



Digital Media Convergence and Local News Production: A Case Study of Haryana's Evolving Journalism Ecosystem

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Abstract

The convergence of digital media has significantly transformed the global news industry, offering new avenues for content production, distribution and audience engagement. This paper investigates the impact of digital media convergence on local news production in the Indian state of Haryana, a region characterized by both urban growth and rural disparity. Using a quantitative research approach with a structured questionnaire administered to 100 media professionals, the study analyzes changes in news production efficiency, content diversity, audience engagement and the challenges faced during digital integration. The findings reveal a dominant reliance on digital-only platforms, with social media and mobile reporting tools leading the transition. While digital convergence enhances content quality and diversity, it does not substantially reduce production costs due to infrastructural and financial constraints. Audience engagement is highest through interactive storytelling and live streaming, yet adoption challenges persist, particularly the high cost of digital tools, insufficient infrastructure and lack of technical skills. Despite these barriers, over 76% of respondents perceive the shift toward digital convergence as positive. The study contributes to the understanding of regional digital transitions in journalism and offers policy and practice insights for similar socio-economic media landscapes.

Keywords: Digital convergence; local news production; Haryana media; audience engagement; multimedia journalism; social media platforms; digital infrastructure; media transformation; journalism in India; regional media challenges.

Introduction

Digital media convergence has transformed the global news industry from traditional print, radio and television to the digital platform with new production, distribution and consumption avenues (Turow, 2020). Convergence refers to how different media formats are put together into one digital ecosystem; hence, news organizations have been able to disseminate content across social media, mobile apps and multimedia channels (Jensen, 2010). This led to most newsrooms adopting the digital-first approach focusing on fast, attention-grabbing content production to meet the huge appetite for timely information. Digital media convergence becomes a double-edged sword to local newsrooms with limited resources and budgets (Peng & Cao, 2024).

These organizations are under pressure to evolve into this digital world to remain current and stay competitive, even as they contend with financial limitations and resource availability (Turow, 2020). This development is highly pronounced in local markets where the newsrooms are anticipated to deliver quality digital content similar to larger, richer organizations (Cohen, 2019). Yet, impacts can vary dramatically between regions due to differences in the level of technological



infrastructure, audience demographics and economic conditions (Kolupaieva & Tiesheva, 2023). An appropriate case study for an India-based example in terms of monitoring the convergence of digital media for the consumption of local news would be Haryana-its diversified population is dispersed between the urban centers and rural villages.

High-speed internet access and digital infrastructure continue to remain largely missing in many rural parts of Haryana, thereby undermining the smooth implementation of digital news platforms (Jensen, 2010). However, Haryana's news agencies are increasingly embracing convergence in the digital media to reach wider audiences and remain relevant in an increasingly digitalizing market. This digital shift has demanded from local newsrooms the creation of innovative forms of media and delivery mechanisms that answer the variety of audience needs across the state (Hackley & Hackley, 2018). In Haryana, digital media convergence not only changes news production formats but also gives regional stories greater visibility at more extensive levels. As a result, local news outlets now make use of social media and digital platforms in telling the stories in the rural areas across to the urban audience and vice versa (Chattopadhyay & Mohanty, 2022).

This greater visibility comes in particularly handy in a culturally diverse, socially pressing state like Haryana, because, with the primacy of the digital platform, the diversified identity of Haryana can come out more inclusively (Chhatoi & Mishra, 2018). For instance, digital content about festive celebrations in local languages, tribal culture, or grievances of ordinary people about governance today can reach or get noticed by a national or international audience - which was very difficult in the olden, pre-digital world (Sahoo & Nayak, 2021). Even though the Haryana local media have several strengths, there are also peculiar challenges within its acceptance of full digital convergence (Mohanty, 2024). Many local journalists and people in the media need further education in using multimedia tools to be effective.

