AN EXAMINATION OF MEDIA CONVERGENCE AND ITS IMPLICATION ON MASS COMMUNICATION NOTION

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Abstrak

Komunikasi massa yang pada perkembangannya telah melahirkan teori efek media dan teori kritis serta studi budaya tidak dapat dipisahkan dari sifat jangkauan massif pada khalayak sehingga dapat memengaruhi individu, masyarakat, dan nilai-nilai kultural. Konsepsi komunikasi massa berkaitan dengan media sebagai institusi mengukuhkan teori *agenda setting*, sedangkan TV sebagai media juga melahirkan teori kultivasi yang dianggap memiliki terpaan yang kuat terhadap sudut pandang individu dalam melihat lingkungannya. TV dapat mengultivasi individu sehingga melahirkan kecemasan danketakutan. Berbeda dengan kenyataan tersebut, internet dan *Computer Mediated Communication* (CMC) menawarkan pilihan dalam memenuhi kebutuhan akan informasi, hiburan, dan aktualisasi diri. Selain itu kontrol pengguna (komunikan) yang sejajar dengan *news producer* (komunikator) dalam pengeksposan seleksi konten dan distribusi juga membawa perubahan. Pada awal perkembangan perspektif dalam konvergensi dimulai pada fase di mana penelitian komunikasi massa lebih banyak berkaitan dengan teori komunikasi dua langkah yang melahirkan teori efek media. Kedua, momen perkembangan teknologi komunikasi dan informasi *(Information Communication Technology/ ICT)*. Fase ketiga terlihat dari momen keterikatan masyarakat (sejak awal 1990 hingga sekarang) pada media baru dan kultur digital. Apakah konvergensi media dan fenomena media baru menandakan berakhirnya konsepsi media massa? Berdasarkan paparan tersebut, studi ini menelaah secara kritis bagaimana konvergensi media memengaruhi teori *agenda setting*, teori kultivasi, teori kritis dan studi budaya.

Kata kunci: konvergensi media, *agenda setting*, kultivasi, teori kritis dan studi budaya.

Abstract

Mass communication, which has created media effect theory and cultural study as well as critical theory during its development, cannot be separated from its massive extend manner towards the public that could influence individuals, community, and cultural values. Mass Communication conceptions related to media as an institution ratify the Agenda Setting Theory, whereas TV as a media also invented Cultivation Theory which is considered to have a strong impact on individual's worldview in observing its environment. TV is able to cultivate individuals into creating anxiety and fear. On the contrary, internet and Computer Mediated Communication (CMC) are offering options to fulfil the needs for information, entertainment, and self actualization. Conversely, equal user's (communicant) control to news producer (communicator) in exposing contents selection and distribution also conveys transformation. Early development inconvergence perspective began at a phase in which mass communication research related to two step communication theory that established Media Effect Theory. Secondly, the moment of development is in Information and Communication Technology (ICT). The third phase is reflected from the moment

community engagement (since early 1990 to present) to new media and digital culture. Media convergence and new media phenomenon indicates the ending of mass media conception. Referring to those explanations, this research critically examines how media convergence influences agenda setting theory, cultivation theory, cultural study and critical theory.

Keywords: media convergence, agenda setting, cultivation, critical theory and cultural studies

Introduction

Mass communication notion conveys Source, Message, Channel, Receiver, and Effect (SMCRE) as features and generates media effect theories to draw its notion. Source and Channel features indicate media institution in distributing and spreading the information (news) to public. Mass communication is classified into old and new media as a result of the inevitable development of information and technology. Old media refers to printed media (newspaper, magazine, etc), TV, and Radio; whereas multimedia points new media as a proposed term to reflect the shifting combination of the intersection of printed media (text, photos, audio, video, and graphics), TV, Radio, and internet. Evidently, the huge expansion of information communication technology (ICT) brings transformation to mass communication notion as the character is changing.

Lievrouw (2009 : 305) coined three development moments in convergence perspective. Firstly, the stream of mass communication research link to two-step flow and subsequent mixed (mass and interpersonal) theories of media effect. Secondly is when ICT occurred. Thirdly is the moment of people's everyday engagement with new media and digital culture (early 1990- present). The third part moment of people's everyday engagement indicates the shifted changing of mass communication notion. As a result, media convergence is needed in terms of mass communication notion. However, one of the major impediments on defining mass communication notion link to media convergence involves fundamental aspects which generates research gap. Research gap indicates debate in academic field to the issue of re-visiting mass communication theories (Chaffe& Metzger, 2001 : 365-379) and tested the new media theories (Napoli, 2008 : 1-31) or even develop it (Chaffe& Metzger, 2001: 378; Presto, 2001: 11; Deuze, 2011: 137-148).

