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GUGULAN MARIA

CONVERGENT JOURNALISM AS A MEDIA PHENOMENON: PARTICULARITIES AND TRENDS

571. 01 JOURNALISM AND MEDIA PROCESSES

Summary of the doctoral thesis in communication sciences

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Scientific leader: Stepanov Georgeta**,** doctor in communication sciences, university professor

Composition of the doctoral Committee:

1. **MARIN** Constantin, university professor, qualified doctor in political science – *chairman of the commission*.
2. **STEPANOV** Georgeta, university professor, qualified doctor in communication sciences – *PhD supervisor*.
3. **DUMBRĂVEANU** Andrei, associate professor, doctor of sociology, member of the steering committee, USM – *official referent.*
4. **MORARU** Victor, university professor, qualified doctor in political science, corresponding member of the Academy of Sciences of Moldova– *official referent*.
5. **TIPA** Violeta, associate professor, doctor of arts, Institute of Cultural Heritage – *official referent.*
6. **LESCU** Mihai, associate professor, doctor in political science – *scientific secretary*.

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The doctoral thesis and the abstract can be consulted at the library of the State University of Moldova and on the ANACEC website.

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Scientific Secretary of the Doctoral Committee,

Lescu Mihai, doctor in political sciences, associate professor

Scientific leader,

Stepanov Georgeta, qualified doctor in communication sciences, university professor

Author,

Gugulan Maria

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CONCEPTUAL REFERENCES OF THE RESEARCH

The actuality of the subject. Technological development in recent years has imposed and allowed, at the same time, the revolution of all fields of activity, including that of journalism. The media had to go through essential transformations and build its own brand in order to survive and generate profit. New types of media have appeared, such as online news agencies, or portals, traditional publications have created online versions, some of them have switched exclusively to electronic format, etc. In these conditions, media convergence has emerged and asserted itself. , perceived as an innovative process, which involves a new approach to the selection, production and dissemination of news, using all types of accessible media. This refers to the joint activity of journalists in convergent newsrooms and the product of their professional activity, which involves both the integration of all forms of journalism on a single platform and the possibility of disseminating journalistic content on multiple interdependent platforms. As a result, convergence imposes new standards of operation, imperative new in the field of media communication and changes in the relationship with public opinion.

In these conditions, the analysis of convergence as a media phenomenon is a current topic both from a theoretical perspective, approaching it as an activity with a distinct identity, and from an applicative-practical perspective, identifying its place and role in the contemporary media system.

It should be noted that, being, by character, a new phenomenon, for the time being, at national level, there is no in-depth scientific research on convergent journalism as a media phenomenon. However, digital technology, which is the basis of the changes produced in recent years in the media field, is developing rapidly, and with it, new models of media operation appear, which need to be analyzed to determine the main trends in the evolution of local convergent journalism, the influence on the organization of newsrooms, the working practices of journalists and to develop the theoretical-explanatory model of the functionalist nature of this phenomenon. An additional argument in favor of the idea of initiating the research in question was the re-evaluation of the concept of higher education of media-communication profile, by introducing this dimension of study (either as an autonomous discipline or as part of modules, or as constituent elements of general courses) in the curricula for journalism specialties from university centers around the world.

Description of the situation in the research field and identification of the researched problems

In the literature, most studies on media convergence are descriptive, exploratory or normative. Most attempts to define this phenomenon have been made by media professionals

who have actually participated in the transition process from traditional to convergent newsrooms or by researchers who have needed a framework theoretically for initiating studies. Convergence has been a major concern for Western researchers: M. Deuze (2004; 2005; 2007), R. Gordon (2003), J. Kolodzy (2006; 2009, 2013), A. Fagerjord and T. Storsul (2007) , L. Daily, L. Demo and M. Spillman (2005), G. Lazson-Borders (2003), A. Degand (2012) , I, J, Erdal (2008) et al; from Russia: ЕА Баранова (2016, 2017), А. А. Калмыков (2011), С.Л.Уразова (2011) and others; from Romania: A.B. Ulmanu (2009), P. Ștefănescu (2011), R.M. Șuțu (2015) and others.

The analysis of the researched subject showed that in the Republic of Moldova no complex studies were conducted directly dedicated to media convergence, however, a number of publications of Moldovan researchers: G. Stepanov (2016; 2018), C. Marin (1998; 2016) , D. Țurcanu (2015), M.Tacu (2019) and others, served as a support for the investigation of the contemporary media system, thus contributing to the preparation of the research field of this phenomenon.

The present thesis proposed its own approach to the phenomenon of media convergence, which made it possible to identify and solve the following **research problems:** the framework for the emergence and development of convergence as a media phenomenon; the conditions of its manifestation, the specifics of journalistic products made in convergent system, the influence of the new work system on the values, role and professional identity of the journalist, identifying the perceptions of local journalists about this phenomenon, and trends in convergent journalism in Moldova.

The aim and objectives of the workpaper are: research, as a whole, of media convergence as an innovative element of the contemporary media system; determining the specifics of convergent journalism as a process and product; elucidating the effects of the transition from the traditional written or audio-visual press to the convergent news; analyzing the degree of influence of new technologies and working techniques on the values, role and professional identity of the journalist, elucidating the specificity of the media content produced in the convergent system and identifying trends in convergent journalism. In order to achieve the proposed goal, the following objectives were outlined: the research of the existing theoretical-methodological basis and the elaboration of the own research methodology; analysis of the role and place of convergent journalism in the contemporary media context; identifying current trends in the development of convergent journalism worldwide; identification of contemporary trends in the development of convergent journalism in the Republic of Moldova; identification of landmarks and functional options of convergent journalism in the Republic of Moldova; studying

the structural and compositional aspects of convergent newsrooms; identifying the effects of the adoption and implementation of media convergence on the identity, values and professional practices of journalists; analysis of journalistic content produced in a convergent environment; analysis of the perceptions of local journalists in relation to the phenomenon of convergence; elaboration of practical recommendations in order to streamline the journalistic activity in convergent newsroom.

The research hypothesis consists in the idea that convergent journalism has influenced traditional journalism and the functioning of the elements of the media system, both international and domestic, generating conceptual changes in contemporary journalistic processes and products.

The methodological support of the study includes both general-scientific and particular-scientific research methods, among which: scientific documentation, historical method, comparative method, synthesis, observation, questionnaire-based survey, semi-structured interview, grounded theory. , quantitative and qualitative analysis. The study is conceptually based on three theoretical approaches: the *diffusion of innovations* , the *paradigm of technological determinism* and the *theory of fragmented organizational culture* . For the processing of data collected through observation and interviews, the coding procedure, specific to case-oriented and variable-oriented strategies, was used. The study addresses the working principle of A. Strauss and J. Corbin (1990), for which the data analysis process involves theoretical data coding (open coding, axial coding and selective coding). The analysis of the results was made according to a grid inspired by the model of the sociologist E. Schein (2004), through which the study of culture within an organization is done on three levels: observable elements, exposed and assumed values, and fundamental beliefs and beliefs. The methods used facilitated the completion of the research with certain conclusions and recommendations, which have the role of contributing to the enhancement of the results obtained.

