a thorough search of electronic databases, such as PubMed, the Web of Science, and Scopus. One hundred and thirty pieces of information were uncovered across a wide range of websites between the start of 2010 and 2021. To meet the inclusion and exclusion criteria, the titles and abstracts of these publications were completely overhauled. These alterations necessitated scanning all 2021 documents, which amounted to 35 records. The study excluded publications written in languages other than English, papers that could not be read in their entirety, and pieces authored by clinical groups with unique personalities. Seventy-five papers’ titles and abstracts were utilized to restrict the field of probable candidates for a comprehensive text review. Citations and references were also evaluated for four articles cited in the selected publications. Therefore, the study covered all four of these items.

RESULT

The responsibility of the radio host is critical in delivering the message, earning popularity, and making an impression. In the face of challenges and opportunities, broadcasting and hosting innovation has emerged as an unavoidable trend (Cao, 2018). In this era of media convergence, the host broadcaster faces the following challenges.

DISCOURSE POWER IN THE MEDIA HAS CHANGED

To a certain extent, the conventional media sector has the power to influence public social opinion, allowing the host of a show to have a degree of freedom of speech. In the age of integrated media, the public has more options than ever before for obtaining and disseminating information. The role of news anchors has diminished, leading to a shift in their discursive authority. Aside from these developments, modern news content is becoming more diverse, appealing to a broader audience and engaging people in real-world situations. Such content directly affects the overall media industry, which is influenced by the innovation of the technical and scientific network, which is becoming more diversified and appealing to a broader audience.

TV media is the closest to the audience of the three mainstream news giants, print media, radio, and television. This “monopoly” of news broadcasting and hosting by TV media has given the people who work in the sector a significant voice in news communication given their long-term relationships with a large audience. Converged media is rapidly weakening the power of old-school discourses such as these. Given the rapid growth of new media environments, such as the Internet, people now have more flexibility to express themselves and even broadcast news separately. Instead of listening to TV news anchors’ remarks and explanations, they may actively participate in the new media era. People’s lives are increasingly living at breakneck speeds in modern society. Rather than sitting through hours of news shows, most people now choose to read the “divided” versions of the news they are engaged in instead. Consequently, concise news on the Internet is more in line with the viewing needs of today’s consumers. “The power of discourse wielded by TV news broadcasters is waning because of the growing importance of new media.”

ARTIFICIAL INTELLIGENCE’S IMPACT ON THE LABOR MARKET

The fully simulated intelligent artificial host was exhibited at the 2018 Globe Internet Conference in Wuzhen, China, sparking an intense debate on artificial intelligence in the universe. Some media’s essential information transmission will be altered by the widespread use of intelligent robots in the future because of their excellent work quality and lower human

costs. Yet, media programs will become more high-tech in presenting content because of new technological breakthroughs, many programs' contents will be more high-tech because of high technology support, the presenter's role will be less important than before, and the hosting area will be smaller and more pressed as a result. In broadcasting, every media presenter and announcer must deal with the influence and difficulty of the shift in communication mode, individual growth, and job experience.

AN EXPANDED RANGE OF AUDIENCES

Converged media has significantly impacted viewers' access to information. Many people now choose to acquire information from the medium that best suits their needs rather than relying on traditional media like newspapers, radio, and television. Converged media has made customization possible for viewers. Using new media, people can access information at any time and from any location via images, text, audio, and video. Old media, including radio and television, are feeling the effects of a more engaged audience when selecting relevant information (Wang, 2017). The demands placed on the broadcasters are technology and science, which have enhanced the wellbeing of individuals, and convergent media has helped conventional media evolve. Rather than rely on traditional media like television to acquire their news, most people currently rely on smartphones and computers. A wide variety of material marks the era of convergence media. Greater efficiency allows consumers to search for news information based on interests and passions on new media platforms such as the Internet and blogging sites. Most individuals prefer to get their information from new media rather than traditional TV news because it is faster and more reliable.

THE FUTURE ADVANTAGES FOR THE BROADCASTING AND HOSTING INDUSTRY IN THE AGE OF CONVERGED MEDIA

ADAPT TO CHANGES IN TECHNOLOGY

As a direct result of technical advancements, modern media has undergone seismic shifts in communication methods and techniques (Xu, & Feng, 2017). Traditional media is influenced by the shift from the "online platform of everything" to the "intelligence of all of it." The benefit of the human being itself will be resisted by artificial intelligence in the long term as we move from the "Internet of everything" to the "intelligence of everything." The most crucial factor in convergent media is technical change. The future media's system engineering will be focused on protecting the people through technological means. Senior media professionals, particularly broadcasters and presenters, are particularly affected, and their responsibility and mission are to confront and cope with the changes. No one can resist incorporating technology into their daily lives and places of work as human society progresses toward the development of artificial intelligence. Thus, presenters who have the foundation of media literacy and have acquired the benefits of media social communication can effectively adjust to the changing era by incorporating media through Unicom before the arrival of full AI technologies.

ACCORDING TO THE AMERICAN ONLINE MAGAZINE'S DEFINITION OF NEW MEDIA, A WIDER AUDIENCE BOOSTS THE PERFORMANCE

An American online magazine's definition of new media is "the dissemination of anyone to everybody." The competition between communicators is serious when using new media, but the communication effect also grows and becomes ubiquitous. As a result of new media, many radio and television personalities can reach a larger audience by opening public social media accounts to communicate over several channels. WeChat, micro-blogs, mobile phone clients,

and other screen-based platforms are used in addition to the main broadcast platform. Such media keeps growing because of the rapid growth of Internet data and resources, a good amount of connectivity, innovative technology for model and update changes, and a considerable change in the media environment, which has reorganized the work-related roles for broadcasting and hosting. For example, competent broadcasting and hosting are essential skills in an engagement between a virtual host and a machine intelligence voice that is more in the version of a mass production stage. High standard language transmission, space requirements, purification, and industry expertise should be added to host prerequisites.

CONCLUSION

Media convergence is about integrating technique and technology and transforming and integrating concepts. The world has undergone transformations never seen before because of the lightning-fast growth of digital technology. Websites, WeChat, and mobile users all have their video programs and hosts in this age of media convergence. Furthermore, audience distinction, information acquisition, and communication contents are all affected by media convergence. Traditional broadcasting and hosting, particularly TV news, face challenges and opportunities as new media diversify content and style. The broadcasting and hosting profession faces a big challenge; they need to face it head-on, find inspiration in the pressure, and look for changes during difficulty. The industry needs to acknowledge audience blockade, upgrade broadcast, host platforms and platforms for cognitive computing, and write up to demand change. It also needs to increase trust, dig new media-age listeners and their impacts on major benefits, catch the option of communication multiple successful, emphasize their awareness, and openly spread into emerging technology environments.

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