This study aims to critically examine how media convergence influences Agenda-setting, Cultivation and Critical Theory and Culture Study conception. In doing so, this study conducted based on literature review.

Literature Review

"We are living a media life", (Deuze, 2007 : 242, 2011 : 33). Remarkably, media combines all categories of everyday life, such as the public and the private, the local and the global, the individual and the collective, blends to attempt to fulfil human needs of interaction and communication. Media is confirmed as dominant power in shaping modern society. McLuhan pointed that media is the message itself (cited in Griffin, 2009 : 349), which indicates ideology and values, shared by gatekeepers and owners influencing the agenda that is exposed and posed in media.

On the other hand, media convergence potentially creates the possibility to combine text, photos, audio, video, and graphics (multimedia) into one page in the internet. Multimedia and ICT generates ideal profile that leads to computer-mediated communication (CMC) notion. CMC is the era where people engage with digital media in everyday life.

What is Mass Communication?

According to Chaffee & Metzger (2001 : 366-367) mass communication can be defined by identifying it into one or more of three ways, such as; a set of media institutions, as a societal problem, and as an academic field. Mass communication as a set of media institution refers to media industries such as newspapers, magazines, books, film, radio, TV, and other support industries namely; advertising and public relations (Severin & Tankard, 2001 : 3).

Likewise, to Wright, mass communication (1959 : 15 cited in Severin & Tankard, 2001 : 4) at the first stage is defined into three characteristics, which are firstly directed toward large, heterogeneous, and anonymous audience. Secondly, messages are transmitted publicly, often timed to reach most audience members simultaneously, and are transient in character. Thirdly, communicator tends to be or operate with complex organization that may involve great expense.

Mass communication indicates what is Lasswell (1948 cited in Severin & Tankard, 2001 : 49) model coined. Who, Says What, in Which Channel, to Whom, with What Effect. Fundamentally, Lasswell (1948) pointed these aspects in terms of explaining mass communication notion. He implies that multiple channels are able to carry a message. The *who* indicates the media as a set of institution which hire experts as gatekeeper (in journalism, editor and news producer play huge role in selecting what agenda of issue to be exposed). The *says what* is the topic/ issue that become news (information). *In which channel* indicates types of old mass media, such as print, Radio, TV, Film. *To whom* implies the public (audience) that consume the news (information). Lastly, *with what effect* points the result of the mass communication process. The effect of mass communication can be conative, affective, and cognitive (Severin& Tankard, 2001 : 14).

Mass communication in this stage also implies the 'bigness and fewness' (Schramm cited in Chaffee & Metzger, 2001 : 366). Chaffee & Metzger pointed that this condition implies the fear to critics and media had grown too big and powerful for society to control (2001 : 367). These media effect indicates media as societal problem that generates critical theory and culture study as media become so powerful in influencing people behaviour and changing society significantly.

Notably, history of mass communication lies on the emphasis that allows communicators to get in touch with massive publics and with a purposive message. It is the starting point of mass communication notion that indicates one way communication of spreading information (news) to public which aims informative, persuasion, and entertainment. Gradually, mass communication notion face the stage where its one way communication and delayed feedback are being questioned since it becomes limitation of mass communication notion.

Other than that, two-step flow of mass media draws gatekeeper in deciding what media content that should be distributed to publics. Mass media determine the important issues to be exposed. Media processes the issues by selecting, classifying, and levelling them and consequently pose it in media through designing layout, font size, pose it as headlines, and extensively focus on certain issue that consider important to public. Thus, propaganda of ideology assumes as part of media agenda. These premises, particularly point to the condition where public are passive and media agenda influence public agenda as it is in line to what Mc Combs and Shaw (1972) study.

Thus, media as source implies top-down which generates propaganda, advertisement from business/ industry which aims to spread the elite power domination or religion, whereas on the focus of public interest implies bottom-up. Here, media functions as people voice which aims to cover personal space and indicates the individual involvement in the society. This information covers soft news and hard news. Soft news means acknowledgement of spiritual and intellectual needs, whereas hard news implies the pragmatic valuable information that can be used in social life.

