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## **MEDIA CONVERGENCE AS A HALLMARK OF MODERN MARKETING COMMUNICATION**

New information and communication techniques constantly change people's lives and the way in which consumers acquire new knowledge, conduct commercial transactions, the way they work and how they spend their free time. Virtual reality has become a real place of their residence. The aim of this study is to characterize new media from the perspective of convergence, where old and new media complement each other and interact in order to most effectively reach recipients with their message. The special role of the development of "cultural convergence" and "culture of participation" in the creation of social networking and marketing communications has been emphasized. This paper is of research and analytical character.

Key words: convergence, new media, marketing communications

### **Introduction**

The process of computerization of the economy has certainly had a significant impact on changes in marketing communications. In addition, the penetration and unification of both the virtual and the real worlds has taken place to an extent previously unheard of, and the convergence of media, reaching audience via multiple channels so that the content is complementary and mutually promoted - has become a hallmark of major changes in the way of searching, collecting, processing and the transmission of information. This is reflected by the media and the possibilities of their use, in the behavior of customers and employees, in a changing approach to business transactions and the way (...) information is transmitted<sup>1</sup>. "Between knowledge and action there are different mental processes that result from perception and interpretation of media and preparedness for choices, decisions and actions"<sup>2</sup>. The effectiveness of the communication process is therefore a prerequisite for the transformation of knowledge, and thus its adaptation to individual needs.

Studies of media convergence visualize the multidimensionality of this phenomenon and constitute one of the important topics of discussion in recent

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<sup>1</sup> E. Badzińska: Kierunki rozwoju komunikacji i dyfuzja wiedzy w społeczeństwie informacyjnym, [in:] Gospodarka elektroniczna. Wyzwania rozwojowe, t. 1, Zeszyty Naukowe Uniwersytetu Szczecińskiego No. 702, Seria: Ekonomiczne Problemy Usług No. 87, Szczecin 2012, p. 14.

<sup>2</sup> L.W. Zacher: Transformacje społeczeństw od informacji do wiedzy, C.H. Beck, Warszawa 2007, p. 230.

years. It is understood that new information and communication techniques are the result of the penetration of existing technologies on a common platform, which in the context of the early twenty-first century, refers to digital technology.

### **1. Objectives and methods**

The aim of this paper is to characterize the new media from the perspective of convergence understood as a multi-faceted process taking place in the media environment, where old and new media interact mutually. Henry Jenkins talks about the development of "cultural convergence" and "culture of participation" in which people "maintain a dialogue with the mass media, create their own social networks, learn to think, work and process culture in new ways"<sup>3</sup>. B. Jankowska also stresses that "convergence culture is a phenomenon or a process in which one can observe the changing and interpenetrating relationships between media, cultural and commercial content, as well as their creators and consumers"<sup>4</sup>.

Convergence is a complex phenomenon and can be seen through the prism of technology, economics, media and culture. This paper pays particular attention to the convergence of media, including the mutual determination of media content (content and structure) and ways to participate in communication.

This paper is of research and analytical character. The concept part is based on the method of literature studies and the method of analysis and comparison. The research part contains the interpretation of secondary studies along with a method of observation and deduction.

### **2. The essence of media convergence**

The term 'convergence' is often used to describe the phenomena occurring in today's media, information technology and telecommunications. Convergence not only refers to the changes in technical level, but also to penetration and merging of various features and elements characteristic of traditional media and their mutual interaction. The driving forces of convergence are: the Internet, e-business, rapid development of IT and multimedia applications and an increase in the functionality of mobile devices.

During the 1980s and 1990s convergence was the subject of interest of many researchers who noticed that the old media technologies had been "integrated into new forms and information / communication content via remediation or

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<sup>3</sup> H. Jenkins: *Kultura konwergencji. Zderzenie starych i nowych mediów*, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2007, p. VII.