The volume and structure of the thesis. The workpaper is presented in 143 pages of basic text, consists of introduction, three chapters, general conclusions and recommendations, bibliography with 256 sources, 6 tables and 5 annexes.

From the point of view of novelty, this paper is the first in the Republic of Moldova that approaches conceptually and methodologically the research of this media phenomenon, aiming to introduce in the scientific circuit information that offers the possibility of conceptualizing the role of media convergence. The originality lies in the research carried out by the author, the results of which allowed to outline the general picture of what, at present, constitutes convergent journalism as a process and as a product. The results obtained will be necessary for journalists

and managers of media organizations, facing the challenges posed by the transition to convergent newsrooms, but also the academic environment, faced with the situation of transitioning from the traditional program to one that includes a new journalistic phenomenon.

Keywords : media convergence, convergent journalism, convergent newsroom, media, multimedia, cross-media, transmedia, digital technology.

THESIS CONTENT

The doctoral thesis was elaborated in accordance with the rigors submitted by the National Agency for Quality Assurance in Education and Research, stipulated in the regulations in force.

The paper contains annotations in the following languages: Romanian, English and Russian; introduction; a methodological-historiographical chapter and two chapters which, in turn, are divided into subchapters; general conclusions and recommendations; bibliography; annexes; author's CV.

The ***Introduction*** addresses the topicality and importance of the topic by highlighting its appropriate concepts. The purpose and objectives of the study, the research hypothesis, the synthesis of the methodology and the indication of the chosen research methods are described, as well as the summary of the thesis chapters, focusing on the investigations performed and their need to achieve the research purpose.

The first chapter, entitled ***Theoretical and methodological foundations of research on the phenomenon of media convergence*** includes the spatio-temporal analysis of historiographical discourse with reference to the specificity of convergent journalism in the contemporary media context, research methodology and elucidating the framework for the development of convergent journalism at the international level.

The theoretical substantiation of the investigated problem required the capitalization of both studies that directly address media convergence, and those that highlight the functional activity of the media in general. Or, namely the respective works have implemented the most diverse methods of scientific research, which have ensured the investigation on new principles of the contemporary media phenomenon, part of which is also our object of research - convergent journalism. For the present study, they constituted the theoretical-methodological basis on which the argumentation of the place, role and identity of this phenomenon in the local media context was focused.

Depending on the scientific environment in which they appeared, studies dedicated to media convergence can be classified into three categories. Thus, we distinguish studies that have appeared in:

- West: *Technologies of Freedom* , signed by Ithiel de Sola Pool (1983); *Being Digital* , by N. Negroponte (1995); *Media work* , made by M. Deuze (2007); *Journalism and New Media* , by J. Pavlik (2001); *Questioning Convergence* , signed by A. Fagerjord, T. Storsul (2007); *Convergeance des medias (Media Convergence)*, by M. Gasher (2011); *The Convergence Continuum: A Model for Studying Collaboration Between Media Newsrooms* , by L. Daily, L.

Demo, M. Spillman (2005); *The Meanings and Implications of Convergence,* by R. Gordon (2003) and others.

- Russia: *Журналистика и конвергенция: почему и как традиционные СМИ превращаются в мультимедийные (Journalism and convergence: why and how traditional media is transformed into multimedia)*, signed by A.G. Качкаевой (2010); *Конвергенция – возможность универсального журнализма в рамках профессиональной идентичности (Convergence - the possibility of universal journalism within the framework of professional identity)*, signed by А. А. Калмыков (2011); *Конвергенция как фактор жизнеспособности масс-медии в цифровой среде. Теоретический аспект (Convergence as a factor in the viability of mass media in a digital environment. Theoretical aspect)*, signed by Л.Л.Уразова (2011) and others.

- Romania: *Jurnalismul online (Online journalism)* , by A.B. Ulmanu (2009), *Gratificații ale new media în contextul decalajului digital (Gratuities of new media in the context of the digital divide)* , by P. Ștefănescu (2011), *Fără granițe: efectele digitalizării în redacțiile de știri (Without borders: the effects of digitalization in newsrooms)*, by R.M. Suțu (2015) and others.

In the Republic of Moldova, as previously specified, so far, no complex studies have been conducted directly dedicated to media convergence. The only articles that focused on this topic were published by the author of this doctoral dissertation, in various local and international scientific journals. It should be noted, however, that, by default, media convergence was also addressed by researcher G. Stepanov, in the works: *The negative implications of modern information technologies on the printed press* (2018), *The journalist - relational organization information sources: essence and objectives* (2017), *creativity and the creative process in journalism* (2014); *New Media: accesibilitate și interacțiune (New Media: accessibility and interaction),* by M. Tacu (2019), and others.

The studies that were the basis for conceptualizing the phenomenon of media convergence were also classified according to the perspective I propose to address the object under investigation. From this point of view we identified two main categories:

- studies that try to define the phenomenon of convergence and the various models and typologies through which it can be represented;

- studies that examined how media convergence was adopted and implemented by media organizations around the world .

The first category includes theoretical studies that analyze trends in technological development and changes in journalism, as well as studies that propose new operational models, in the context of "meeting" all forms of journalism on a single platform or merging different

communication channels into one. Among these, we mention: *Being Digital* (1995), by N. Negroponte; *Technologies of Freedom (* 1983), by Ithiel de Sola Pool; *Media work (* 2007), by M.Deuze; *Media Convergence (* 2016) , by T. Flew; *Конвергенция как фактор жизнеспособности масс-медиа в цифровой среде. Теоретический аспект (Convergence as a factor in the viability of mass media in the digital environment. Theoretical aspect)* (2011), by Л.Л.Уразова and others.

Regardless of the complexity of the studies, all the mentioned researchers aimed to analyze the changes in recent years in the field of journalism, as a result of the implementation of new digital technologies and the transition to the convergent work system. They describe media convergence as the meeting of data, images, sound and the telecommunications industry on a common platform, which allows both journalists and those who receive the journalistic message to use the same device for multiple functions.

From the same category, the studies in which some typologies or models of convergence are exposed, which work as theoretical approaches, to illustrate and describe the various aspects of this media phenomenon, had a considerable importance in the realization of the doctoral thesis. Namely these models served as a basis for the analysis of media convergence in the Republic of Moldova. We mention in this sense the studies: *The Meanings and Implications of Convergence,* carried out by the researcher R. Gordon (2003), *The Convergence Continuum: A Model for Studying Collaboration Between Media Newsrooms*, by L. Dailey, L. Demo and M. Spillman (2005); *Questioning Convergence* , conducted by Norwegian researchers A. Fagerjord and T.Storul (2007) and *Newsroom integration in Austria, Spain and Germany* , by J.A.Garcia-Avilés (2009) and others.

In the second category were placed the studies in which the authors aim to identify the functional specificity and the conceptual identity of the convergent newsrooms. Specifically, studies in which the authors aim to highlight the basic aspects of the new type of newsroom: the relationships that are established and developed in the newsroom, the challenges and difficulties faced by journalists working in the convergent system, their perception change, the steps that organizations interested in adopting and implementing convergence should follow, etc.