Media as an academic field develops research paradigm in mass communication notion. At the first stage, mass communication research mostly focuses more on evaluation studies which indicates quantitative approach. Testing the existing theories become very popular among scholars and students. Gradually, the tendency shifted to qualitative approach as the issue of mass communication research emerges to the need of answering 'how' elite domination of media industries, reproduction of status quo via mass media, and democratizing access to the media are the trigger. This paradigm emerges critical theory and culture study in mass communication notion, whereas quantitative paradigm generates studies such as gatekeeper analysis, content analysis, media analysis, audience analysis, and media effect (Severin& Tankard, 2001 : 49).

To sum up, then mass communication can be defined as set of transferring purposive messages (be it information, issues and news) to lead public to think about certain issues, how and what to do with the issues which influence people's worldview and society interaction.

Mass communication notion implies the practice of old media. Old media refers to Newspaper, Audio (Radio), Visual & Audio (TV), Photos, Video, Film, whereas new media refers to combination of old media types which is called multimedia (Severin& Tankard, 2001 : 3). A multimedia phenomenon gradually appears to be computer-mediated communication (CMC) theory. New media symbolizes the existence of convergence in mass communication.

Old media becomes a set of institutions (source) which believes to be able to provide the needs of public in getting valid information (news), entertainment, and self actualization. It also becomes the tools for extending power, authority, ideology, and propaganda. At the same time, it becomes societal problem and an academic field (Chaffe& Metzger, 2001 : 366-376). News production, processing, distribution of the news selection indicates journalism perspective, whereas elements of Source,

Message, Channel, Receiver, Effect/ feedback becomes unit analysis of mass communication field.

On the other hand, as ICT arise, the convergence term is inevitable and turns out to be a trend since 1970's (Parsons &Frieden, 1998 : 11, Preston, 2001 : 193 cited in Editorial The International Journal on Media Management, 2002 : 4). The changing practically includes the production and distribution process of all forms of the information at all kinds of media combination or intersection. In other words, it is agreed that mass media effect can be good and bad to both individual and society. Mass media theories appeared and applied both for strategy, power to achieve certain goals, and for public consumption (say needs of entertainment, information, and self actualization). Next discussion will examine new media.

New Media and Convergence

On the early study, the widespread and enthusiastic call for convergence comes up as information and communication technology (ICT) and new media arise (Livingstone, 1993 : 5). To Chaffe & Metzger (2001 : 369), internet is considered as the best example and through digital convergence and becomes backbone of most mediated communication. The decentralized design of internet creates different approach.

It is firmly straightening the necessity of convergence to mass communication notion. Colon (2000 : 22-27) pointed that the idea of converging is not novel, as he coined in the 1950's some newspapers owned television stations and shared news functions. In line to Colon (2000), Lawson-Borders' (2006) research pointed Tribune Company began its early model of convergence between the Chicago Tribune and the company's radio station in the 1920's. Thus, convergence in mass communication notion has existed a long time ago.

Lievrouw (2009 : 305) coined three development moments in convergence

perspective. Firstly is the stream of mass communication research link to two-step flow and subsequent mixed (mass and interpersonal), theories of media effect. Secondly is when ICT occurred. Thirdly is the moment of people's everyday engagement with new media and digital culture (early 1990-present) which lead to Computer-Mediated Communication (CMC) notion. This perspective explores the necessity to see mass communication notion's changing concept as another field of development study. This convergence perspective cannot be separated from technology and digital culture as a result of human effort in providing better and efficient way of life. Studies coined that communication is developed from sociology, anthropology, and psychology which reflect social interaction in society. Inter discipline is naturally construct communication as social field. Hence, it can be said that mass communication is only transition and so does convergence considering it remain changing as other field of study which construct communication is developed.

Jenkins (2008 : 2) in his book "Convergence Culture: Where Old and New Media Collide" pointed that convergence indicates the flow of multiple media platforms. It is the joint of intersection of the media content, media technology, media audience, and media industries. This point of view supported by Kolodzy (2006 : 5) which redrawn it into simple figure as below:
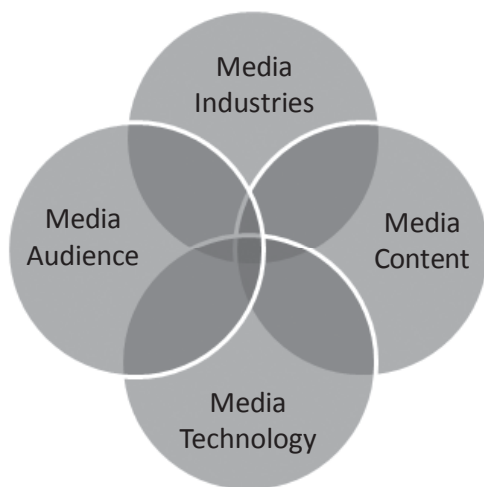

Figure 1. Media Convergence (Kolodzy, 2006 : 5)

This framework assists the understanding of convergence notion which define as combination of the fourth elements. Other than that, Jenkins also highlighted that media audiences will go almost anywhere in search of the kinds of entertainment experience they want. In short, convergence allowed public select what issue (agenda) that suit their need. At this stand point, it also indicates the shifted type of audience (public) in mass communication notion which is passive become more active in seeking needs of information. Audience (public) do the selection of what news to be consumed, how to consume it, when or how frequent to access the news, where or what websites/ pages to be accessed.