The integration process becomes further complicated due to expensive digital tools and inadequate technical support (Turow, 2020). This is aside from that, the unbalance in digital infrastructure in rural areas brings some kinds of disparities in the access and availability of news, which eventually becomes a point of disparity for news production between the units of the urban and rural news channels (Chhatoi & Mishra, 2018). In this context, solutions and support at the regional level are highlighted so that digital convergence will pay off equally for all parts of the state (Sahoo & Nayak, 2021). It is worth understanding how the convergence of digital media impacts the local news production of Haryana, because it helps explain more inclusive patterns in the Indian media landscape (Chhatoi & Mishra, 2018). The process of other states undergoing this kind of change can make Haryana's experiences a benchmark for the implications that convergence poses and also assist with maximizing the benefits-across those regions with similar socio-economic conditions and available technology. This process not only makes local news production modern but also adds to regional narratives, thereby creating a better connected, informed and culturally rich society.

Significance of the Study

The reasons are compelling. First, the media landscape of Haryana is always determined by issues unique to the region, the language and the culture. Consequently, it will be the best region to



understand how digital convergence has impacted local journalism. For this, the research analyzes the specific impact of digital media on news production in Haryana, thus giving insight into how local newsrooms have adapted to technological change and how digital platforms have shaped the content.

An impact study on the local news production of Haryana would help single out specific challenges for small news organizations, such as limited access to digital infrastructure, funding constraints and needs in training the workforce. Policymakers, media professionals and educators may draw on the findings from this research to address identified challenges, hence supporting the digital evolution of local journalism in similar regions. It will also contribute to a small but rapidly growing body of literature regarding the impact of media convergence on regional news ecosystems.

Research Objectives

Major objectives of this study are:

- To gauge the impact of digital convergence on the efficiency of news production, diversity of content and the reach of audience engagement in the Haryana local newsrooms. It would focus on how the times of news production have changed with the integration of digital tools and platforms, whether this impacts or is impacted by improving or constraining the diversity of coverage topics and changes brought into the engagement styles of the audiences with local news content.
- The challenges to which local newsrooms are subjected in adopting these digital media technologies are not known. The potential sources of the obstacles vary widely, from technical infrastructure to financial constraints and even deficits in labor market skills and change-adverse behavior. All these need to be conceived of in order to devise strategies for a smoother digital transition of local media.

Research Questions

The guiding questions help in working out some of the key understandings of the nuanced effects of digital convergence on local news production in Haryana.

- What are the effects of digital convergence on production efficiency in local newsrooms?
- The impact on content diversity from local news production with digital media is now the question.
- The electronic convergence and its impact on the audience engagement in Haryana's local media
- What are the significant barriers to local newsrooms' acceptance of digital convergence?

Literature Review

Aneez et al. (2016) examine the adaptation of Indian print newspapers to digital platforms within the broader context of global media convergence trends. Through case studies of three Indian-language newspapers, the study investigates how digital expansion influences journalistic work and drives organizational restructuring. The research highlights two main areas of focus: how digital platforms reshape news creation and distribution and the emerging modalities of convergence in Indian newsrooms. The study finds that traditional editorial control is challenged



in this new digital landscape, where journalists and editors no longer monopolize content production and dissemination. By documenting the re-engineering processes in Indian media organizations, Aneez et al. reveal how Indian newspapers are implementing digital strategies to keep pace with changing audience expectations. This research contributes to an understanding of media convergence in India by emphasizing the transformative shifts that journalists and media institutions face in balancing traditional practices with digital innovation.

Chua (2018) critiques existing journalism convergence frameworks for inadequately addressing the rapid shifts in news production fueled by technological advancements. In response, the study proposes an updated framework with five dimensions of convergence: business, technological, content, professional and audience. This framework was applied to both legacy media and digital news start-ups in Singapore, including The Straits Times and two online platforms, The Middle Ground and The Online Citizen. Through interviews with 19 journalists and content analysis of 762 articles, Chua finds that both traditional and digital outlets exhibit convergence traits but differ in resource allocation, publishing strategies and journalists' skill requirements. The research underscores the distinctive ways news organizations adapt to online journalism demands, including the use of social media, live videos and collaborative approaches. Chua's framework broadens the perspective on convergence by identifying new traits and practices that enhance digital news production and distribution, offering valuable insights for future journalism in a digital age.

