

Formation of Convergence Culture in the Framework of Conventional Media and New Media

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Abstract : Developments in media and communication technologies have changed the way we use media. The importance of convergence culture has been increasing day by day within the framework of these developments. With new media, it is possible to say that social networks are the most powerful platforms that are integrated to this digitalization process. Although social networks seem like the place that people can socialize, they can also be utilized as places of production. On the other hand, audience has become users within the framework of transformation from national to global broadcasting. User generated contents make conventional media and new media collide. In this study, these communication platforms will be examined not as platforms that replace one another but mediums that unify each other. In the light of this information, information that is produced by users regarding new media platforms and all new media use practices are called convergence culture. In other words, convergence culture means intersections of conventional and new media. In this study, examples of convergence culture will be analyzed in detail.

Keywords : new media, convergence culture, convergence, use of new media, user generated content

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