From news producers stand point, it requires less control to spread their power and do the selection of news to be spread. News producer only provides the option at the web page, and then the final decision is on the audience (public) hand. On other words, audience (public) decides their own needs when they access the news. Media (news producer) now has less control in exposing and posing the media agenda. However, they merely offer the issue by posing it at the page and hoping it meets audience (public) concern. Hence, audience (public) has equal control with news producer in the news.

To Ketterer *et al.* (2004 : 53), convergence from journalism perspective ideally uses the shared resources of newspaper and broadcast partners to provide more through coverage of major news events. This concept indicates a practice of sharing content of various what is called mass media. This combination of media intersect generates interactivity and ideal maximum outcomes to audience (public) need. Furthermore, the intersection among media content, media industries, and media technology again show the similar fact to old media conglomeration. Some media content potentially shared by media industries which has similar platform so that become compatible in the market competition and the speed of covering the news; hence industries attempt to

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be the first to provide (spread) the news through all media convergence they own.

As Preston (2001 : 2) firmly pointed that this combination of media intersect changes the pattern of production and consumption, which effect to economy, politic, education and cultural. CMC notion brings attractiveness and interactivity both for communicator and communicant. Less delayed feedback also becomes added value that enriches communication process. Other than that, CMC shifted concept of mass-ness to interpersonal level. Demasssification is inevitable. It entails audiences (public) ability to select their needs of information based on their preference, such as the content of the information/ topic, the philosophy of the media, and level of insensitivity of media that cover the news.

Media Convergence and Mass Communication Notion

Jenkins pointed media convergence as an ongoing process of the intersection of the media technologies, industries, content and publics (cited in Kolodzy, 2006 : 4). Moreover, Lievrouw perspective (2009 : 305) coined the third phase of convergence development, where people's everyday engagement with new media and digital culture started in early 1990 to present period of time. Thus, it is proven that convergence is already a part of people's everyday life. It is in line to what Deuze (2011 : 138) pointed that "media should not be put outside of lived experience, but rather should be seen as fundamentally part of life". He emphasized that we are living a media life (2007 : 242). The fact that we are living in media life is basically imply the shifted notion in mass communication. The term "media" indicates the dominant point in convergence. As CMC, internet and information technology consider as medium in the process of new media communication. The domination of news producer control has lessen and shifted to user (public) control. Agenda (issue) selection also nor merely become news producer decision. Distribution of media content also can be done by user (public). However, Jefkins argued that media convergence is not an end state. Implicitly, Jenkins perspective pointed that mass communication notion is dynamic.

At the first stage, the mass communication notion refers to the existence of media as source which became institutionalized and public as people whom consume the information. This stage refers to one way communication which allows us to "laugh at the same joke at the same time" (Chaffe & Metzger, 2001 : 366). This era of mass communication covers journalism in TV, Radio (Broadcasting industry) and newspaper as conventional journalism. As technology appears to show its capability to combine these mass media, the two ways communication appears to offer way to answer the debate of lacking of feedback in one way mass communication.

As old media imply the power of gatekeeper (expert/editor), selection of what agenda to be exposed, and what to be stressed on more cannot be separated to its notion. Old media has generated more on media effect to public and society. Through agenda setting, cultivation and critical theory & culture study, old mass media proved its power.

Method

During the period of mass communication glory, media is seen as powerful and strong institution which is able to change individual, society, and cultural values. Theories of mass communication such as Agenda Setting is proven as theory that involved the bigness of media in society. Professional journalist is a gatekeeper that decides what issue to be exposed and posed as headlines in media. Purposefully to assist people to think about certain issue that needs to be thought. Furthermore, TV phenomenon in people living room also generates cultivation theory. This theory lies on the belief that TV cultivates people's worldview of society and environment.