We mention in this regard the following studies: *Integrating new media and old media: Seven observations of convergence as a strategy for best practices in Media Organizations,* by G. Lawson-Borders (2003); *Конвергенция – возможность универсального журнализма в рамках профессиональной идентичности (Convergence - the possibility of universal journalism within the framework of professional identity),* signed by A. A Калмыков

(2011); *Multiskilled journalists are prepared to tell stories in many forms*, by A. Grant (2004) and others.

The consulted works had a special role in the realization of the present doctoral thesis in order to determine the journalists' perceptions about media convergence. In this regard, we mention the following studies: *Les journalistes face à la convergence des médias au Québec: un aperçu des raisons d'un rejet massif (Journalists face the convergence of media in Quebec: an overview of the reasons for a mass rejection),* by M.F.Bernier (2011)*; Le journalisme face au Web: Reconfiguration des pratiques et des représentations professionnelles dans les rédactions belges francophones (Journalism in the face of the Web: Reconfiguration of professional practices and representations in French-speaking Belgian newsrooms),* signed by A. Degand (2012); *Fără granițe: efectele digitalizării în redacțiile de știri (Without borders: the effects of digitalization in newsrooms)*, signed by R.M. Suțu (2015) etc.

In our attention were also the studies dedicated to the quality of journalistic products, due to the fact that they outlined the foundation for identifying the ethical and deontological standards used in convergent journalism. These include: *Le professionnalisme du flou: identité et savoir-faire des journalistes français (Professionalism of ambiguity: the identity and know-how of French journalists),* by D. Ruellan (1993); *Jurnaliştii: vedete, scribi sau conțopiști (Journalists: celebrities, scribes or conspirators)*, signed by M. Palmer and D. Ruellan (2002); *Deontologie du Journalisme: Enjeux éthiques et identités professionnelles (Deontology of Journalism: Ethical Issues and Professional Identities),* signed by B. Grevisse (2016);

To assess the degree of adaptation of the regulatory framework to new changes due to media convergence, documents, provisions, directives were used, including:

- International: *Green Paper on convergence of the Telecommunications, Media and Information Technology sectors, and the Implications for Regulation – Towards an Information Society Approach, European Commission*, published by the European Commission in 1997; *Directive 89/552 / EEC on audiovisual media services , the Universal Declaration of Human Rights, etc .;*

- national *: Press Law, Law on access to information, Code of Ethics of the journalist from the Republic of Moldova, etc.*

Based on the research of historiographical sources on the subject of the thesis, we mention that media convergence is seen as an innovative process, a different approach to the selection, production and dissemination of news. This refers to the teamwork of journalists, in convergent newsrooms, to the shared use of the information collected and to the distribution of content on different platforms.

Another objective of this chapter is to identify, from a historical perspective, the ways of manifestation and the tendencies to develop convergence as a media phenomenon with a distinct identity. To this end, we initiated the study entitled *Convergence Development Framework in the Contemporary Media Context,* which presents an analysis of the evolution of the convergence phenomenon over the years, elucidates the context in which it was stated, and identified the factors that contributed to the occurrence of the phenomenon in question in different parts of the world and its development trends are identified. This research allows us to see that, at global level, media convergence has been widely debated for at least three decades. Being driven by the development of digital technologies, this phenomenon generates a series of intramedical and extramedical transformations, which significantly influence the information circuit, traditional journalism and the media-audience relationship. The implementation of convergent techniques by media organizations was preceded by stages such as the implementation of information technologies, convergence of telecommunications and computer industry, diversification of media platforms and mastering of multimedia techniques, creation of websites by media institutions, adjustment of national and international legislation, etc. And the process does not stop here. Or, as a trend, convergence will continue to bring about changes in the field of journalism, going hand in hand with technological, political, economic and social changes.

The second chapter, entitled ***Conceptual landmarks and manifestations of convergent journalism,*** includes an analysis of the conceptual and functional framework of convergent journalism, the definition, from its own perspective, of the terms *media convergence* and *convergent journalism* , as well as the most important theoretical-conceptual approaches presented, so far, by researchers in the field. At the same time, the functions, roles, characteristics and particularities of convergent journalism are identified, the various models and forms of manifestation, the development framework and its trends in the Republic of Moldova are detailed. Also in this chapter is included the quantitative and qualitative analysis of the journalistic content produced in convergent system, within the editorial office of *General Media Group Corp SRL* , are identified the media coverage of reality, as well as the strategies and techniques used in local convergent journalism.

To date, there is still no unanimously accepted definition of media convergence, making it a concept with multiple meanings. However, researchers who have addressed this issue in their studies are unanimous that the emergence of media convergence is due to the development of digital technologies, or that they have driven the rapid and widespread manifestation of this phenomenon.

In our opinion, *media convergence* can be defined as "an innovative process, mainly due to the development of digital technology, which involves pooling journalistic resources for the production and dissemination of information on multiple platforms, characterized by a certain degree of cooperation". By deduction, by convergent journalism we mean "journalistic activity in convergent newsroom and its result, which involves both the integration of all forms of information presentation (text, audio, video) on a single platform, and the possibility of broadcasting media content on multiple interdependent platforms".

The purpose and objectives of convergent journalism are aimed at responding, on the one hand, to the challenges posed by the penetration of digital technologies in journalism, and on the other hand, to the information needs of consumers of media products.

At present, we can speak at least three basic dimensions of the phenomenon of convergence: *technological convergence, economic convergence* and *convergence of content.*
Most often, this phenomenon is associated with the development of digital technology. Its basic feature is that text, images and sound can be encoded using the same language composed of simple strings of 0 and 1. However, before digitization, all these media forms were produced and transmitted through different devices. Technological convergence removes the boundaries between the various media platforms, making it possible to stream content in all formats on a single device. For example, the mobile phone is used both to communicate and to read the latest information, to listen to the radio or to watch television programs. Thus, with the World Wide Web, smartphones, computers, smart TVs, and other digital devices, billions of people now have access to media content that once could only be found in traditional media.

The second dimension of convergence - *the economic dimension* - refers to the synergistic functioning of various types of media, the purpose of the organization being to attract financial benefits. In this regard, researchers note the simplification of the process of producing media content, broadening, accelerating and facilitating the exchange of information. Consumers can access media content at any time from personal devices (computer, mobile phone, tablet, etc.): television or radio shows, books, movies, music, etc. At the same time, for the media institutions, the media convergence implies the reduction of administration expenses and staff maintenance (by reducing the number of employees). Or, within a media company, the same equipment can be used to collect information for all types of media, but also the production of materials by a single journalist for several platforms.

Content convergence refers to the meeting of all forms of information presentation (text, audio, video) on a single media platform. A.-B.Ulmanu calls it "the phenomenon of melting the boundaries between media channels" (2009, p.637), and A. Fagerjord (2003) - the *convergence*

of rhetoric, by "rhetoric" understanding "means of expression", "communicative strategies", " discursive practices or language. From this perspective, convergence refers to the meeting of all forms of media communication on a single digital platform, its strong point being that it "allows the provision of information in the most efficient way, about the world we live in, and people are given the opportunity to choose where to find information (from the online environment, from television, radio or the written press)" (Kolodzy 2006).

