

Impact of Media Convergence on Media Environment (With Special Reference to Sri Lankan Media)

Nayana Suraweera (nayana.suraweera214@gmail.com)¹

¹University of Mysore, India.

Abstract

Revolutionary changes and developments communication and technology have, in turn, facilitated changes in the media environment. Convergence is one of the main trends of these new technological revolutions. It brings together one or more things to support one single media channel. It is used to describe multiple processes that are changing audience habits worldwide. In the media context, convergence is the process by which existing technologies combine into new forms that bring together different types of media and applications. Convergence has given to media the ability to adopt new forms of publication never investigated before. Furthermore, media convergence is the combining of mass media outlets, for example print, radio, television as well as the internet along with transferable, connective technologies through various media platforms. Nevertheless, convergence media generally controls one medium or accomplishes some basic functions. The media message can interact with a broad audience. For example, any type of newspaper can be included to audio and video text on their web publications. Convergence media can disseminate any type of news or other information within a few seconds. Broadcast stations also have the capacity to include text and video on their web publications. Audience have vast choices and can obtain news and other information on same media at the same time. On the other hand, the media organizations can reduce products and software cost and create multi skilled journalists. Media convergence has become a vital element of new millennium and all media industries have to get accustomed to this technological innovation.

This paper studies the impact of media convergence on media environment with special reference to Sri Lankan media and also examines how it impacts audiences, message journalists as well as organizations. Both primary and secondary data have been used in this study. Interviews, questionnaires and self-observation were used as primary data. And also secondary data to gather reviews of literature qualitatively. This study found convergence of technology has changed the whole media environment, at present journalists can use the internet, networking sites, digital cameras and new mobile phone technologies for news gathering around the world within one second.

On the other hand, they not only use one way to disseminate their news and other information. Therefore, they have to maintain on line publication and used message as a text, audio and video. Media convergence has created multi skilled journalists, they are not only trained to report news stories but also to report with the audios, photos and videos of the event using their mobile phones or devices. Audience are also not ready to take news and other information through one channel, therefore media is also providing exciting, interesting and thoughtful news stories through all channels on their web publication.

Keywords: *Convergence, Media environment, New technology*