TV stimulates fear and anxiety to people by depicting the real world as mean and

dangerous. These theories basically explore the media effect which from the academic field indicates quantitative paradigm. To respond the popularity of this paradigm, some scholar started to develop another approach to answer certain areas that are not covered by quantitative approach. Hidden agenda, media domination, marginality of certain races, classes, religion, groups, and cultural has triggered qualitative paradigm that enrich communication as body of knowledge. However, as the information, communication, and technology development grow significantly, mass communication and mass media face another issue of convergence. Convergence implies the ability in combining many aspects which come from multimedia and digital phenomena. People have more choices not only in term of selecting the suitable need of information and communication but also signifying self-actualization. As technology and digital engage with people, convergence is inevitable for media.

Consequently, mass communication notion is needed to revisit because the mass-ness notion is now reduced. Production, distribution, and media content doesn't become merely in media hand. These days user has equal control to news producer. At this point, it indicates gap in theory, where definition of mass communication need to be re-examined so that can represent the new phenomena that occur in progress.

This research gap has prompted researcher to examine media convergence and its implication to mass communication notion. In examining this issue, this study employs literature review method.

Cooper, H. M. (1988 : 104-126) defined literature review uses as:

> *"Its database reports of primary or original scholarship, and does not report new primary scholarship itself. The primary reports used in the literature may be verbal, but in the vast majority of cases reports are written documents. The types of scholarship may be empirical, theoretical, critical/ analytic, or methodological in nature. Second a literature review seeks to describe,*

> *summarise, evaluate, clarify and/ or integrate the content of primary reports."*

As it is agreed that literature seeks to describe, summarise, evaluate, clarify and/ or integrate the content of primary reports, consequently, this study is to critically respond the proposition, recommendation, and the findings of previous studies that had been published in international journals. Thus, the data collection was taken from previous studies of article journals that link to the topic. It aims to clarify and integrate the content of primary reports in order to enrich the body of knowledge of this issue.

This method considers suitable method considering the lack of further research of the previous studies which recommended to be examined, especially, in terms of proposed term of shifting the 'mass' to 'media' (Chaffee & Metzger, 2001 : 365- 379). Other than that is because this type of issue is requiring dept review of existing literature in order to produce clarification of the proposed notion of mass communication, and its recommendation.

Findings and Discussion
What Has Changed in Mass Communication?

To Severin& Tankard (2001 : 3), old media institution has been declining in circulation and readerships for some time as ICT arise. Evidently, nowadays, that point of view has appeared to be true. People engage simultaneously to multimedia for fulfilling their needs of communication, information, entertainment, and self-actualization. Lack of time to read news from print media is one of the reasons. Technology has improved conventional media to be access mobile. As a result, the tendency of convergence is inevitably. The expansion of film studios, TV networks, and media capitalism forced to adjust their business with current type of new mass media. Mass communication becomes more on implementing media technology as tool of mediator in distributing the media content. Combination of the media content, media technology, media

audience, and media industries is defined as new approach to run the business.

Notably, mass communication involves social interaction, media institution as gatekeeper, information as messages, and mass-ness of its public and effect as its features. Its features imply the character.

To examine what has changed in mass communication, firstly it is needed to explore the words of 'mass' and 'communication'. 'Mass' refers to large number of collection of entities. Be it people or public. In this sense the mass-ness in mass communication notion refers to audiences (publics) which consume the information (news). The public's character indicates its heterogeneity regarding to its backgrounds, demographically and geographically. Nevertheless, media segmentation produces segmented publics which indicate the large group of people that is affected by the media. Moreover, the word 'mass' also signifies effect of the messages (information) that is being delivered to the public has significantly able to cause societal and cultural problem in society. In this case, it is in line to notion of hypodermic needle which at the end Lazarsfeld (cited in Griffin, 2003 : 378) study shown that selective exposure of the media accounted for the limited short-term effects of mass communication.

Chaffee & Metzger (2001 : 366-373) offered an argument to re-think the usage of 'mass' term in mass communication into 'media communication'. They proposed; instead of utilize mass communication term, which in their perspective is relatively not suit anymore to what occur to mass communication notion currently. A clear distinction between mass communication and media communication notion are offered to explain the phenomena.

Through classifying mass communication notion into channel (from few become many), audience (from unified into diverse), control of media content (used to be more on sender, now become user control), transmission (used to be one-way, time specific, now become interactive, at convenient), research paradigm (content analysis, effects on audience, now become interface design, information search), typification (used to be Television, now become Video games, websites), motivation (mass communication based on arousal and media communication more on need satisfaction), ego concept (shifted from identification into self-actualization), social control (used to be forced from law, professional ethics, public education and now focus on technical devices, monitoring), type of learning (has changed from social modelling become experiential), and lastly scare statistic (described from number of murder a child sees by age 18 and now it is more on number of murder a child commits by age 18).