Other aspects of this phenomenon may be added in the future, or the convergence of the media is perceived by researchers in the field as a constantly evolving process, not an end point. At the organizational level, convergence implies an integrated space for journalists working for different types of media, with common management and new work practices. Media content is the combined effort of a strengthened team, which is aware of the importance of involving each member of the convergent newsroom.

Convergent journalism as a process requires the cumulation and simultaneous realization of specific activities, thereby offering society certain media-communication functions. These functions derive, on the one hand, from the specificity of convergent journalism and, on the other hand, from the general functions of the media. The most relevant are:

The function of information, which, by the way, is the basic function of the media at all times, from its appearance to the present. Man's need for information is one of the most general and fundamental, and does not necessarily depend on new ways of doing journalism. However, we find that in the digital age, the need for information is much greater. The nature of the news content has been inexorably changed, and it can be updated from time to time.

The interpretive function. This refers to the fact that journalists select the topics to be broadcast and make a ranking of the news, according to their importance and the field they refer to, because "people feel the need for the world around them to be presented in a orderly and coherent, loaded with a certain meaning and ordered according to a certain hierarchy, so that, starting from these classifications and interpretations, he can more easily make the decisions inherent in daily existence" (Coman 2007, p. 116) . In the age of media convergence, selection of the events to be broadcast are done on two levels: first the journalists / reporters select the events they are going to turn into journalistic products, and later, the managers of the institutions involved in various convergent partnerships select the material or information they take from the partner institution.

Connection function. Through the information it disseminates, the media unites people from different places, having different cultures or religions, builds extensive social networks and relationships, participates in the development of a common human consciousness and the

universalization of human values. By disseminating the same information from several media institutions involved in various convergent partnerships, much larger social and virtual communities are formed, which share the same values, beliefs and perceptions, so that they can initiate a dialogue, express their point of view or express agreement or disagreement on certain topics.

Training function. By transmitting and promoting a certain set of values or patterns of behavior, the media contributes to the shaping of individuals. Through the convergent functioning of media institutions, people learn to receive convergent products, instantly becoming familiar with the necessary multimedia terms. This function illustrates the theoretical perspective of the *dissemination of innovations*, according to which the various forms of information transmission and the interaction of the journalist with the public significantly influence the adoption of innovation by the latter.

Another dimension of the chapter in question is the identification of various typologies or models of convergence, which function as theoretical approaches. These served as a basis for the analysis of media convergence in the Republic of Moldova. We mention in this sense the model *of continuous convergence* developed by American researchers L. Dailey, L. Demo and M. Spillman (2005), through which the organization of journalistic production can be described. It consists of five levels of media convergence: *cross promotion; cloning*; *coopetition; content sharing, convergence.* The model in question had an important contribution to the understanding of our object of study and the elaboration of our own research model, which we applied for the analysis of the level of convergence within the holding company *General Media Group Corp SRL* .

In the same vein, the American researcher R. Gordon (2003) identified five types of convergence: *convergence: ownership; convergence: tactics; convergence: structure; convergence: information gathering; convergence: presentation*. Thanks to this model, it was possible to outline a general picture of the local media and identify the various elements of convergence adopted.

An overall perspective on the phenomenon of convergence in the Republic of Moldova was made based on the typology proposed by Norwegian researchers A. Fagerjord and T.Storul (2007), which highlights six interpretations of convergence: *network convergence; terminal convergence; service convergence; rethorical convergence; market convergence; regulatory convergence.*

Identifying the conditions and ways of manifesting media convergence in the Republic of Moldova is another objective of the chapter in question. For this, we initiated the study, *Development Framework for Media Convergence in the Republic of Moldova,* which is a

complex analysis of the development framework of local media since the implementation of the first digital technologies by media institutions, until now. The general research objective of the study is to identify the main stages of the emergence of media convergence in the Republic of Moldova and to elucidate its specificity. As a result of the analysis we identified two basic stages in the development of this phenomenon:

- *the period of implementation of new technologies by Moldovan media institutions and the emergence of the first media trusts* , which begins in the late 90s of last century and lasts until 2009, when the first new media partnerships are foreshadowed;

- *the period of concentration of different types of media in new format press holdings,* which starts in 2010 and lasts until now.

The research in question allows us to ascertain that, in the Republic of Moldova, the first forms of media convergence have emerged on their own in response to new global trends. These were preceded by the implementation of digital technology and, implicitly, the development of online journalism. Since the 2000s, traditional publications have created online versions where, on the same platform, information is represented in the form of text, audio and video, which means the convergence of information. At the same time, the dizzying development of the telecommunications field and the interaction with the computer industry has led to the emergence of a new form of dissemination and reception of information, through which a single device performs multiple functions. At the same time, a series of portals appear that do not have a traditional equivalent and the first media partnerships are emerging. However, the subsequent concentration of media institutions in media holdings belonging to various politicians, indicates that, along the way, this phenomenon has acquired political connotations. These institutions clearly show the influence of politics on journalistic content, and from this perspective, we can say that, although, on the one hand, there is a certain level of media convergence in local media companies, on the other hand, the demarcation line between the phenomenon of convergence and the phenomenon of media ownership concentration is extremely fine, and sometimes non-existent even. Moreover, so far, there is no strategy for the development of the local media field, which, being implemented, should lead to a better functioning of the media system in the new conjuncture.

The next study carried out within the doctoral thesis, *The specificity of local media products made in convergent system,* has as general objective the research and identification of the main characteristics of local journalistic materials produced in convergent system. To achieve this, we initiated a case study based on *Publika TV, Canal 2, Canal 3* and *Prime TV,* which are part of the holding company *General Media Group Corp SRL.* Starting from the premise that the

news is the main media product from which people are informed about the daily news, we analyzed only the main informative editions of the four television stations. Thus, for *Publika TV* we analyzed the news bulletin from 17:00, *Newsroom* , which has an approximate duration of 30 minutes, being broadcast on average 15 materials. For *Channel 2* we analyzed the informative edition from 19:00, *Reporter*, which lasts about 30 minutes and in which about 12 journalistic materials are broadcast. *Channel 3 news* from 17:00 lasts about 20 minutes and broadcasts an average of 10 news, and the main news bulletin from *Prime TV - First News* - is broadcast at 21:00, lasts about 50 minutes and is broadcast in average 20 materials (without external news). Although the duration of the informative edition of *Prime TV* is longer compared to the other television stations subject to analysis, it does not affect our research principle, because the number of journalistic materials targeting internal issues is approximately the same. The difference is that in the *Prime TV* news bulletin more external news is broadcast than in other television stations and, at the same time, it contains the *De Facto* analysis column, which lasts on average 7 minutes. For these reasons, in this study, we only analyzed the internal news.

The study is a longitudinal one, being analyzed the main newsletters broadcast every third week of the middle month of each season of 2019, respectively 14.01.2019 - 18.01.2019, 15.04.2019 - 19.04.2019, 15.07.2019 - 19.07.2019 and 14.10.2019 - 18.10.2019. The research was conducted based on the electronic archives of the four television stations. In total, during the four mentioned periods, 491 journalistic materials were broadcast.

