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Convergence has become a buzzword, referring on the one hand to the integration between computers, television, and mobile devices or between print, broadcast, and online media and on the other hand, the ownership of multiple content or distribution channels in media and communications.

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As the first comprehensive attempt to analyze the wave of de-convergence of the global media system in the context of globalization, this book makes sense of those transitions by looking at global trends and how global media firms have changed and developed their business paradigm from convergence to de-convergence.

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Media Convergence & Deconvergence | IAMCR

Primarily addressed to scholars and students in different fields of media and communication studies, Media Convergence and Deconvergence deconstructs taken-for-granted concepts and provides alternative and fresh analyses on one of the most popular topics in contemporary media culture.

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Media deconvergence - Wikipedia

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