

## II: Strategic Communication

Title: "Multiplatform journalism kills sounds experiences."

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Abstract:

Communicating information through sounds, tone, pace. That is the task of radio reporters. They gather field sounds, ambience sounds, rich silences and oral discourses. They put them together and tell a story, create an impression. It is an organic experience for both the reporter and the audience.

This presentation argues that media convergence changes that organic moment. More and more newsrooms are composed of multiplatform journalists, who feed tv, web and radio. In most instances, it means that radio journalists are forced to use tv data for their radio stories: since tv is the heaviest media to serve, needing images and audio, it becomes the definer of journalistic methods. The logic behind convergence is that once tv is fed, radio can pick what it needs in audio from tv data.

Thus radio becomes a second class media. Convergence leads to a degraded sound quality and less and less ambience sounds for audio stories. It means a deteriorated experience for radio listeners.

Media convergence might be built differently. It could be built around: sound, images, text. Audio journalists could feed all the platforms with their sounds. Video journalists could do the same with their images. Then the specificity, richness and unique experience of sound would be preserved.