The journalistic materials were subjected to a quantitative and qualitative evaluation, in order to determine the tone of the reflection and the specificity of the journalistic products made in a convergent system. However, the study had the following purposes: to establish the total number of materials informative journalism and the number of materials produced by each element of the media system; establishing the number of common topics (which were broadcast on all or several stations), in order to see the degree of convergence of the broadcast content; establishing the form of presentation of journalistic materials to see if they have been broadcast similarly or have been adapted / completed; identification of the composition, as a whole, of the media flow and of the flows placed in the information circuit, in particular, by the television stations listed above.

In order to achieve the above, we applied our own research model, based on which each material was analyzed according to the following characteristics / variables:

- *Repetition* : the journalistic materials are broadcast identically on all TV stations of the media company. Only the soundtrack is different;

- *Adaptation* : journalistic products have been adapted. This may mean shortening the material, excluding the stand-up, but keeping the same theme, the same angle of approach, and the same images and text;

- *Completion* : after a news item on a certain topic on a TV channel, a more detailed report / report from the field / interview appears on another;

- *Uniqueness* : a journalistic material is broadcast only by one of the four television stations mentioned above.

- *Difference* : the journalistic materials broadcast on the four TV stations have different points of view / angles of approach.

The analysis of journalistic materials according to the five characteristics highlighted the fact that, at the four televised stations, the journalistic materials are repeated in proportion of 56 percent (275 materials out of a total of 491). In some cases, journalists resort to reformulating the text or modifying grammatical constructions, although the video images and the interviewees are the same. This leads, on the one hand, to the uniformity of the media content, endangering pluralism and diversity in the media, and on the other hand, to the loss of the author's journalistic identity. At the same time, the tendency to broadcast media content on multiple platforms can lead to manipulation and misinformation of consumers.

The third chapter - ***Functional aspects and professional skills in convergent journalism*** - analyzes the structure and content of convergent newsrooms, the action and relational framework of journalists working in a convergent system, technological transformations and organizational changes that occur in newsrooms, as a result of the adoption and implementation of media convergence, as well as the place and role of the journalist in the new conjuncture.

From international practice we find that there is no universal rule that must be strictly adhered to by each newsroom that moves to multimedia or convergent mode of work. Some start by optimizing the workspace - merging several newsrooms together, reducing the number of employees or building new newsrooms, others start in this way by training staff and then changing the structure of the newsroom. From a structural point of view, the wording is undergoing significant changes. The central element is the multimedia office, also called *Super Desk*, from where all the operations of production and dissemination of information on multiple platforms are supervised. The idea is to eliminate the difference and barriers between classic journalists and web journalists. In order to cope with the new requirements, journalists must acquire certain technical skills, but also new habits of behavior in the newsroom. Relational organization and journalistic behavior in a convergent system are dictated by the unpredictability

and immediate nature of events, the need to act and receive operatively the necessary information, the need to know the specifics of each type of media and the need for effective cooperation between members.

The third chapter also includes data obtained from the assessment of journalists' views on convergent journalism as a process and as a media product, as well as on their relational and action framework. In order to achieve this goal, we designed and developed the study *Perceptions of journalists in relation to media convergence,* which was conducted between September and December 2018, based on the survey and the semi-structured interview. These allowed a complex analysis of the opinions of local journalists on the relational and action framework in convergent journalism. During the questionnaire-based survey, a total of 60 journalists from the holdings of *General Media Group* and *Jurnal Trust Media , IPNA Company* " *Teleradio Moldova* " , *TV8* and the newspaper *Observatorul de Nord* were interviewed. Taking into account the novelty of the investigated phenomenon and the relatively low level of adoption of convergence by local media, the purpose of the investigation was not representativeness, but to identify the mood and opinions of Moldovan journalists in relation to our research object.

For the interviews, 12 respondents were selected: a media expert from the Electronic Press Association and 11 journalists from different segments (reporters, editors, producers of television programs) from the following media institutions: *Publika TV, Radio Moldova, Moldova 1, Radio Moldova youth, TV8, Center military media* and *diez.md* . Some of them previously worked in traditional newsrooms, and now work in a convergent system, so they were able to explain the difference and come up with useful information on the topic of research. Others work in media institutions where convergence has not yet been implemented and come up with arguments as to why whether or not they should switch to such a way of working. Another part of journalists has never worked in traditional newsrooms, so their perspective in relation to the phenomenon studied is also important to compare it with those who know the specifics of both work systems.

The questions in the questionnaire (15 in number) and the semi-structured interview (19 in number) covered two issues. The first included questions on convergent journalism as a process. It refers to determining the level of awareness of the convergence phenomenon, the perception of journalists towards the quality and credibility of convergent products, highlighting the advantages and disadvantages of convergence, as well as the difficulties faced by journalists working in convergent newsrooms. The second aspect refers to the opinion of journalists on the degree of implementation of convergent techniques in domestic media institutions, the effects on

the field of domestic journalism and public involvement in journalism with the transition to the convergent system.

Thus, the investigative research demonstrated, with insignificant variations, a unanimity of journalists regarding: the nature of the convergence phenomenon, the skills needed to work in the convergent system, the quality of convergent products, the credibility of information circulating online, the advantages and disadvantages of implementing media convergence, the difficulties faced by journalists working in convergent newsrooms and the role of the public in journalism. Also, the research results highlighted the fact that, in the perception of local journalists, the implementation of convergence is an economic strategy for media institutions. The latter benefit financially from being able to produce more content with the same resources.

The degree of perception and opinions of journalists are different in relation to: the effects of convergence on the field of journalism, the factors that set the media agenda and the extent to which it manages to be objective and comply with ethical standards. The results showed that 48% of journalists surveyed believe that the phenomenon of convergence has positive effects on the field of journalism, and 30 percent - negative effects. Journalists' perceptions are influenced by age and work experience in the media. Beginner journalists, aged between 18 and 29, with an internship of up to 3 years in the press are more optimistic about the positive effects of this phenomenon, and journalists aged between 45-59, who work in press more than 10 years, are more skeptical about the quality of convergent products.

The interviewed journalists expressed complex definitions and interpreted media convergence differently. The definitions provided fall into two types of theoretical approaches, which were set out in the second chapter of the thesis. The first approach concerns changes in the daily activity of journalists with the implementation of convergent practices, transforming them into *universal journalists, people-orchestra, multi-qualified journalists, transprofessionals, etc.,* notions that mean *one makes them all.* The second approach defines media convergence as a way to streamline journalism, by transmitting information in different formats, across multiple platforms.

At the same time, two different visions emerged in terms of activity in the convergent newsrooms. Some of the interviewed journalists consider that convergent work practices require close collaboration and the involvement of several journalists to produce a material, and another part of the respondents claim that the changes are related to the higher workload for each journalist, because they have to collect information in various formats and produce news for multiple platforms.

Opinions are also different in terms of the influence of convergence on values and professional identity. Some journalists believe that the phenomenon of convergence does not influence professional values and identity, because the new system of work is only a more advanced form of practicing journalism. However, others consider that the phenomenon of convergence negatively influences professional values and identity, because the large volume of work can weaken the quality of media products. However, local journalists are unanimous that the convergent system widens the information space and speeds up time, and efficiency is an essential condition for the smooth running of the newsroom.

