

Transmedia Journalism in the Post-Digital Age: Redefining Storytelling and Audience Engagement Through Media Convergence

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Abstract: *The evolution of journalism in the post-digital era has transformed storytelling from single-platform reporting into immersive, multi-platform narratives. This paper examines transmedia journalism as a response to media convergence, where traditional and digital media intersect to create richer, participatory news experiences. The study highlights how journalists leverage multiple media platforms—including social media, podcasts, videos, and interactive graphics—to craft compelling stories that engage audiences actively through recent studies, theoretical frameworks, and case analyses. The paper also addresses the ethical, operational, and technological challenges of convergence journalism, emphasizing the need for adaptable practices and participatory strategies. By synthesizing transmedia principles with the realities of media convergence, this research demonstrates how modern journalism is reshaping audience relationships, narrative structures, and the future of news dissemination. Real-world case studies help illustrate the transformative potential of transmedia approaches in enhancing engagement and narrative depth.*

Keywords: Transmedia journalism, media convergence, post-digital narrative, audience engagement, digital storytelling, participatory journalism

