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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

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The main factors enabling the convergence of media and communications markets (in short, market convergence) were technological convergence and neoliberal globalization, defined as the process driven by policies designed and implemented to promote liberalization, deregulation, privatization and capital investment (Hesmondhalgh, 2013; Jin, 2013).

[Media Convergence Meets Deconvergence | SpringerLink](#)

Media deconvergence is an original term coined to describe the breaking apart of companies through spin-offs, split-offs and demergers, which grew in numbers as a consequence of the failure of many mergers and consolidations realized in the late 1990s and in the first decade of the 21st century in the media and communications sectors.

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This edited volume explores different meanings of media convergence and deconvergence, and reconsiders them in critical and innovative ways. Its parts provide together a broad picture of opposing trends and tensions in media convergence, by underlining the relevance of this powerful idea and emphasizing the misconceptions that it has generated. Sergio Sparviero, Corinna Peil, Gabriele Balbi and the other authors look into practices and realities of users in convergent media environments, ...

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