<sup>4</sup> B. Jankowska, B. Jankowska: *O kulturze konwergencji słów kilka*, „Biuletyn EBIB” 2008, No.1, [www.ebib.info/2008/92/a.php?jaskowska](http://www.ebib.info/2008/92/a.php?jaskowska) [Accessed: 10.01.2013].

absorption"<sup>5</sup>. The term "remediation" is derived from the work by Jay David Bolter and Richard Grusin, in which the authors concluded that "convergence is the mutual remediation of at least three important technologies - telephone, television and computer - each of which is a hybrid of technical, social and economic practices, and where each one takes its own path of immediacy"<sup>6</sup>.

However, it was the groundbreaking book by Henry Jenkins in 2006, "Convergence Culture" that sparked a broader interest in the subject, and stirred discussion over this phenomenon, bringing the questions of definition, typologies and studies carried out that far. Despite the lack of a clear conceptual apparatus for convergence, it is assumed that:

- it is a complex phenomenon "multifaceted conformity of media and communication devices that begin to perform similar functions, although they were not originally related to each other,"<sup>7</sup>,
- refers to the ability to "penetrate the media with the development of communication techniques"<sup>8</sup>,
- it is a combination of "traditional features of devices such as computers, telephones, fax and the Internet along with its infotainment character"<sup>9</sup>,
- it is a phenomenon, a concept design, through which the machines that have existed for years are equipped with new features and begin to represent a new meaning to man "<sup>10</sup>.
- It refers to different forms of integration of telecommunications, data communications and mass communications; including integration of fixed and mobile networks<sup>11</sup>.

The basis for convergence lies in the development of multimedia convergence applications and software, which involve a remarkable diversity of expressions. "Multimedia refers to the integration of diverse forms of media, including text, music, spoken word, video, illustrative graphics [...] photography, to communicate united messages; in an ideal scenario they are interactive. [...]"

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<sup>5</sup> C. Bassett: New Maps for Old?: The Cultural Stakes of '2.0', Fibreculture Journal, 2008, issue 13, [http://journal.fibreculture.org/issue13/issue13\\_bassett.html](http://journal.fibreculture.org/issue13/issue13_bassett.html) [Accessed: 05.03.2013].

<sup>6</sup> Wider analysis in: K. Kopecka-Piech: Koncepcje konwergencji mediów, Studia Medioznawcze, No. 3 (46), 2011, p. 4.

<sup>7</sup> M. Drożdż: Konwergencja mediów – tendencje, modele i konsekwencje, Studia Medioznawcze, No. 3 (34) 2008, p. 85.

<sup>8</sup> S. Miszczak, A. Miszczak: Książka konwergencyjna, Biuletyn EBIB 2008, No. 1, [www.ebib.info/2007/92/a.php?miszczak\\_miszczak](http://www.ebib.info/2007/92/a.php?miszczak_miszczak) [Accessed: 1.03.2013].

<sup>9</sup> G. Gmiterek: Prasa w dobie konwergencji i nowych mediów, Biuletyn EBIB, 2008, No. 1, [www.ebib.info/2008/92/a.php?gmiterek](http://www.ebib.info/2008/92/a.php?gmiterek) [Accessed: 1.03.2013].

<sup>10</sup> T. Szyński: Konwergencja mediów trafia „pod strzechy”, „E-Fakty”, [www.e-fakty.pl/index.php?option=com\\_content&task=view&id=4807&Itemid=73](http://www.e-fakty.pl/index.php?option=com_content&task=view&id=4807&Itemid=73) [Accessed: 10.12.2012].

<sup>11</sup> K. Kopecka-Piech: Koncepcje konwergencji mediów, Studia Medioznawcze, No. 3 (46), 2011, p. 10.

When they are presented with the use of hypertext links, digital media become 'hypermedia'<sup>12</sup>.

