

INTERNATIONAL MEDIA & ENTERTAINMENT BUSINESS

Short Programme
2022-2023

MOTIVATIONAL WRITTEN ESSAY

As part of the enrollment process for the IMEB short programme, every student is required to submit a written motivational essay on the topic below. The final paper should contain:

- 1 – 2 pages
- A title page with the title of your essay and your name and email address
- A reference list for any and all sources cited in your paper, using APA 7th Edition

The final paper needs to be uploaded in your online application in order for you to submit your application. Once the paper is uploaded and your application is complete, a video intake conversation will be set up via Microsoft TEAMS. During this intake conversation, we will discuss your paper.

MEDIA CONVERGENCE IN SOCIETY

The term ‘media convergence’ was coined in 1978 by Nicholas Negroponte, and it focuses on the coming together of computing, telecommunications and media in a digital environment. A now-common device, like the smartphone, is considered to be a prime example of this concept, but it is only one example. The three main types of media convergence are technological convergence, economic convergence, and cultural convergence. A number of people has studied and reported on the advantages and disadvantages of media convergence in our society as it has become a main focus in the Media and Entertainment Business sector (Team Leverage, Edu, 2021).

Do you believe that media convergence is beneficial to society or not?

How has media convergence change the ways in which you consume media?

What media do you regularly consume? Why?

In a 1-2-page paper explore the meaning of media convergence and examples and categories of media convergence that related to your life and media consumption to formulate an argument in which you answer the questions above. Please note that is an argumentative paper based on reliable and credible sources, and these sources should inform your argument. This is not an opinion paper.

Your paper needs to written in English, and it should conform to the mechanics of English. Use only an English version of APA, 7th edition style to guide your text citations and reference list.

We are looking forward to reading and discuss your final work!

GOOD LUCK