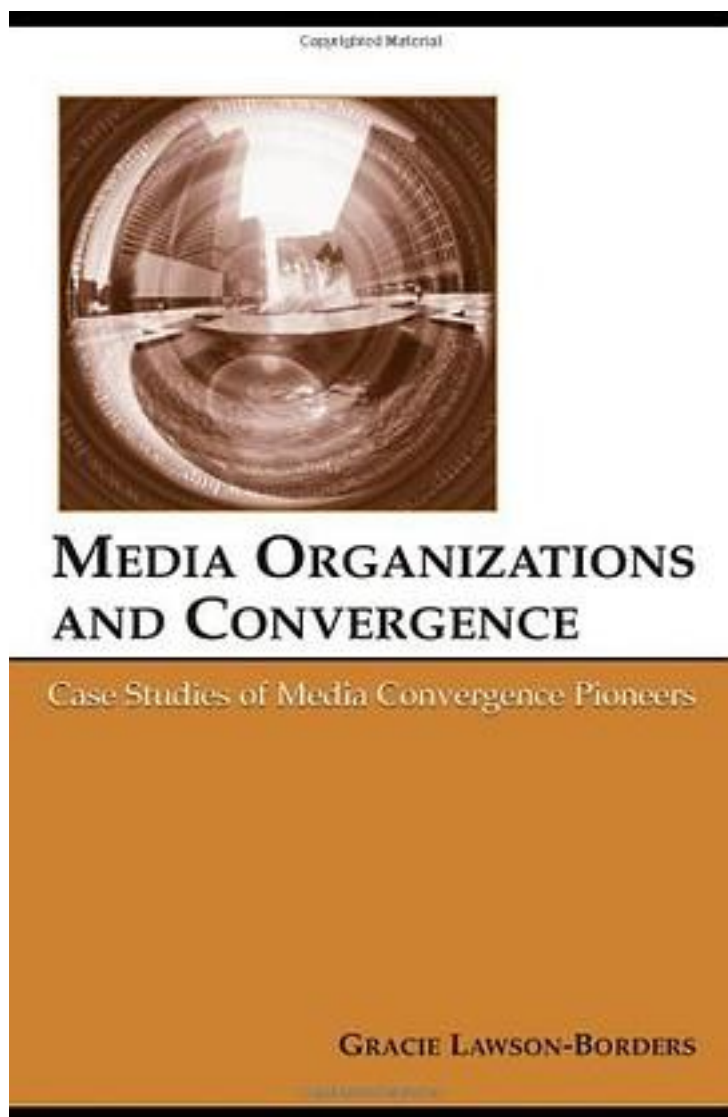


Media Organizations And Convergence



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This volume offers a timely examination of technology's impact on media companies and the results of convergence among media industries, considering the effects on journalistic, business, and economic practices. "Media Organizations and Convergence: Case Studies of Media Convergence Pioneers" considers the many definitions of convergence and explores the changes in communication technologies. Author Gracie L. Lawson-Borders provides a brief history of media segments and their evolutions as they adapt to emerging technologies, media conglomeration, and the competitive and global changes that have occurred in the industry. She also examines the theoretical implications of technology and convergence in the operations and practices of media organizations. The case studies included here profile three media convergence pioneers - Tribune Company in Chicago, Media General in Richmond, and Belo Corporation in Dallas - that have incorporated convergence into their journalistic practices. Lawson-Borders considers the social, cultural, and political implications of convergence, and presents issues and concerns for the future of convergence in the media industry. As a snapshot of media convergence at the current stage in its evolution, this book offers important insights into the business of media at a time of dramatic change. It will be a valuable resource for scholars and students in media management, mass communication, mass media, and related areas of the media industry.

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