Along with the process of digitization and convergence of devices and networks, service convergence also takes place, and it refers to "the provision of similar services by other means of implementation, belonging to different sectors of communication"<sup>13</sup>. According to A. Budziewicz-Guźlecka, this is manifested by migration of services, offering shared services, as well as the emergence of Web services to support substitution, i.e. resembling them to one's self<sup>14</sup>. Media have economic and cultural dimension. On the one hand, this means the extension of the offer by service providers (a television station, website, telecommunication), on the other – changing communication patterns and determining the roles of participants in the communication process.

### **3. Culture of convergence and participation**

Convergence of devices, communications and media, in technological, economic and media terms is accompanied by a process of a much greater social and cultural importance – convergence of content. It should be understood as "a series of processes of convergence, integration and cross-fertilization within their media content throughout the creative process, from planning, through the creation and delivery, up to their utilization"<sup>15</sup>.

Turning to the user, sometimes called a participatory turn, means not only the transfer of emphasis from the sender to the recipient, but also the new face of media practice: an increase in the importance of each potential user of new media. In a theoretical reflection H. Jenkins suggested an explanation of the dimension of this phenomenon as a "cultural convergence", which refers to "the flow of content between different media platforms, the cooperation of different media industries and migratory behavior of media audiences who will reach almost anywhere in search of entertainment they desire. [...] Convergence represents a cultural change, which means encouraging consumers to search for new information and make connections between the content distributed in a variety of media. [...] There is convergence in the minds of individual consumers and in their social interactions with other consumers"<sup>16</sup>.

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<sup>12</sup> K. Featherly: Multimedia, [in:] Encyclopedia of New Media: an Essential Reference in Communication and Technology, ed. S. Jones, [http://sage-ereference.com/newmedia/Article\\_n170.html](http://sage-ereference.com/newmedia/Article_n170.html) [Accessed: 06/02/2013]. Hypermedia mean both the multiplicity of media used in the communication process, as well as a multitude of relationships that occur within them.

<sup>13</sup> I. Fiut, M. Matuzik: Hipertekst, konwergencja i interaktywność. Refleksja filozoficzno-metodologiczna nad skutkami konwergencji mediów tradycyjnych do sieci i vice versa, [in:] Środki masowego komunikowania a społeczeństwo, ed. M. Gierula, Katowice 2006, p. 85.

<sup>14</sup> A. Guźlecka Budziewicz: Konwergencja jako podstawowy warunek pełnej koncepcji społeczeństwa informacyjnego, [in:] Współczesne aspekty informacji, ed. J. Goliński, K. Krauze, Warszawa 2008, p. 13.

<sup>15</sup> K. Kopecka-Piech: Koncepcje konwergencji mediów, op. cit., pp. 15-16.

<sup>16</sup> H. Jenkins : Convergence Culture, op. cit., p. 9.

Colin Mercer sees convergence as "new, powerful force based on interactions between producers and consumers, where consumers, by virtue of their interactivity, can become creators"<sup>17</sup>.

New relationships that exist between the media, the communications infrastructure and media consumption, all require from businesses a continuous adjustments to their communication strategies. Attention is drawn to the qualitative shift in the intensity and characteristics of the relationship between people, technology and ideas. Phenomena diagnosed by H. Jenkins are part of a wider trend known as prosumption. "The progressive linking of production and consumption by various media, cultural and creative industries have signaled the emergence of a culture of global convergence based on an increasing participatory and interactive engagement between different forms of media and industries, between people and the media, as well as between professional and amateur media creators"<sup>18</sup>. Prosumption primarily refers to companies operating in the virtual space which enables customers to design their own products, engage in interactive communications and the manufacturing process itself. A prosumer<sup>19</sup> is an active and involved consumer who requires more and more customized products and information and wants to be able to influence the characteristics or the way his or her product is created.