Srisaracam (2019) explores the impact of cross-media production in Thailand, focusing on the strategies that shape journalistic content across various platforms. Using in-depth interviews with editors and journalists from major media outlets like Thairath and Nation Multimedia Group, the study identifies both the opportunities and challenges of cross-media journalism. Srisaracam highlights how cross-media strategies, such as cross-promotional and exclusive reportage, enhance content distribution and depth, creating what is described as "long-tailed journalism." This approach allows for extended news coverage across multiple platforms. Key challenges identified include ethical dilemmas, maintaining accuracy, engaging audiences and fulfilling a watchdog role. Srisaracam argues that the integration of new-media teams can bridge traditional and digital practices, improving news quality. This study underscores the need for cross-media frameworks to uphold journalism's public role, emphasizing the value of synergy between traditional and digital practices in producing high-quality journalism.

Cao (2023) discusses the evolving landscape of interactive documentary production in China and the West, providing an overview of media convergence's role in transforming documentary practices. The study outlines the trajectory from traditional media to digital platforms, emphasizing the impact of internet technology and media integration. Cao contrasts the media environments of China and the West, noting the unique pathways and platforms for documentary creation in each region. The analysis also highlights the rise of interactive applications, where users can engage with documentary content dynamically. This chapter provides a comprehensive background on current digital tools and platforms available for documentary production, illustrating how technological convergence enables a new form of participatory media. Cao's work offers insights



into how interactive features and digital distribution have broadened the possibilities for storytelling, allowing documentarians to reach diverse audiences and foster a deeper connection through interactive, multimedia-rich experiences.

Singh and Sehgal (2024) explore the effects of liberalization, globalization and privatization on media convergence in the post-1990s era, highlighting how these forces have shaped journalism in India. The study discusses the blending of journalistic and business models, creating transnational media conglomerates and altering traditional media dynamics. Singh and Sehgal analyze converged media platforms and the emergence of social media as a new space for journalism, where citizen participation and novel reporting techniques are prominent. The concept of "de-convergence," or the separation of previously merged media forms, is introduced as a counter-trend. Through interviews with journalists, the study provides first-hand insights into the challenges of multimedia journalism in a converged environment. This research presents a comprehensive view of convergence, examining its impact on journalistic practices, regulatory frameworks and the evolving role of multimedia journalists, who now navigate a complex media ecosystem shaped by rapid technological changes.

Dutta and Goswami (2024) focus on the role of digital journalism in fostering community engagement, particularly through community media initiatives that serve local and diasporic audiences. The study highlights the unique role digital platforms play in connecting communities, whether in times of crisis, cultural exchanges, or political events. Digital journalism facilitates the preservation and dissemination of community heritage, such as art, literature and endangered languages. Additionally, digital media has become a tool for community advocacy, enabling marginalized voices to reach a global audience. Dutta and Goswami illustrate how digital platforms have empowered communities to raise funds, preserve cultural identities and promote social justice. The study sheds light on the strengths of digital journalism in community development, while also addressing the challenges posed by the globalized media landscape. Their findings underscore the importance of digital platforms in creating a sustainable and accessible form of community-based journalism that bridges physical and cultural distances.

Research Methodology

This paper uses a quantitative approach, employing questionnaires, to investigate how digital media convergence impacts the production of local news in Haryana. In doing so, standard data collection and computation of statistics could now generally allow for conclusions. Using a questionnaire, it is possible to gather data in statistics that are statistically consistent regarding convergence's impact across roles and media outlets. Hundred respondents have been randomly selected to constitute a representative sample of the local media of Haryana to ensure proper generalizability to its cross-section. The questionnaire seeks information related to various key variables studied in the context of digital convergence, including demographic information such as kind of media outlet, organizational role and years of experience; production efficiency; changes in workflow; contents variation; audience engagement; and challenges in using digital tools. Questions have been designed with clarity and the response reliability is maintained.

