

## News Media Convergence in the Context of the War in Ukraine

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**Abstract:** *This article aims to analyse media convergence in the context of the war in Ukraine by analysing the different dimensions of this phenomenon and its impact on public opinion. The phenomenon, which is booming, also takes into account the media economy and discusses how content is created and disseminated. The paper starts from the hypothesis that the application of media convergence influences the development of new journalistic creations and audience growth through new professional practice tools among the Romanian Public Service Television -TVR journalists, the distribution of material across multiple online platforms and the use of amateur images. The research method used is content analysis, and the corpus is composed of nine news stories having as subject the war in Ukraine produced by TVR journalists in the first year after the conflict broke out. The focus was on explaining the transition from traditional to hybrid media content, combining professional and amateur practices.*

**Keywords:** *media convergence; network society; news; media content; active audience; digitisation;*