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## Convergence and/or divergence

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By Nina Ratavaara

GRIN Verlag GmbH Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 211x144x7 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2008 in the subject Communications - Multimedia, Internet, New Technologies, grade: 3 (vgl. Anm.), University of Helsinki (Communications), course: Media Convergence, language: English, abstract: It is not possible to avoid the two words convergence divergence in literature, discussions and theories about new media, new services, what the audience wants and the future of media nowadays as convergence rapidly became one of the key concepts in new media discourse.

(Storsul/Stuedahl:2007:9) So it was mentioned in articles, academic texts, policy documents and industrial papers and was introduced as the new order. (Fagerjord/Storsul:2007:19) And in becoming a key concept convergence also became an important rhetorical tool that encouraged change in several fields e.g. grassroot journalism sites or media companies presenting new (future) plans for online platforms and mobile services. (Storsul/Stuedahl:2007:9) But even if the two words are omnipresent it seems as if not everybody is writing, meaning and talking about the same. Actually sometime when reading different articles and books it seems as the authors were writing and discussing totally different topics. Like Storsul and...



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