The questionnaire variables are nominal (type of media outlet, role), ordinal (years of experience, efficiency) and interval levels (ratings on scales), so fine analysis is required. Metrics on audience engagement are a measure of effectiveness of platforms and questions on problems potentially open up more technical skill gaps and training adequacy. Data analysis was carried out in MS Excel: descriptive statistics mean scores and ranking and factor analysis to uncover underlying trends. Significantly, such an approach reveals critical factors that are influential in the impact of digital convergence on news production, thus adding more credence to the understanding the changes brought about on the local Haryana news industry.

Data Analysis

Profile of the Respondents

Table 1: Type of Media Outlet

Type of Media Outlet	Frequency
Print	16
Television	24
Radio	13
Digital-only	47
Total	100

The data reflected on Table 1 shows distribution levels of different types of media outlets among a 100 respondents or entities, leading to the emergence of an overwhelming majority of them through digital-only outlets making a total of 47 percent. This dominance makes visible the increasing reliance that one has on digital technologies for internet-based consumption practices around news and content delivery processes. Televised stations are the second-highest category at 24%, indicating that though the traditional broadcast media still covers a significant audience, their reach is relatively dwindling as digital media become increasingly prominent. Print media amounts to 16%, reflecting a steady decline in readership due to changing consumption habits and the convenience of digital alternatives. Radio stations constitute 13% of the total, which is a niche but persistent audience, often attributed to accessibility and its utility in specific contexts such as commuting or rural areas. The findings underscore the dynamic nature of the media industry, of which digital transformation is merely leading the charge. Broad trends in audience migration on digital platforms are due to immediacy, interactivity and personalized content. Innovations in



digital media translate to challenges for traditional outlets in terms of adaptation and ability to remain relevant.

Table 2: Position in the Organisation

Position	Frequency
Journalist	55
Editor	25
Producer	10
Digital Media Manager	10
Total	100

Table 2 presents a detailed breakdown of the organizational roles among the sample of 100 respondents. In the majority, 55%, they are journalists who take up the most prominent position in content creation and reporting in media organizations. Editors take the second-highest percentage at 25% in the respondents' group, pointing to the prevalence of those involved in the selection, verification and making decisions about contents. Producers and Digital Media Managers make up 10% each, showing that these are specialized positions supporting the production and digital delivery of content. Equally distributed, this represents a growing role for managing digital media along with more traditional production tasks. In general, the data emphasizes the content creators and editorial staff heads in the organizational chain of command while pointing to the importance of digital expertise in modern media environments. This pattern reflects the diversified nature of media organizations to meet the changing demands.

Table 3: Years of Experience in the News Industry

Years of Experience	Frequency
Less than 1 Year	20
1-3 Years	28
4-6 Years	15
7-9 Years	31
Above 9 Years	6
Total	100

Table 3 describes the Distribution of respondents by years of experience in the news industry. There are 100 participants in total. The largest category is those with 7-9 years of experience, 31%, who represent a substantial mid-career segment. This is followed closely by those with 1-3 years of experience, 28%, who represent a very large entry-level cohort into the industry. The percentage of respondents with less than 1 year of experience is 20%. This means that newcomers have a very strong presence in the field. Those with 4-6 years of experience amount to 15%, showing a gradual transition between early and mid-career stages. The smallest group consists of professionals with more than 9 years of experience, which amounts to 6%. This means that the proportion of highly seasoned experts in the sample is smaller. This distribution reveals a heavily youthful labour force in news gathering, fully reflective of the industry's trends towards quick personnel turnover and steady infusion of new talent.



Platforms used for News Production

Table 4: Primary Digital Platforms and Tools Used for News Production (Select all that Apply)

Digital Platform/Tool	Respondents Using	Percentage of Users	Ranking on the basis of Usage
Social Media (Facebook, Twitter, etc.)	82	82	1
Content Management Systems (CMS)	43	43	4
Video Editing Software	37	37	5
Digital Analytics Tools	59	59	3
Mobile Reporting Tools	71	71	2
Other	23	23	6