Virtual consumer communities constitute a very important tool of marketing communication. They are defined as groups of consumers active on the Internet, leading interactive communication to meet the needs of personal and social nature. Huge opportunities for contact with customers via the Web allow one to use their experiences and opinions in the process of creating new or modifying existing products and services. In addition, active members of the community can support the consumer testing of new products or the functionality of new applications or services. Innovative and creative solutions submitted by Internet users – active consumers seeking information and participating in discussion forums – are the basis of free ideas for a company. In addition, they allow for better identification of the target group, becoming especially valuable partners for the marketing and sales departments of a company.

Individualization of lifestyles, expectations and market preferences of consumers persuade more and more companies to profile their market offers appropriately to individual needs on a massive scale. This phenomenon has been explained by Ph. Kotler with a term '*mass customizing*'<sup>20</sup>. An example of such an

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<sup>17</sup> C. Mercer: Culture in the Age of Convergence: The Need for a New Policy Stance and Platform for Europe, „AI & Society” Vol. 17 (2003), No. 1, [a:] S. Miszczak, A. Miszczak, Książka konwergencyjna..., op. cit.

<sup>18</sup> M. Deuze: Media Industries, Work, and Life, European Journal of Communication, Vol. 24 (2009), No. 4, p. 472, <http://ejc.sagepub.com/cgi/reprint/24/4/467> [Accessed: 02/10/2013].

<sup>19</sup> The term prosumer was first used by A. Toffler, wider analysis in: Trzecia fala, PIW, Warsaw 1985, p 321 et seq.

<sup>20</sup> *Mass customizing* refers to the ability of the company to prepare products, services, programs on mass scale, and ways of communication tailored to individual needs and preferences of consumers. This is achieved by the

activity is an interactive tool offered by Nike on NIKEiD. Through the use of innovative techniques to visualize and communicate, the brand encourages customers to contribute to the limited collection of clothing and offers a possibility to design their own items of clothing (e.g. shoes, shirts, bags).

New media have also contributed to the emergence of the phenomenon known as *crowdsourcing*, which refers to deriving knowledge, ideas and inspiration from the "crowd". There also exists the so called *collective intelligence*. Consumers active and creative in their actions – called "Generation C" from the term *creativity* – not only express their opinions on the characteristics of the chosen methods of product creation, but simply generate ideas, contribute content and advertising concepts for new products. Some companies encourage consumers to creative activity, offering them a share of their profits<sup>21</sup>.

Interactive marketing communications can also be stimulated through the actions of guerrilla marketing, which is characterized by unconventional approach to the promotion of goods and services. The most important things here are creativity and ingenuity. Customers must be allowed to buy something more than just a commodity – namely, a story – the story that they create themselves to some extent. Extremely important here are the ability to contact customers quickly and directly and a better understanding of their needs that allow one to craft an offer to the expectations of the target audience. Unconventional advertising contents are usually selected, e.g. graffiti, *body painting*, *ambient media*<sup>22</sup>, and also an important role is played by social gossip.

According to M. Deuze convergence affects not only the content of the media, the relationship between producers and consumers, the structure of companies, but also the way to perform work and create content for multiple media platforms simultaneously. For the user, convergence essentially means moving a number of daily activities to the media and involvement in the media: in technology, content, media culture. Some users are also referred to as "pro-am"<sup>23</sup>, which means amateur professionals. Through voluntary activities supporting the production of media, they contribute to the development and operation of certain media products. This shifts the focus to consumers: the content is to be generated, created, and managed by consumers.

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use of modern tools, such as an *online* interactive system called *Choiceboard*. It allows consumers to design their own products and services by selecting features and operational parameters, components, methods of delivery of goods, etc. This information is then transferred to the provider's production system, initializing the personalized customer service. Cf. Ph. Kotler: *Marketing*, Dom Wydawniczy Rebis, Poznań 2005, p. 282.

<sup>21</sup> For example, InnovationExchange.com is open to all active consumers, the so-called. *Fresh thinkers*. See more widely: E. Badzińska: *Competing companies in the segment of young consumers*, PWE, Warszawa 2011, pp. 75–76.

