



جامعة الإمارات العربية المتحدة  
United Arab Emirates University

The College of Graduate Studies and the College of Humanities and Social  
Science Cordially Invite you to a

**PhD Dissertation Defense**

Entitled

*NEWSROOM CONVERGENCE OF PRINT AND ONLINE MEDIA:  
A STUDY OF THE GULF NEWS AND ALITTIHAD IN THE UAE*

by

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Abstract

The media industry in the UAE, like elsewhere in the world, is experiencing significant changes due to the innovations brought by Information and Communication Technologies (ICTs). Newsrooms are especially center of such changes, forcing media owners and managers to recognize that convergence of print and online media is inevitable to sustain their newspapers. This research intends to develop an assessment method to determine how newspapers are performing in a convergent media environment. To investigate the three types of newsroom convergence levels (coordination, cross media, and full integration); the study develops an assessment model for the ten dimensions of newsroom convergence as provided by earlier scholars. The study employs newsroom ethnography and triangulation method in which the researcher conducted interviews, analyzed records, and observed different aspects of newsroom convergence processes. The results provided detailed assessment of each newspaper on the ten dimensions and the overall assessment of the convergence levels that each newspaper is operating on. The study reveals that convergence is more strategically planned in the privately owned newspaper but haphazard in government owned newspaper. The study proved the validity of the assessment approach developed to determine convergence levels in the newsroom. This research can add to existing literature on newsroom convergence as well as provide a guide for media owners and managers who intend to plan for newsroom convergence projects, or to assess their current change projects.

**Keywords:** Newsroom convergence. Newsroom change management. Newsroom ethnography. Triangulation method. UAE press.