Table 4 shows Multiple digital platforms and tools that respondents use in news production. Social Media platforms include Facebook and Twitter, among others. It is the most widely used tool in news production, with 82% of respondents making it the top-ranked tool. This is because it is a key tool in disseminating content, interacting with audiences and in breaking news. Mobile Reporting Tools take the second spot, 71% of which are in use, highlighting the criticality of reporting on the go and up-to-the-minute news. Digital Analytics Tools rank third, 59% in use, but underlining an increasing shift towards data-driven decision making in content strategy. Content Management Systems (CMS) are used by 43%, ranking fourth and indicate the importance of CMS in managing and publishing digital content. Video Editing Software comes next at 37%, ranking fifth, which underlines the importance of visual storytelling in journalism today. Last but not least, Other tools, used by 23%, rank sixth, less commonly used platforms or niche technologies. In summary, the table reflects the use of a wide variety of digital tools in current news production workflows, where social media and mobile tools take the lead.

Impact of Digital Media Convergence

Table 5: Impact of Digital Media Convergence on Production Efficiency and Workflow

Aspect of Production	Significantly Increased	Increased	Neutral	Decreased	Significantly Decreased	Total	Total Weighted Score	Total Weighted Mean Score	Rank Score	Rank
Speed of News Delivery	31	23	33	6	7	100	365	4.87	346	2
Production Cost	7	13	37	30	13	100	329	4.39	296	3
Quality of Content	43	19	23	9	6	100	384	5.12	360	1

Table 5 assesses the effects of convergence of digital media on three critical dimensions of news production: speed of news delivery, cost of production and quality of content, using a weighted score and mean score. Quality of Content emerges as the top-ranked aspect with a total weighted mean score of 5.12 and rank score of 360, which reflects the fact that most respondents rate content quality as having improved drastically with digital media convergence. Speed of News Delivery is ranked second with a mean score of 4.87 and a rank score of 346, which reflects that speed in news delivery has indeed picked up with digital tools. Production Cost falls third, with a mean score of 4.39 and a rank score of 296, hence mixed perceptions. While workflow has been streamlined by the digital convergence, it doesn't reduce costs for most people; many remain neutral or perceive increased costs in most cases. Overall, as shown in the table above, digital convergence improves the efficiency and quality of contents but does not have equal effects on cost.

Table 6: Impact of Digital Convergence on Content Diversity and Multimedia Usage

Content Aspect	Always	Often	Sometimes	Rarely	Never	Total	Total Weighted Score	Total Weighted Mean Score	Rank Score	Rank
Increase in Topic Diversity	47	11	25	15	2	100	386	5.15	354	2
Use of Multimedia in News Content	76	9	11	3	1	100	456	6.08	449	1

Table 6 lists the degree to which digital convergence affects topic diversity and the use of multimedia in news items, ranked by weighted scores and mean scores. Multimedia use in news content takes the lead with a weighted mean score of 6.08 and a rank score of 449. This is a high percentage (76%) of respondents, who claimed to always incorporate multimedia into their news, indicating the importance of its role in enhancing engagement and enriching the storytelling process in digital news production. Topic diversity increased, with a mean score of 5.15 and a rank score of 354. As many as 47 percent of the respondents said they "always" expand topic diversity, meaning that digital convergence allows for more extensive coverage and exploration of different themes. The data show that digital convergence has improved the breadth of content and the incorporation of multimedia, showing how it has revolutionized the diversity and way of presenting news.

Audience and Effectiveness Strategies

Table 7: Audience Engagement on Digital Platforms (Select all that Apply)

Digital Platform	Respondents Using	Percentage of Respondents	Ranking
Social Media	89	89	1
Organization's Website	65	65	4
Mobile App	84	84	2
YouTube	79	79	3
Other	21	21	5

Table 7 depicts preferred digital platforms used by respondents for audience engagement are as follows: Social Media tops the list, with 89% of respondents using Facebook and Twitter, among others, for real-time engagement and wide coverage. Mobile Apps rank second, with 84% usage, which is gaining prominence in personalized content delivery and convenience for users. YouTube, at 79%, ranks third, inasmuch as video content plays a crucial role in reaching audiences through visual narration and live updates. Ranking fourth is the website of the organization, with a utilization rate of 65%, which means it still has relevance as a credible and comprehensive source of information for audiences. Ranking fifth are Other platforms, with 21%, referring to niche tools or less common channels used for engagement. The data reveals a strong preference for interactive and multimedia-rich platforms, reflecting the evolving dynamics of audience engagement in the digital era.