<sup>22</sup> Examples of actions using guerrilla marketing and *ambient media* are to be seen more broadly at: E. Badzińska: *Competing companies ...*, op. cit., pp. 127-137.

<sup>23</sup> Ch. Leadbeater, P. Miller: *The Pro-Am Revolution: How Enthusiasts Are Changing Our Economy* and Society, London 2004, [www.demos.co.uk/publications/proameconomy](http://www.demos.co.uk/publications/proameconomy) [Accessed: 15/02/2013].

#### 4. Virtual communities as a symbol of convergence

Weakening of the effectiveness of traditional media leads to a continuous search for alternative ways to reach customers. The Internet is certainly a medium that has not only changed the world, but it has certainly changed the way the world is evolving. "The Internet connects people and makes their existence assume not only another dimension (not merely as a household), but most importantly - it remains of very significant importance"<sup>24</sup>.

Operation using community networks aims at finding and utilizing the resources it contains. Thus, specific knowledge communities (editors of Wikipedia can be considered as such) are formed this way. Users share their knowledge to multiply it and to be able to utilize it efficiently. Usage of information technology changes the narrative of participants from the channel of "separation" into "integration" and the distance between the two begins to be of little significance.

Rationale facilitating the use of online communication channels leads to reduction of information gap. An access to information still remains the main area, but along with its filtering and sorting, now only in a different dimension and using new tools. "The Internet gives users an easy access to information, but it does not integrate into a form that would enable consumers to easily make the right choice and make a conscious purchasing decision"<sup>25</sup>. The integration of information available on the Internet is the added value that can be delivered to customers using the *social media*.

Modern technology, especially the popularization of Web 2.0 tools, has allowed the use of mechanisms for the creation of content by Internet users and interactive communication. Such networking sites as YouTube.com, Facebook.com or NK.pl have all appeared on this wave. Most social networking sites have completely changed the media and the search for information by the Internet users. Services that enable the co-creation of their content are much more attractive than traditional websites. People find the Internet to be a great place to express themselves, their ideas and their work, which is why very active Internet users mark their presence on these social networking sites.

In social media the message data exposure time and frequency of contact are all extremely important. According to research, users spend much more time in interactive services than on any other sites, and this allows them to engage in a relationship with a brand and achieve a long-term communication strategy<sup>26</sup>. To avoid a communication crisis in the field of

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<sup>24</sup> A. Szewczyk: Społeczeństwo informacyjne – nowa jakość życia społecznego, [in:] Społeczeństwo informacyjne – problemy rozwoju, ed. A. Szewczyk, Difin, Warszawa 2007, p. 35.

<sup>25</sup> M. Nalazek: Internetowe kanały dystrybucji na rynku turystycznym, Difin, Warszawa 2010, p 32.

<sup>26</sup> Penetracja kosmosu społecznościowego: Grupa robocza Social Media&WoMM IAB Polska, Marketing w Praktyce, No. 01, 2012, pp. 27–29.

*social* media, the entries made by the Internet users must be constantly monitored, for example by using *Google Alerts*. One should also manage one's own information policy directed at the environment of social media.

Success can also be achieved with an interactive network of contacts by creating a corporate blog, fan profile on Facebook or a channel on Twitter. Communication through these channels is much more open and honest than publications within the area of a website. The number of fans is not the most important thing today. Much more important is the active contact between users and a company. Any brand that desires to appear in *social* media must become a subject of discussion and relationship with the Internet users.

Dissemination of information about a company and establishing relationships is also available to other Internet users via such channels as chat rooms or message boards. These are the forms of interaction based on the idea of allowing service users to present their own opinions and thus, listening to such opinions is vital. In this way, a company receives an opportunity to gather valuable information about its offer and can immediately respond to any hostile content appearing within the community which may present a direct threat to the image of the brand. A company's impact on the shape of opinions that regard it depends largely on the accuracy and speed of its responses to the questions of Internet users, but also the possibility of direct contact. A company pursuing communication with the environment must remember that "the only judges and reviewers of the information provided by the organization-communicator are the recipients of this information – the target groups"<sup>27</sup>.