The answers of the interviewed journalists highlight the fact that the main skills they must have to successfully work in convergent newsroom are the efficiency, responsibility and technical knowledge necessary to make convergent products.

The analysis of questionnaires and interviews with journalists from the Republic of Moldova confirms that, in the local media, convergence is still in its initial phase. There are a very small number of convergent newsrooms, the reason being primarily financial. As a logical continuation, the quality of convergent products is not yet at the appropriate level. The information is not well enough adapted to media platforms. In some cases, ethical and stylistic rules are violated, citing lack of time.

The main difficulties in the convergent system are, according to local journalists, the pressure to work for several platforms simultaneously, the continuous acquisition of digital technologies, the increased workload and the adoption of a new mentality. Despite these challenges, however, respondents believe that convergence is a natural phenomenon, another stage in journalism, which they must go through guided by ethical principles and professional values.

The main benefits of media convergence are new opportunities for expression and self-promotion, intense cooperation both between members of the newsroom and between journalists and the public, the acquisition of new skills to work with new technologies and the interactivity of media products.

The approach of local journalists illustrates the technologically deterministic perspective of M. McLuhan (1962), according to which the support on which the message is fixed is clearly superior to words, sounds or images. Each environment, through its technological specificity, changes the way the individual perceives the world, and the media are extensions of the senses and tools used by people. Improvements in the media are based on the transfer of the use of one sense to another, which determines a certain change in previous experiences.

At the same time, the answers offered in the interviews and questionnaires fall within the theoretical perspective of the fragmented organizational culture, according to which the interpretations attributed to the same phenomenon are different depending on the perception of each member of a group.

The last section of the paper includes the general conclusions and recommendations resulting from the study conducted on the specificity and evolution of convergent journalism, its development trends and functional options. The results obtained are structured, correlated with the topic, hypothesis, purpose and objectives of the thesis; the extent to which the research objectives have been achieved is highlighted and the personal contribution is described, emphasizing its theoretical significance and practical value.

GENERAL CONCLUSIONS AND RECOMMENDATIONS

The research of convergent journalism as a media phenomenon with a distinct identity involved multiple aspects, including: its specificity, conditions of assertion, triggers, ways of collecting information, production and distribution of media products, structure and principles of convergent newsrooms, the challenges faced by journalists working in a convergent system etc. The complex approach to the phenomenon highlighted both the advantages of adopting and implementing media convergence, as well as the disadvantages of moving to this work system, and the research results fully confirmed the hypothesis set out in the introduction to the paper.

The important scientific problem solved lies in elucidating the framework of emergence and development of convergence as a media phenomenon, identifying the conditions for media convergence and convergent journalism trends in the Republic of Moldova, analyzing the influence of media convergence on the identity, values and professional practices of journalists, elucidating the specificity of the media product put in the information circuit in the conditions of media convergence, as well as identifying the perceptions of local journalists about this phenomenon.

The author's contribution consisted in elucidating the specificity of convergent journalism in the Republic of Moldova, identifying its landmarks and functional options, assessing the place, role and functions of convergent journalism in the contemporary media context, describing the evolution of media convergence both internationally and nationally, establishing the degree of implementation and adoption of media convergence in the Republic of Moldova, determining the specifics of journalistic products broadcast by media organizations, which have adopted and implemented media convergence, as well as establishing development trends of this phenomenon. Scientific research brings to the forefront the opinions of local journalists affected, more or less, by media convergence or changes in recent years in the field, highlighting the challenges, difficulties, advantages or negative effects of media convergence.

The paper marks the beginning of a new field of research, unexplored until now in the Republic of Moldova, but which is beginning to take shape through studies and articles published by the author on this topic. Or, the results obtained, the ideas, conclusions and scientific recommendations presented in the content of the paper are found in 15 scientific publications and were presented at 13 national and international scientific conferences. The theoretical and applicative value of the paper is of a scientific-didactic and practical nature. Theoretically, the study can provide a solid database for researchers who want to develop this topic. The answers provided can be used to issue new hypotheses, as they reflect the

challenges faced by journalists as a result of the transition to the convergent system. At the same time, the study can be a valuable source of documentation for business people and investors who intend to open and develop businesses in the convergent media field. From a didactic point of view, it is useful both for conceptualizing and developing new academic courses, and for teaching existing academic courses. In practical terms, the conclusions and recommendations can be applied by journalists and managers of media institutions as a conceptual support for identifying solutions to streamline journalistic activity in converged newsrooms.

Based on the research of the peculiarities and tendencies of media convergence, the author formulated the following general conclusions:

1. Media convergence is an innovative process, mainly due to the development of digital technology, which involves the pooling of journalistic resources for the production and dissemination of information on multiple platforms, characterized by a certain degree of cooperation. The phrase convergent journalism refers to the joint activity of convergent journalists and the product of their professional activity, which, on the one hand, involves the integration of all forms of journalism on a single platform, and on the other hand, the possibility of broadcasting journalistic content on multiple interdependent platforms (subchapter 2.1) (Gugulan 2017a).

2. Media convergence targets two basic issues. The first refers to the changes brought by this phenomenon to the journalistic profession, the tendency being to transform from radio journalist or TV journalist, into a journalist who can produce media content for all types of media. The second approach refers to the efficiency of journalistic activity, by transmitting information in different formats, on multiple platforms (subchapter 3.3) (Gugulan 2018a).

3. Convergent newsroom is different from traditional newsroom not only structurally but also organizationally. Journalists share common professional values, so the competitive attitude is replaced by cooperation. Or, in a convergent system, the relational model is based on collaboration and exchange of information. Journalists emphasize the dissemination of a quality product to which everyone has contributed. The whole team works for a common product, the ultimate goal being to attract a wider audience (subchapter 3.1) (Gugulan 2017d).

4. The phenomenon of media convergence entered the field of interest of researchers in the late 1970s, but, more broadly and multiaspectual, this phenomenon began to be addressed since the 1990s, when, on the American continent, the first convergent partnerships appear. In a very short time, this format of journalism spread to Western European countries (subchapter 1.2).

5. In the Republic of Moldova, the first step towards convergence - the development of the online environment - was made in the 2000s, with the entry into the circuit of information

technologies and the expansion of the Internet on the media market. The first actual forms of convergence appeared only in 2010, with the launch of the press holdings *Jurnal Trust Media* and *General Media Group SRL* (subchapter 2.3) (Gugulan 2020a).

6. Local media institutions are clearly showing trends in expanding and changing traditional activities and their increasingly active involvement in online journalism. This generates conceptual changes not only in terms of forms of expression or techniques for making materials, but also in terms of their identity, because they obtain a double status - newspaper / agency / television etc. and the news portal at the same time. This phenomenon clearly demonstrates that media convergence has become a common practice in local journalism (subchapter 2.3).

7. Media convergence has both advantages and disadvantages. On the one hand, new ways of communicating have developed the potential for freedom of expression and expanded the sphere of human culture. On the other hand, convergence has led to an increase in the number of large corporate owners, whose main purpose is profit, which inevitably leads to a decrease in the credibility of the media and the quality of journalistic products. At the same time, the repetition of the same journalistic content on several platforms leads to the uniformity of the media content and to the loss of the journalistic identity (subchapter 2.3) (Gugulan 2017e) .