Table 8: Effectiveness of Audience Engagement Strategies

Engagement Strategy	Very Effective	Effective	Moderately Effective	Somewhat Effective	Not Effective	Total	Total Weighted Score	Total Weighted Mean Score	Rank Score	Rank
Social Media Sharing	41	21	23	7	8	100	380	5.07	358	2
Live Streaming	39	27	21	6	7	100	385	5.13	366	1
User-Generated Content	19	45	17	13	6	100	358	4.77	326	3
Interactive Stories	13	57	27	3	0	100	380	5.07	374	1

Table 8 scores and ranks different audience engagement strategies based on weighted scores. Interactive Stories and Live Streaming are the top-ranked strategies with weighted mean scores of 5.07 and 5.13, respectively. Interactive Stories rank first overall with a rank score of 374, which reflects their appeal in fostering immersive and engaging experiences for audiences. Live Streaming, with a rank score of 366, highlights its effectiveness in real-time engagement and event coverage. Social Media Sharing ranks second with a weighted mean score of 5.07 and a rank score of 358, which shows its widespread utility in amplifying content reach and fostering interaction. User-Generated Content ranks third, with a weighted mean score of 4.77 and a rank score of 326, which suggests moderate effectiveness. While valuable for audience participation, it is perceived as slightly less impactful than other strategies. Overall, the table stresses the significance of

interactivity and real-time features in modern audience engagement efforts, with innovative storytelling and live communication leading the way.

Challenges in Adoption

Table 9: Challenges in Adopting Digital Media Convergence (Select all that Apply)

Challenge	Respondents	Percentage	Rank
Lack of Technical Skills	57	57	3
High Cost of Digital Tools	87	87	1
Resistance to Change in Organization	35	35	4
Insufficient Infrastructure	69	69	2
Other	21	21	5

Table 9 shows the ranking of the challenges in adopting digital media convergence by percentage of respondents. The highest challenge is High Cost of Digital Tools, reported by 87%, ranked first. This implies a financial burden in terms of procuring and maintaining advanced digital technologies. Second, 69% rank Insufficient Infrastructure as a barrier. This indicates challenges such as poor internet connectivity, outdated systems, or limited access to advanced tools, especially in less developed regions. Lack of Technical Skills, cited by 57%, ranks third, which means there is a need for skill development and training to effectively use digital tools. Resistance to Change in Organizations, at 35%, ranks fourth, indicating cultural or procedural barriers preventing the organization from being transformed digitally. Other ones, identified by 21% rank fifth and represent niche issues not categorized under the above-mentioned primary challenges. In summary, the table points out financial, infrastructural and organizational challenges as the most important barriers to adopting digital media convergence. Overcoming these challenges is therefore crucial to facilitating a smoother transition into a digitally integrated media environment.

Overall Perceived Impact

Table 10: Overall Perceived Impact of Digital Convergence on Local News Production

Overall Impact	Respondents	Percentage
Very Positive	32	32
Somewhat Positive	44	44
Neutral	17	17
Somewhat Negative	5	5
Very Negative	2	2
Total	100	100

Table 10 depicts the Perceived Effects of Digital Convergence on Local News Production of overall respondents 100. The majority of the respondents view the effect as positive, with 32 percent rating it as very positive and 44 percent rating it as somewhat positive. These percentages amount to 76 percent of the sample, which means that digital convergence is recognized for benefits like easier access, more efficient and audience interactive. 17% of respondents are neutral, which can be interpreted as mixed or ambiguous perceptions about its impact. This may be due to different experiences or contexts. A smaller proportion perceives the impact negatively, in that 5% finds it somewhat negative and 2% very negative, relating to concerns such as high costs, technical challenges, or its effect on traditional workflows. In general, the data show that digital convergence is viewed largely as a transformational force of local news production with mostly affirmative feedback but also with certain reservations.

