

Public Abstract

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Title:Examining Media Convergence: Does It Converge Good Journalism, Economic Synergies, and Competitive Advantages

This dissertation explores the simple theory: Those most experienced in it expect that media convergence will create good journalism, generate the effects of scale and scope economies, and achieve competitive advantages for converged news organizations. Based on theories of scale and scope economies, of quality journalism generating good business, and of competitive advantages, this study achieved some dichotomous findings by using the qualitative technique of semi-structured interviews to interview 37 people who have experience in convergence.

On the one hand, this study found the inevitability of convergence is rapidly emerging, and its influence is being demonstrated with the content of a certain single medium magnified and diversified by multimedia platforms. With the linkage between good journalism and good business further advanced, this study bridged the links between convergence and good journalism.

On the other, this study revealed that many respondents are not sure whether convergence can help generate the effects of economic synergies. Also, based on the literature review that shows the debate on whether the synergy of Tribune Company was a failure and the recent buyouts offered by Media General to half of its employees in its Tampa market, this study inferred that private media companies, especially of small or medium size, by enjoying more freedom from the pressures from Wall Street, can show better balance in continuing with their original convergence strategies to achieve competitive advantages when media economy is weak. Programs of convergence in some public companies have not materialized its business potentials yet. The message of this dissertation indicates that the success of convergence strategies partially lies in a dynamic macroeconomic environment.