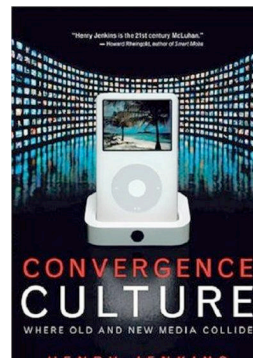


# Convergence Culture

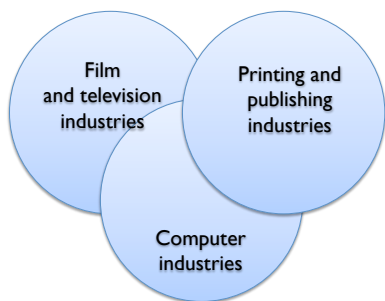
MEVIT4000 28 September 2011

Tanja Storsul

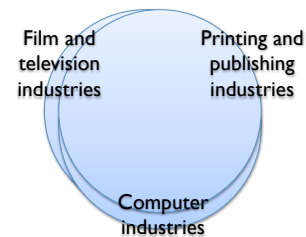
## Convergence culture



“Welcome to convergence culture, where old and new media collide, where grassroots and corporate media intersect, where the power of the media produces and the power of the media consumer interact in unpredictable ways” (Jenkins 2006:2).



Nicholas Negroponte, 1979



Nicholas Negroponte, 1979

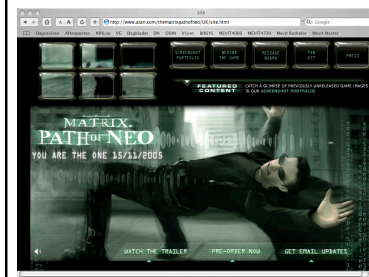
## Media convergence

- “Due to all kinds of technological and economic developments the traditional media sector and the telecommunications sectors are becoming increasingly related”

*Cuilenberg and Slaa  
1993:149*



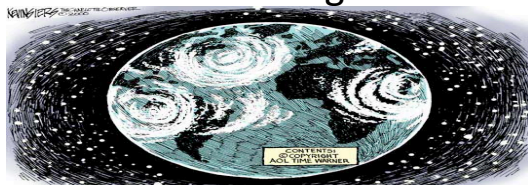
## Media convergence



- “Computing corduroy, memory muslin, and solar silk might be the literal fabric of tomorrow’s digital dress. Instead of carrying your laptop, wear it. ... In the further future, computer displays may be sold by the gallon and painted on, CD-ROMs may be edible, and parallel processors may be applied like suntan lotion. Alternatively, we might be living in our computers.”

*Negroponte 1995:209-10*

## Media convergence



- “In the last quarter of the twentieth century, ... the Internet, and obscure technology without much application beyond the secluded worlds of computer scientists, hackers, and countercultural communities, became the lever for the transition to a new form of society - the network society - and with it to a new economy”

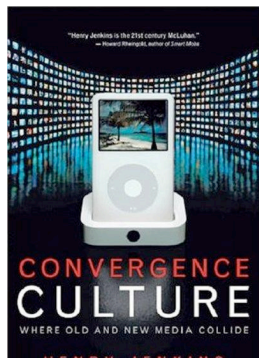
*Castells 2001:2*

## Convergence

- Network convergence?
- Terminal convergence?
- Service convergence?
- Rhetorical convergence?
- Market convergence?
- Regulatory convergence?

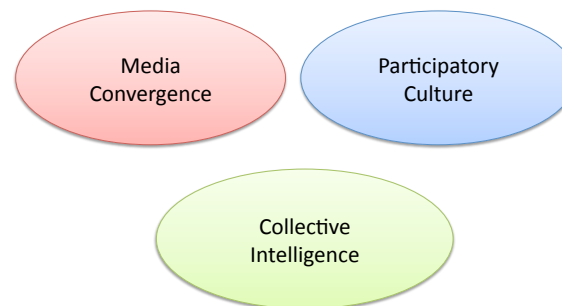
Fagerjord and Storsul (2007) "Questioning Convergence"  
in Storsul and Stuedahl (eds) [Ambivalence towards convergence. Digitalization and media change, Göteborg: Nordicom](#)

## Convergence culture



“Welcome to convergence culture, where old and new media collide, where grassroots and corporate media intersect, where the power of the media produces and the power of the media consumer interact in unpredictable ways” (Jenkins 2006:2).

## Convergence culture



## Producers and consumers

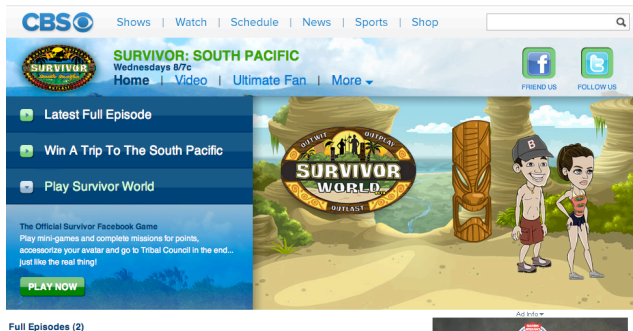
“Rather than talking about media **producers** and **consumers** occupying separate roles, we might now see them as participants who interact with each other according to a **new set of rules** that none of us fully understands” (p3).

## 5 min

Discuss your own media use.

- When are you a consumer and when are you a producer?

## Convergence culture and popular culture



Full Episodes (2)

## Convergence culture - and popular culture



Idol-Isak bryr seg ikke om favorittstemplelet

## Convergence culture and popular culture



3 minutes

- Do fans' activities threaten copyright?

### Convergence culture and political culture



### Convergence culture and political culture

A diagram illustrating network types. On the left, "Strong ties" are shown as a dense cluster of nodes with many solid arrows between them. On the right, "Weak ties" are shown as a sparse network with fewer nodes and dashed arrows. Below the diagram is a photograph of a large crowd of people at a political event, many with their arms raised.

### Convergence culture and political culture

2 min:

- Impact on local elections in 2011?
- Impact on election in 2013?