Result and Discussion

The study provides substantial insights into the shift in media production due to digital convergence. Table 1 reveals that 47% of the respondents seek news from digital-only outlets, which means that the dominance of digital media is on the increase. Television (24%) and radio (13%) still hold significant audiences but are gradually being outpaced by digital platforms, especially social media. Print media (16%) is on the decline as consumption patterns change. In terms of roles, Table 2 presents 55% of journalists, 25% editors and 10% producers and digital media managers. This goes on to show that contemporary media organizations are increasingly finding the need for digital experience as well as traditional editing capabilities.

Table 3 demonstrates an array of the workforce in which 31% possess 7-9 years of experience and 28% are entry level, indicating a vibrant, youth-oriented workforce that attracts this industry of



digital media as it is highly associated with new talent. Digital tools (Table 4) are the most significant aspect of news production, where 82% of them use social media, followed by mobile reporting tools and digital analytics at 71% and 59%, respectively, indicating that the industry is increasingly using digital platforms for real-time engagement and content management. Digital convergence has effects on content quality (mean score: 5.12) and news speed (mean score: 4.87), but cost cuts are limited (mean score: 4.39), implying financial constraints in the introduction of new technologies (Table 5). Table 6 Digital convergence improves the diversity of content (mean score: 5.15) and multimedia use (mean score: 6.08), with 76% of respondents using multimedia, thus making storytelling richer and the audience more involved.

Audience engagement strategies (Table 8) show that interactive stories and live streaming are the most effective, according to the current trends in audience interaction through digital platforms. Challenges in adopting digital convergence include high costs (87%), insufficient infrastructure (69%) and lack of technical skills (57%) (Table 9). Overcoming these barriers is essential for fully integrating digital technologies into media operations. Overall, Table 10 reveals that 76 percent of respondents see digital convergence in local news production as having a positive transformative impact, albeit with much to be learned to fully exploit its opportunities.

Conclusion

This study provides an in-depth overview of the shift in media production as a result of digital convergence. The findings reflect a clear trend towards consuming digital media, where 47% of the respondents rely on digital media sources for news alone, signifying the growing dominance of digital platforms. Traditional media, although remaining important at some level-again, mainly in the guise of television, at 24% and radio at 13% continue their inevitable march of decline; meanwhile, other types of social media continue their ascendancy into popularity. Print continues to drop-off as steadily, which indicates the shifting trends toward comfort and availability that digital media offer.

The study also underscores the evolving roles within media organizations. Journalists (55%) play a dominant role in content creation, while editors (25%) and digital media managers (10%) contribute significantly to content verification and management, indicating an increasing need for digital skills alongside traditional editorial expertise. Additionally, the media workforce is youthful and dynamic, with a significant portion of respondents being newcomers, highlighting the digital media industry's ability to attract fresh talent proficient in emerging technologies.

Regarding technological adaptation, social media (82%) and mobile reporting tools, 71% are also part of the news-making process, indicating the strong reliance on digital platforms that can be used for immediacy and effective management of content. The study, however, also shows the following: though digital integration has enhanced the quality and speed of news, its cost-cutting benefits is still limited, indicating problems in the financial aspect on the adoption of advanced tools for digital convergence.

Digital convergence has improved content diversity and multimedia use, as 76 percent of respondents use multimedia, which enhances storytelling and also increases audience engagement. Thus, the most effective forms of engaging audiences are interactivity in stories and streaming



live, showing that interaction with audiences has been greatly transformed by digital platforms. However, there are still barriers to complete digital convergence, such as high costs (87%), inadequate infrastructure (69%) and lack of technical skills (57%). All these issues need to be resolved for the maximum exploitation of digital technologies in media organizations.

In a nutshell, digital convergence has certainly transformed media production in the aspects of better quality, diversity and audience engagement. While it is undoubtedly true that the change towards digital platforms is beneficial, the associated challenges—the high cost and infrastructure gap—must be overcome before the media organizations can truly exploit the advantages of the digital technologies. The paper thus proposes that the media industry should take up digital transformation in order to transform in the changed demands both from the audience and from technology.

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