

SUMMARY

Theme: «Media convergence as a phenomenon of the mass media developments. Experience of Russia and the UK».

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Relevance of this research issue is conditioned by the development of the global media in recent years. Media Convergence leads to fundamental changes in the journalistic field. The internet became a new form of journalism: convergence, it is the new and up coming trend in Journalism. It affects both technological aspect and storytelling On the technology and infrastructure level digitalization, diminishing costs of storage capacities, broadband networks and open interfaces and standards are the main drivers of convergence. Killer applications like search engines, auction platforms, content aggregators or online social networks are based on it, but also local wikis, online designer shops, or blogs. Additionally web technology emancipates themselves from personal computers. Devices like smartphones and tablets, cloud computing, and trends like software as a service shifts the main technological demands to mobility and connectivity.

The **purpose of the research** is to analyze the functional characteristics of modern media and typological features of the convergence journalism.

Following **research objectives** have to be attained:

- describe the typological features of the concepts «old media» and «new media»;
- analyze the conceptual approaches and define the features of the concept «convergence journalism» in the context of the modern media system;
- research the content of the «BBC»: themes variety, new multimedia genres;
- describe the concepts and principles of story-making of the online newspaper and news aggregator «Meduza»;

Theoretical and practical significance of the research consist on the conceptual understanding of the convergence journalism and multimedia, the possibilities of their further development. This new form of journalism requires the journalist to be skilled in more than one

discipline. For example, a convergence journalist could write an article for a newspaper and produce a broadcast package on the same story all in one day. Convergence journalism also adds more elements and details to a story through the use of more than one outlet to tell the story.

Results of the research: The consequences of convergence for journalism are obvious: distribution channels like radio, television, online, and print are no longer separated. Established workflows, which focus only on one channel, are no longer suitable. They have to be replaced by new forms of crossmedia production which consider the multichannel perspective from the beginning. Journalists and media marketers have to cope with some challenging task on their way to convergent products and production workflows. There is a clash of different editorial cultures with their special understanding of key quality factors like accuracy or actuality. Innovation cycles are extremely shortened due to the strong dynamics of convergence.