Another communication tool to stimulate customer response is a corporate blog, which is a form of virtual diary, kept by the employees of a company. The contents posted on the blog are by definition less formal and are geared to interact with the reader. It can act as a brand image, information, or support the campaigns of a company. According to a study titled *Marketers Benchmarks 2011 on "A Survey of Marketers Priorities & Challenges"*, in the B2C sector, the anticipated new form of media content are blogs (37%), virtual *events*, training and seminars *online* (34%), reporting, analysis, and results of a unique study (29%), followed by *content* generated by other users, such as films and pictures (23%) and videos (20%)<sup>28</sup>.

## 5. Mobile Communication

It seems that the era of communicatively integrated and device-integrated marketing has finally come. Enormous opportunities offered by mobile devices and applications will be increasingly used in communication with the target audience. Global trends indicate that manufacturers and service providers "will

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<sup>27</sup> K. Wojcik: *Public Relations. Wiarygodny dialog z otoczeniem*, Placet, Warszawa 2005, p. 407.

<sup>28</sup> See: N. Malec: *Czas content marketingu*, *Marketing w Praktyce*, No. 03, 2012, p. 10.

be fighting for a place on small screens (e.g. *iPhone*) that (...) are used by more than 48% of users more than 10 times a day"<sup>29</sup>. Apple already offers the ability to store their data "in the cloud" – the *iCloud* service. "The disk in the sky" from Apple allows its users to store photos, music, e-books, documents, and contacts in virtual space and use them wherever they are and from any Apple device<sup>30</sup>. An important tool of modern interactive communication is to have a mobile version of a website, which allows – in a way convenient for customers – to provide key information to a potential client, which may affect his or her future decisions. With functional mobile version of a site, it is possible to build an important base for the implementation of other activities in the area of promotion.

The Internet geolocation service is available via mobile devices in multiple locations and allows for the customization of an exact message. An example of a useful and popular application among users of such smart phones as Nokia is Ovi Maps Coigdzie.pl that helps finding information about interesting events (e.g. concerts, cinema, theater), taking place in the immediate vicinity of the device. Smart phones have become a powerful tool for interactive communication and provide the sender of a message with an ability to influence the customer at the moment of purchase. The results of the global survey conducted by Google have shown that 70% of smart phone owners use them while shopping in search of information, and of which 74% take purchasing decisions on the basis of such information<sup>31</sup>.

Another interactive form of communication is the so called "*check in*" in the place where we live, thanks to *Facebook Places* application or such services as *Foursquare*. It is a very effective way to "attract" customers with an appropriate stimulus, such as a discount or a free gift, which can be obtained upon checking in a place specified by the sender of the message (pub, shop, shopping mall). A mobile client is a very valuable entity because he or she can be "found" virtually anywhere and thus, contact can be made with them.

In communication with customers the QR (*Quick Response*) technology is being used more and more frequently. It refers to graphical characters which can be scanned with a smart phone and refer the user to the address assigned to the code, such as a mobile version of the company's website, which is currently carrying out promotional activities. Photo Codes can also be generated in order to gain fans over *Facebook* through *QRCodeLike* platform, where users are

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<sup>29</sup> K. Telakowicz: Rok aplikacji, Marketing w Praktyce, No. 01, 2012, p. 24.

<sup>30</sup> *iCloud* is a service that "stores materials" and it is available for new Apple devices running iOS. It allows you to access music, photos, calendars, contacts, documents, and other content from any device which is currently used. After importing the images to a computer from such a device as a digital camera, *iCloud* sends copies over Wi-Fi to your iPhone, iPad, and iPod touch; <http://www.apple.com/pl/icloud/features/>, [Accessed: 15/02/2013].