Towards the end, Chaffee & Metzger (2001 : 366-374) forecast the potency to re-evaluate mass communication theories. Their work concern more to demasssified media environment and mass media system which proposed to question whether it is relevant to still use the term 'mass communication' or has to start looking at utilizing 'media communication' term to refer spreading the news through media convergence approach to public. At this period of time, it becomes evident that CMC has become part of public everyday life. This indicates the previous forecast study moderately suit to current condition.

On top of it, McMillan (2004) noted that ICT is potentially able to facilitate interpersonal communication which reflects to CMC notion. In line to that, Lievrouw and Livingstone (2006 : 164) pointed that demasssification is reduced because the level of mass-ness shifted to more on interpersonal. Likewise, interactivity among members in the communication process increases as the process of CMC occurs. Media convergence which emerged from multimedia fusion has built CMC to the extent of human communication process.

The proposed changing of the term, practically possible in terms of an effort to explain the current phenomena but considering that mass communication is basically transitory notion which construct to represent the

condition at that period of time which media is defined as an institutional, media as societal problem, and media as academic field. Mass communication developments arise from the perspective where high technology has not yet appeared. At that time technology only touch Radio, TV, and print as mass medium that is able to reach large, massive, and heterogenic public. From this stand point, it implies the misbalancing comparative. What convergence occurs to mass communication (say old media) is actually different to mass communication notion. Media convergence arises as pressure of improvement of information, communication technology, whereas mass communication (old media) developed from where the condition was not that high technology.

Although convergence brings added value to public, mass communications features still exist because it can not be separated from its notion. The proposed term of changing 'mass communication' to 'media communication' can actually be a chance to develop the call for convergence notion. In short, there is no need to put an effort to change the mass communication notion. Mass communication should be noted as early phase convergence and proposition in developing media communication term clearly requires further study to clarify its notion.

As media communication term actually has not been utilized since Chaffee & Metzger pointed in 2001. But in this sense, Chaffee & Metzger have coined clear constitute of media communication notion but it has not pointed clear definition. Thus, this study proposes definition of media communication as an extension of Chaffee & Metzger (2001 : 365-379) work. Media communication is defined as a set of computer-mediated communication approach and media convergence that involves news producer and users who have equal control in production, content, and distribution to fulfill the need of social interaction, communication, self-actualization, entertainment, and achievement for being self. Media communication portrays best approach in providing the goodness of technology, speed, accessibility, freedom of selecting the preferred issues.

Implication to Agenda Setting, Cultivation, Critical Theory and Cultural Studies

Media effect theories explain that media potentially become the message. It indicates the extent of what agenda setting theory and cultivation theories pointed. For the purpose of this study, agenda setting and cultivation theories are considered more relevant to the discussion, as the topic is about examining media convergence and its implication to mass communication notion.

Media convergence noted as an inevitable and ongoing progress. It cannot be separated from people's everyday life. Studies show that this phenomenon has brought strong engagement among people, media, technology, and human needs. Needs of information, communication, entertainment, and self-actualization have brought convergence to media.

Media show its ability to offer actual information (news) which is at the same time becomes an entertainment, self-actualization, and social interaction. However, regardless to its positive impact to people and society, evidently it shows the fact that media (TV, Radio, and Internet) can be too strong and big that even can be societal problem. Historically, theory of media effect lies on one or more three theories (cited in Griffin, 2009 : 349-372) namely, Agenda Setting (McCombs & Shaw, 1972), Cultivation (Gerbner, 1980), and Spiral of Silence (1993).

The growth of media as institution has caused anxiety that brought critical theory and cultural study as a result to the phenomena. Gerbner (cited in Griffin, 2009 : 349) coined that violence on TV overstated in belief the existence a mean and scary world, which can cultivate a social paranoia. At this point, Gerbner is point of view indicates the anxiety of media effect on TV. As TV these days is being placed in the living room of family's house, consequently it

cannot be separated from people's everyday life. People's everyday life is reflected on TV and TV cultivates it as commodity to be seen. Some TV programs expose and over pose violence, sex, crime, and politic which is constantly able to construct to a conception of what occurs to everyday life. It affected people's point of view of real world. Thus, McLuhan's theory which stated that "medium is the message" implies the negative impact of media (old media) to people by displaying (say violence, sex, ideology, religion, and pop dominant culture) as the agenda (program). It implies agenda media more dominant than the public agenda. Notably, what media thinks does not always meet what public need and want. Certainly, what occurs to cultivation theory is that exposure of TV program which often pose violence, sex, ideology, religion, and pop dominant culture creates fear to people. The reflection for some people consider too much that cognitively build fear to go out, fear to trust, and fear to be open minded. Social paranoia is inevitably as TV program frequently poses such issues.