8. Despite the negative effects of the phenomenon of media convergence, it clearly shows evolutionary trends. It is another stage in local journalism, which cannot be avoided, because it is closely related to the continuous development of digital technology. However, it must be followed in accordance with ethical principles and professional values in order for convergent media products to be credible (subchapter 3.3).

Based on the results obtained by scientifically capitalizing on the proposed objectives, we propose a series of recommendations to improve local convergent journalism as a process and as a product and the successful transition to the convergent system of media institutions that aim to do so.

General recommendations:

1. Strengthen the efforts of organizations that provide ongoing training and education of journalists to organize trainings or round tables, to discuss the issues related to the transition to the convergent system: advantages and disadvantages for journalists and media organizations, implementation difficulties, negative consequences of adoption of media convergence, issues of professional ethics and managerial ethics, etc., in order to form a responsible institutional culture.

2. Monitoring and analysis of the quality of local journalistic products made in a convergent system both by the Audiovisual Council (CA) and by the profile NGOs. The results obtained would allow those institutions to develop practical recommendations on the design of editorial policies of media outlets involved in various convergent partnerships and the implementation of strategies for media coverage of reality from fundamentally new positions.

Normative recommendations:

1. Reviewing the legislative framework targeting the media field by including the basic issues related to media convergence and online media. Currently, in the Republic of Moldova, they are not yet the separate object of any legislative act, which is why, on the one hand, there is a series of dubious portals, which spread manipulative content and fake news, the authorities being powerless to it takes certain actions against them, and on the other hand, behind the media convergence lies the concentration of media ownership.

2. Revision of the National Qualifications Framework in order to adjust it to the new conceptual and functional changes of contemporary journalism, determined by the phenomenon of convergence.

3. Reassessing the curriculum in the specialty of *Journalism and media processes*, by including several disciplines of study on the profile of convergent journalism, which would familiarize future journalists with this new media phenomenon and provide theoretical and methodological tools to perceive and analyze changes in the culture of media organizations and the profession.

4. Reviewing the curricula for *Journalism and Media Processes* by extending the number of practical hours in this discipline, in order to prepare future journalists to work in convergent newsrooms and deal with the difficulties posed by the new work system.

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PUBLICATIONS ON THE TOPIC OF THE DAY

Articles in magazines

1. GUGULAN, M. 2017a. Aspecte funcționale ale redacțiilor mediatice de tip convergent. În: *Convergențe spirituale Iași-Chișinău*, nr. 12-13, pp. 126-133. ISSN 2343-9661.
2. GUGULAN, M. 2017b. Jurnalismul convergent: particularități și tendințe. În: *Convergențe spirituale Iași-Chișinău*, nr. 12-13, pp. 113-117. ISSN 2343-9661.
3. GUGULAN, M**.** 2017c. Convergența mass-mediei ca proces: abordări conceptuale. În: *Studia Universitatis Moldaviae*. Seria Științe Sociale [online]. Nr.3. (103), pp. 30-35. ISSN 1814-3199. Disponibil: http://oaji.net/articles/2017/2053-1497002347.pdf
4. GUGULAN, M. 2017e. Tranziția la redacția convergentă: provocări, avantaje și dezavantaje. În: *Studia Universitatis Moldaviae*. Seria Științe Sociale [online].Nr.8. (108), pp. 3-8. ISSN 1814-3199. Disponibil: https://pdfs.semanticscholar.org/9b7d/88d18ce0bc7c82ba6dc0e1ee188eddbe867f.pdf
5. GUGULAN, M. 2019b. Convergența media în percepția jurnaliștilor din Republica Moldova. În: *Moldoscopie. Probleme de analiză politică*. An.23, nr. 4 (87), pp.142-149. ISSN 1812-2566.
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8. GUGULAN, M. 2020b. Modalități de manifestare a convergenței media în Republica Moldova. În: *Studia Universitatis Moldaviae.* Seria Științe Sociale [online]. Nr.3.(133), pp. 60-66. ISSN 1814-3199. Disponibil: http://studiamsu.eu/wp-content/uploads/08.-p.60-661.pdf
9. GUGULAN, M. 2020c. Condiții de afirmare a jurnalismului convergent în contextul mediatic contemporan. În: *Moldoscopie. Probleme de analiză politică*. An.24, nr. 1 (88), pp.139-147. ISSN 1812-2566.

Articles in conference proceedings

1. GUGULAN, M. 2016a. Convergența media: avantaje și dezavantaje**.** În: *Integrare prin Cercetare şi Inovare. Conferința științifică cu participare internațională, 28-29 septembrie 2016. Rezumate ale comunicărilor. Științe socioumaniste*. Chişinău: CEP USM, pp. 217-220. 318p. ISBN 978-9975-71-813-4. Disponibil: https://ibn.idsi.md/sites/default/files/imag_file/220-223_2.pdf
2. GUGULAN, M. 2016b. Norme deontologice pe rețelele de socializare**.** În: *Integrare prin Cercetare şi Inovare. Conferința științifică cu participare internațională, 28-29 septembrie 2016. Rezumate ale comunicărilor. Științe socioumaniste*. Chişinău: CEP USM, pp. 220-223. 318p. ISBN 978-9975-71-813-4. Disponibil: https://ibn.idsi.md/sites/default/files/imag_file/220-223_2.pdf
3. GUGULAN, M. 2017d. Redacția convergentă: caracteristici și practici de lucru. În: *Integrare prin Cercetare şi Inovare. Conferința științifică cu participare internațională, 9 -10 noiembrie 2017. Rezumate ale comunicărilor. Științe socioumaniste*. Chişinău: CEP USM, pp. 35-38. 416 p. ISBN 978-9975-71-7014.
4. GUGULAN, M. 2018a. Competențe și abilități profesionale ale angajaților instituțiilor media de tip convergent. În: M.LESCU, coord. *Creativitate în jurnalism*. Chișinău: CEP USM, pp. 147-160. ISBN 978-9975-142-34-2. Disponibil: https://ibn.idsi.md/sites/default/files/imag_file/147-160.pdf
5. GUGULAN, M. 2018b. Jurnalistul în condițiile convergenței mediatice: cadrul relațional instituțional și practici operaționale. În: *Integrare prin Cercetare şi Inovare. Conferința științifică cu participare internațională, 8-9 noiembrie 2018. Rezumate ale comunicărilor. Științe socioumaniste*. Chişinău: CEP USM, pp.133-136. ISBN 978-9975-142-48-9. Disponibil: https://ibn.idsi.md/sites/default/files/imag_file/133-136_9.pdf
6. GUGULAN, M. 2019a. Redacțiile media de tip convergent: structură și conținut. În: *Integrare prin Cercetare şi Inovare. Conferința științifică cu participare internațională, 7-8 noiembrie 2019. Rezumate ale comunicărilor. Științe socioumaniste*. Chişinău: CEP USM, pp. 50-54. 260 p. ISBN 978-9975-149-51-8. Disponibil: https://ibn.idsi.md/sites/default/files/imag_file/50-54_11.pdf

ANNOTATION

Author: **GUGULAN Maria. Convergent journalism: particularities and trends**. PhD thesis in communication sciences at the specialty 571. 01 - Journalism and media processes. Chisinau, 2021.

