**Gerard GOGGIN**

## *Mobiles Becoming Media: Implications for Theorizing Telecommunications Convergence*

In the present conjuncture we find mobiles being framed as media, from a range of industrial, economic, user, producer, audience, cultural, and social perspectives. Already mobile phone networks, devices, and applications are being reconfigured with the offering of mobile television, mobile film, mobile music, mobile radio and audio, mobile games, and mobile Internet. The mobile phone is extending beyond communications to incorporate media, and in doing so stand to enlarge its cultural and social significance.

Drawing on a research project on global mobile media, this paper considers the question of mobile media, what is distinctive about these, and what their implications are for approaching a philosophy of telecommunications convergence. In doing so, I draw on cultural and media studies and theory to come to grips with the thing (s) that are mobile media.

Firstly, I offer some initial definitions of mobile media, and how these differ from earlier accounts of the media, on the one hand, and the mobile phone, on the other.

Secondly, I briefly discuss the state of play of mobile media, focussing on mobile television and film. Here I provide an assessment of the kinds of practices and cultural forms associated with mobile media in their relative infancy.

Thirdly, I consider to what extent mobiles are taking on, or reworking, the social functions historically associated with media, not least their role in constituting audiences and publics — and how this contrasts, and intersects, with the media transformations identified with Internet cultures and technologies.

**Gerard GOGGIN** is Professor of Digital Communication, and Deputy Director of the Centre for Social Research in Journalism and Communication, the University of New South Wales, Sydney, Australia. He is author or editor of a number of books on mobiles, Internet, and new media, including *Mobile Technologies: From Telecommunications to Media* (2008), *Internationalizing Internet Studies* (2008), *Mobile Phone Cultures* (2007), *Cell Phone Culture* (2006), *Virtual Nation: The Internet in Australia* (2004), and *Digital Disability* (2003). Gerard holds an ARC Australian Research Fellowship for a study of mobile phone culture. He is editor of the journal *Media International Australia*. E-mail: g.goggin@unsw.edu.au.