Convergence, in the other hand offers different perspective which brings changing in media effect theories. Below is the discussion of convergence to agenda setting, cultivation, critical theory & cultural study.

Agenda Setting

Agenda setting hypothesis pointed that "the media may not only tell us what to think about, but they also may tell us how and what to think about it and perhaps even what to do about it". (Griffin, 2009 : 366). Agenda setting stated that public get their news from a set number of news sources (outlets). Consequently, because the news are produced by professional gatekeepers (producer, editors, and owners) which share equivalent values, and ideology, thus the media agenda will be uniform across the outlets (at least for national level).

However, regardless of ICT and CMC positive impact, new media made the public isolate themselves from larger public disclosure.

Towards the end, public will not be able to come along together sharing the common collective issues (Chaffee & Metzger, 2001 : 366-375). Furthermore, they argued that this can oppose the negative aspects of agenda setting. Particularly in term of domination of media agenda that comes up from professional gatekeepers (which in this sense wears certain uniform of media values and ideology). The interactivity and two-way communication capability are claimed as aspect that generates more power for public (people) which is the agenda would not be normally reported in the old mass media approach.

Other than that, media communication that Chaffee & Metzger pointed enables public to set their own media agenda and also influences other's agenda by locating and contacting public that concern about similar issues. Therefore, availability and framing on the Internet assists better understand to public by seeking out multiple sources of news.

Chaffee & Metzger (2001 : 375) pointed that the problem for agenda setting theory in the future will be shifted to the extent of what issues people tell the media they want to think about, not what issues the media tell people to think about. However, evidently mass communication theory such as agenda setting still remain exist at the academic field because what occurs to convergence cannot be compared to mass communication notion. In mass communication notion merely pointed out media as institution which distributes news (messages) to public with its disposition features. Media conglomeration also cannot be called as convergence at mass communication context because at that context normally print media attempt to grab larger consumer so that remains sustaining in tight competition. Conglomeration in this sense indicates joint of similar flat form of the owner and news producer. Other than that, agenda setting notion remains as theory which elaborate the power of professional gatekeeper which authorizes the issue selection to be posed and exposed as headlines. They highlighted certain issues that they consider as important issues to think about,

and how to deal with the issues. The theory arise basically develop because of the fear of assumption that even professional gatekeeper cannot be worked 100% clean, independent, and out of certain uniform (ideology). To what extent, it shows that either in the context of mass communication (old media) or convergence (new media), agenda setting will remain exist.Therefore, the different that might appear merely the level of the news producer as gatekeeper involve at the new media. In short, media convergence cannot remove agenda setting notion from its entity.

Cultivation Theory

Cultivation theory (Gerbner & Gross, 1976) highlighted media TV effect on its audiences. This theory particularly examines the effect of TV and classifies it into heavy and light viewers. Heavy Television users develop an exaggerated belief in a mean and scary world. Violence that is displayed in TV screen can cultivate a social paranoia that counters nations of trustworthy people and surroundings (Griffin, 2009 : 349). The finding of Gerbner cultural research indicators project showed that violence is the backbone of TV drama. Consequently, because people differ in how much TV show they see generated cultivation differential which means "the difference in the percentage giving the TV answer within comparable groups of light and heavy TV viewers" (Griffin, 2009 : 352).

This also reveals that Gerbner pointed cultivation is rather different from media effect, since he coined the before and after TV exposure as condition that triggers cultivation to viewers (as the resonance of dramatic violence, fear, brutality) which in the end will influence individual. He pointed mean world syndrome as the cynical mindset of general mistrust of others subscribed by heavily TV viewers.

To Chaffee & Metzger (2002 : 375) cultivation terms coined the ability of the media to homogenize or mainstream viewers into single worldview may be declined because there are many different worldviews are increasingly available. Bryant (1986) cited in Chaffee &

Metzger (2002 : 375) pointed that the greater diversity of content that offered by new media predict the end of cultivation theory. In this case, it is possible since new media lead public to choose they own worldview which will be cultivated to specialized worldview. This will consequently protect public from what TV shows reinforcement. Nevertheless, analogically to cultivation theory which is utilizing heavy and light viewer also can practically occur to new media notion. As the people engagement to digital devices, potentially able to construct worldview to certain issues that are frequently surfed in the Internet. How frequent people engage to Internet also cultivate them to certain worldview which may happen to TV as media in the context of mass communication (particularly cultivation theory).