Thesis structure*:* introduction, 3 chapters, general conclusions and recommendations, bibliography of 256 titles, 143 pages of main text, 6 tables and 5 annexes.

Keywords: media convergence, convergent journalism, convergent newsroom, mass media, digital technology, traditional journalism, multimedia, cross-media, transmedia.

Field of study*:* Communication Sciences.

The aim of the work: determining the specificity of convergent journalism as a process and a product; elucidating the effects of the transition to the convergent newsroom and analyzing the degree of influence of the new technologies and working techniques on the journalist identity.

Objectives: revealing the essence of convergent journalism as a media phenomenon with a distinct identity; identifying the benchmarks and functional options of convergent journalism in the Republic of Moldova; studying the structural and compositional aspects of convergent newsrooms; analysis of the journalistic content produced in a convergent environment; analysis of the opinions of local journalists on media convergence.

Scientific novelty consists in elucidating the specificity of the journalistic activity in the convergent newsroom, as well as in identifying the trends of development of convergent journalism in the Republic of Moldova.

The obtained result that contributes to the solution of an important scientific problem consists in the scientific and methodological foundation of the phenomenon of media convergence, which led to the identification of the options and trends of convergent journalism in the Republic of Moldova, which allowed to determine the influence of the adoption and implementation of the convergence media on the identity, values and professional practices of journalists and elucidation of the specificity of the media product realized in convergent system.

The theoretical significance of the thesis lies in the creation of a theoretical framework for analyzing media convergence from the conceptual, structural and functional perspective.

The value of the work: implementation of the proposed recommendations can make efficient convergent journalism in Moldova, and the scientific results can serve as a methodological basis for developing the editorial policies of media institutions.

Implementation of scientific results: Scientific results have been implemented through the publication of 15 articles, studies and contributions to national and international conferences.

ADNOTARE

***Autor*: GUGULAN Maria. Jurnalismul convergent: particularități și tendințe.** Teză de doctor în științe ale comunicării la specialitatea 571. 01 – Jurnalism și procese mediatice. Chișinău, 2021.

Structura tezei: introducere, trei capitole, concluzii generale și recomandări, bibliografie din 256 de titluri, partea principală din 143 de pagini, 6 tabele și 5 anexe.

Cuvinte-cheie: convergența media, jurnalism convergent, redacție convergentă, mass-media, tehnologie digitală, jurnalism tradițional, multimedia, cross-media, transmedia.

Scopul lucrării: determinarea specificului jurnalismului convergent ca proces și produs; elucidarea efectelor tranziției la redacția convergentă și analizarea gradului de influență a noilor tehnologii și tehnici de lucru asupra valorilor, rolului și identității profesionale a jurnalistului.

Obiectivele cercertării: dezvăluirea esenţei jurnalismului convergent ca fenomen mediatic cu identitate distinctă; evidențierea aspectelor structurale și compoziționale ale redacțiilor convergente; analiza conținutului jurnalistic produs în mediu convergent, în Republica Moldova; analiza opiniilor jurnaliștilor autohtoni despre convergența mediatică.

Noutatea şi originalitatea ştiinţifică: elucidarea specificității activității jurnalistice în redacție convergentă, precum și în identificarea tendințelor de dezvoltare a jurnalismului convergent în Republica Moldova.

Rezultatul obținut care contribuie la soluționarea unei probleme ştiinţifice importante constă în fundamentarea din punct de vedere științific și metodologic a fenomenului convergenței mediatice, ceea ce a condus la identificarea opțiunilor și tendințelor jurnalismului convergent în Republica Moldova, fapt ce a permis determinarea influenței adoptării și implementării convergenței media asupra identității, valorilor și practicilor profesionale ale jurnaliștilor și elucidarea specificității produsului mediatic realizat în sistem convergent.

Semnificația teoretică a tezei rezidă în crearea unui cadru teoretic de analiză a convergenței mediatice din perspectivă conceptuală, structurală și funcțională.

Valoarea aplicativă a lucrării este atât de natură științifico-didactică, cât și practică**.** În plan teoretic, studiul poate servi în calitate de punct de reper pentru cercetări științifice noi, iar sub aspect didactic, va fi util pentru conceptualizarea și elaborarea unor cursuri academice noi. În plan practic, concluziile și recomandările pot fi aplicate de către jurnaliștii și managerii instituțiilor media pentru eficientizarea activității în redacțiile convergente.

Implementarea rezultatelor științifice: rezultatele științifice au fost implementate prin publicarea a 15 articole şi studii și prin contribuții la conferințe naționale și internaționale.

АННОТАЦИЯ

***Автор*: ГУГУЛАН Мариа**. **Конвергентная журналистика: особенности и тенденции.** Диссертация на соискание степени доктора коммуникационных наук, Кишинёв, 2021.

Структура диссертации: введение, три главы, общие выводы и рекомендации, библиография (256 наименований), 143 страниц основного текста,6 таблиц, 5 приложений.

Ключевые слова: медиаконвергенция медиа, конвергентная журналистика, конвергентная редакция, медиа, цифровые технологии, традиционная журналистика, мультимедиа, кросс-медиа, трансмедиа.

Цель и задачи диссертации: определение специфики конвергентной журналистики как процесса и продукта; выяснение последствий перехода к конвергентному редакциу и анализ степени влияния новых технологий и методов работы на ценности, роль и профессиональную идентичность журналиста.

Новизна и научная оригинальность заключаются в выяснении специфики журналистской деятельности в конвергентном редакции, а также в выявлении тенденций развития конвергентной журналистики в Республике Молдова.

Полученный результат, способствующий решению важной научной проблемы заключается в научно-методологическом обосновании феномена конвергенции СМИ, что привело к выявлению вариантов и направлений конвергентной журналистики в Республике Молдова, что позволило определить влияние принятия и внедрения конвергенции. СМИ о личности, ценностях и профессиональной практике журналистов и выяснение специфики медиа-продукта, реализованного в конвергентной системе.

Теоретическая ценность заключается в создании теоретической основы для анализа конвергенции СМИ с концептуальной, структурной и функциональной точки зрения.

Практическая ценность. Теоретически, исследование может служить отправной точкой для новых научных исследований, и с дидактической точки зрения оно будет полезно для концептуализации и разработки новых академических курсов. В практическом плане выводы и рекомендации могут применяться журналистами и руководителями медийных учреждений для упорядочения их деятельности в конвергентных редакциях.

Внедрение научных результатов: научные результаты, полученные в ходе исследований, были использованы при написании 15-ти статей и исследований, а также путем участия в национальных и международных конференциях.

GUGULAN MARIA

CONVERGENT JOURNALISM AS A MEDIA PHENOMENON: PARTICULARITIES AND TRENDS

571. 01 JOURNALISM AND MEDIA PROCESSES

Summary of the doctoral thesis in communication sciences

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