<sup>31</sup> F. Glowacz: Dogoń klienta i zarób, Marketing w Praktyce, No. 11, 2011, p. 29.

rewarded with electronic coupons and vouchers. QR codes can also lead to some interesting customer information about the city they live in or some detailed data about a product. They are also more and more often used in sales promotion as contest or discount vouchers.

In order to accurately reach consumers, such solutions as MAP (*Mobile Advertising Platform*) are used. It is a target group selection system based on a given group's behavior. Based on SMS activity (and often related activity on the Web), it is possible to prepare detailed psychographic profiles of people who may later take part in competitions. This allows the message to be specified (SMS, *voice mailing* or *call center*) towards the people of a particular sex, in a particular city or using particular cultural attractions<sup>32</sup>.

Applications on mobile devices, the "light" – smart phone friendly websites or a *liquid layout* adapting to popular formats of today's readers, all constitute the determinants of mobile communication with network users.

## Conclusions

Today, the basis for marketing communications refers to reaching the audience in a multichannel way and "skillfully defining information needs, identifying sources of information, techniques and methods to satisfy them, and technological and technical solutions to help make decisions"<sup>33</sup>.

Media convergence is blurring the boundaries between production and consumption, between competition and cooperation, between the creation of the media and their utilization, as well as between active and passive reception of media culture<sup>34</sup>.

At the time of media diffusion into business phenomenon, there exists a permanent need for innovation and creativity in the process of communication with target audiences. Firms have been subjected to the logic of the virtual world and its characteristic technologies linked to the hypermedia. Under the influence of a new type of consumer expectations (increasingly tied to the Internet and mobile devices), companies have been diversifying their portfolios, and a substantial part of their products and services are being created, offered and advertised in a virtual environment. Convergence, however, requires not only the ability to interact with customers, but also the methods, processes and tools to engage users in the production and promotion of the goods on offer.

As Z. Bauer correctly notices: "This is a process of transforming the entire culture [...] Convergence is not something spontaneous, it takes place as a result of human actions, decisions, goal setting, evaluation of results. Therefore,

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<sup>32</sup> See: T. Dworek, Quo vadis mobile?, *Marketing w Praktyce*, No. 11, 2011, p. 27.

<sup>33</sup> B. Sojkin: *Informacyjne podstawy decyzji marketingowych*, PWE, Warszawa 2009, p. 7.

<sup>34</sup> Wider analysis in: K. Kopecka-Piech: *Concepts of media convergence*, op. cit., p. 20.

convergence is a social phenomenon – it is responsible for what is going on within the society... ”<sup>35</sup>.

Convergence of media, technology and cost all determine each other, creating a network of transformative media environment. From the perspective of "cultural convergence" it is particularly important to create and flow media content and the roles played by media users. Crossing the activities of marketing, public relations, journalism and television production, which all activate more and more users seem to set the future of media convergence and increasingly blur the boundaries between fiction and reality.

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#### **Streszczenie**

Nowe techniki informacyjne i komunikacyjne nieustannie zmieniają ludzkie życie oraz sposób, w jaki konsumenci zdobywają nową wiedzę, zawierają transakcje handlowe, pracują i w jaki spędzają wolny czas. Wirtualna rzeczywistość stała się realnym miejscem ich przebywania. Celem pracy jest charakterystyka nowych mediów z

perspektywy konwergencji, gdzie stare i nowe media wzajemnie się uzupełniają i wchodzi w interakcje, by jak najskuteczniej dotrzeć z przekazem do odbiorcy. Podkreślono szczególną rolę rozwoju „kultury konwergencji” i „kultury uczestnictwa” w tworzeniu społeczności sieciowych i komunikacji marketingowej. Praca ma charakter badawczo-analityczny.

Słowa kluczowe: konwergencja, nowe media, komunikacja marketingowa

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