

Advantage and Disadvantage of convergence

C-102 Unit-5

Advantage of convergence

With the development of technology, the cost of products and software was lowered.

Now different news crews for every medium, one converged media operation can use the same reporters and staff to produce stories for television, telecommunication, and internet medium.

Media convergence causes the fragmentation of audiences. People talk about not having enough time to everything they want in a day or doing more than one thing at one time.

Convergence leads the media in more interactive and audience participation is encouraged.

With the interactive World Wide Web, audiences can download and share music, videos via social networking and became media produce.

Disadvantage

The audience complains about information overload and they can be overwhelmed and find it difficult.

People lack the skill to take full advantage of new media especially old people and disable. So audiences used to traditional forms of media embrace a new way of receiving information.

Job loss

The expense to buy Smartphone

Not everyone has access

Not user-friendly

Unable to find support

Challenge within the industry.