Evidently, it can be said that Internet is also not able to avoid the perspective of some people who may be even scarier and think that Internet maybe more violent than TV. On top of it, it is also predicted that new media will also give opportunity for minorities whom are less heard to be feel empowered to use Internet to speak their position. Thus, cultivation also predicted occurs to the craft minority's side of worldview. Hence, cultivation remains exist in new media.

Critical Theory and Cultural Study

Media effects emerged and enriched the mass communication notion as an academic field. Agenda setting and cultivation theories have been seen as part of media effect that clarifies the phenomena. These media effect that appear in society and people have brought the existence of critical theory and culture study to respond the phenomena. Popularity of quantitative approach has generated research gap. As the quantitative focuses more on measurement, evaluation, and testing, the present theories indicate the need of another approach in answering certain issues that cannot be covered by quantitative approach. Other than that, cases of marginality, minority, and status quo in media also signifies critic to craft and apply qualitative approach. Critical theory and culture study

questioning media domination of certain group, extension of power by status quo, marginalize issues, and any other minority.

New media present chance for Critical theory to examine interchangeable position of media producers and receivers and culture studies imply "a neo-Marxist critique that sets forth the position that mass media manufactures consent for dominant ideologies" (Griffin, 2009 : 334). In this sense, marginalized issues and one way hegemony type of communication can be reduced, whereas culture study emphasis audience reception in new media research. How users create, interpret, and defeat the dominant ideology in society. Critical theory and culture study will remain exist in the new media convergence (Chaffee & Metzger, 2002 : 377).

Consequently, because media convergence also involves media content which appears as domination of certain power, pop issues, and classical type of media agenda, thus, critical theory and culture study will remain exist. Towards the end, what convergence brings to critical theory and culture study merely lessen the level of media domination of certain issues that being posed and exposed as headlines but overall, on the other hand, users (public) will even have greater chance to apply critical theory and culture study in convergence context. What occurs in convergence link to critical and culture study, will allow users (public) to select the marginalized issue and (even) have chance to maintain so that it can be seen as important issue to think about, and how to deal with it.

Conclusion

Previous studies show that media convergence has critically reduced mass communication features. Theory of agenda setting and cultivation have been re-visited and shown that sources (media institution) and message play major role in old media but not in the new media. Agenda setting theory in new media shifted to the extent of what issues people tell the media they want to think about (Chaffee & Metzger, 2001 : 375). Not what issues the media tell people to think

about. Nevertheless, as media convergence arises, a source (media producer) has less control compared to receivers which in this sense has more control now. Media domination to public is falling. Consequently, media selection is in the hand of users and both parties have equal control on production, content, and distribution. Convergence in this sense is defined as combination of media content, media technology, media audience, and media industries which aims to sustain in competition as ICT and people engagement on digital culture. Convergence proposes better for both parties (news producer and users) but generates adjustment to mass media notion.

On the other hand, cultivation theory (Gerbner&Gross, 1978 : 176-207) which pointed that TV content forms a consistent system of violence worldview which makes people worry, anxious and build prison in their own homes and produces individual's worldview has a tendency appear to new media existence. Heavy TV viewers can analogically be compared to active users that are surfing the Internet. People engagement to new media potentially can cultivate what users choose on the Internet.

Lastly, critical theory and culture study link to new media pointed that who controls the production, content, and distribution become relevant in new media. Notably, convergence phenomenon is not the end of mass communication notion. It merely implies the necessity of adjusting mass media. Convergence notion represents the present condition of advancement ICT and digital culture. It leads the shifted direction on production, content, and distribution features of mass communication. Consequently, it then effects the old theoretical framework of mass communication but doesnot end the notion or media effect theories.

Chaffee & Metzger's (2001 : 365, 379) proposition to change the term of 'mass' communication to 'media' communication is discussed in this study. Yet, in terms of applying that proposed term, it still requires further study

to clarify the urgency and its function. However, this study proposes definition of media communication as an extension of Chaffee & Metzger (2001 : 365-379) work. Media communication is defined as a set of computer-mediated communication approach and media convergence that involves news producer and users who have equal control in production, content, and distribution to fulfill the need of social interaction, communication, self actualization, entertainment, and achievement for being.

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