

Integration Pathways for Traditional and Digital Media: An Innovative Exploration of Information Disclosure and Communication Models

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Abstract. With the development of digital technology, traditional media are facing an unprecedented crisis. Innovations in information dissemination methods and the rise of digital platforms have forced traditional media to seek transformation paths. From the perspectives of information disclosure and innovation in communication models, this paper analyzes the integration trends and response strategies of traditional media and digital media. Through analysis, the paper concludes that digital transformation is conducive to improving the credibility of traditional media, and proposes the necessity of new communication methods such as short videos and social media interaction. It is argued that traditional media should rely on digital platforms to improve information disclosure, enhance transparency, and strengthen audience participation, thereby adapting to the new media environment.

Keywords: Traditional media, Digital media, Information disclosure, Communication model

1. Introduction

There have been drastic changes in audiences' consumption habits and ways of accessing information. Traditional newspapers, radio, and television have been impacted by the Internet, social media, and short video platforms. In particular, the development of mobile Internet has accelerated the speed of information dissemination and enhanced interactivity. The living environment of traditional media has become increasingly harsh, and traditional media organizations have encountered difficulties in technology, funds, culture, and other aspects during the digital transformation process [1]. At the same time, digital media platforms have developed rapidly. Social media, short video platforms, and various news clients have gradually occupied audiences' time and attention, and the audience base of traditional media has been continuously shrinking.

In this context, traditional media must find a transformation path that can adapt to new communication methods and technologies. Information disclosure has become an important factor in media credibility and transparency, and also a factor that cannot be ignored by traditional media in digitalization. Therefore, how to effectively use digital communication technologies to improve the transparency of information disclosure is a problem that traditional media must face.

2. Background and current status of the integration of traditional media and digital media

With the rapid development of the Internet, traditional media are facing unprecedented challenges. Audiences have begun to shift to digital media such as social media and short video platforms, and

the number of audiences of traditional media has shown a downward trend. In particular, younger audiences are more willing to obtain news and information through digital platforms, and the influence of traditional print media and television has gradually weakened. The profit models of traditional media have also been severely impacted. Traditional media that rely mainly on advertising revenue have experienced a significant decline in advertising income under the fierce competition of Internet advertising, making it impossible to maintain their original operating models. At the same time, the lack of technical resources and innovation capabilities of traditional media has restricted the speed and effect of their digital transformation.

After the emergence of digital media, the means of information dissemination have undergone a fundamental change. The emergence of digital tools such as social media, short video platforms, and news clients has reshaped audiences' news consumption habits [2]. Especially after the development of mobile Internet, information dissemination has become more convenient, fast, and real-time, enabling people to easily access information and interact at any time.

Social media has strong interactivity and sociality. Audiences are no longer just recipients of information but also disseminators. This has expanded the depth and breadth of information dissemination. The emergence of short video platforms has made information dissemination more direct and rapid. The concise and intuitive content form adapts to the fast-paced lifestyle of modern people, greatly improving the efficiency of information dissemination.

Faced with an increasingly harsh living environment, traditional media have successively explored paths for integration with digital media. Media integration is not only a technical integration but also an all-round innovation in communication concepts, audience interaction, content production, and release models. For example, People's Daily has established a short video matrix to release newsworthy short videos on various social platforms; The New York Times has implemented a digital subscription model, combining online and offline efforts [3]. These measures have not only brought new audiences to traditional media but also provided new profit models.

3. Information disclosure and innovation in communication models

By virtue of digital platforms, traditional media can not only transmit information faster but also conduct real-time interaction with audiences, increasing information transparency. Information disclosure makes audiences feel that the media is open and transparent to them, thereby generating trust in the media and enhancing media credibility. Especially in major news events, media can release real-time information through digital communication methods, allowing the public to receive important information immediately and avoiding information delay and inaccuracy [4]. In addition, the interactivity of social media and live streaming platforms enables the public to participate in information dissemination and discussion, improving the transparency of information disclosure.

In the process of digital transformation, traditional media have innovated communication models, represented by live streaming, short videos, and social media interaction [5]. Each communication model has its own advantages and can play its respective role for different audiences. Live streaming is a new communication method that features real-time performance and interactivity, thus becoming an important form of news reporting. Through live streaming, media can report events in a timely manner and improve information credibility through interaction with audiences.

Short videos, a communication method developed in recent years, are concise and intuitive, meeting the needs of modern audiences. Short videos enable traditional media to quickly transmit information and present content in a more attractive way, thereby increasing the influence of information transmission. Short video platforms have provided a new stage for traditional media, which can use these platforms to release attractive news summaries, event reviews, etc., to attract young audiences. The interactivity of social media platforms has provided an unprecedented opportunity for traditional media. Media can not only release information through social platforms

but also obtain real-time feedback from audiences [6]. This makes information diverse and timely, enhancing audience participation. Social platforms have also become a bridge for communication between media and audiences. Media adjust content according to audience needs and preferences to achieve precision communication.

4. New technologies assisting the transformation of traditional media

Artificial intelligence (AI) technology has greatly improved the news production efficiency of traditional media. With the help of AI, media can automatically generate content that meets audience preferences, and use big data analysis to screen important information for journalists to report [3]. After the emergence of data journalism, traditional media's presentation of complex events has become more intuitive and understandable, and information has become more transparent.

Digital technology has not only improved the efficiency and transparency of information dissemination but also opened up new communication channels and business models for traditional media [6]. Information disclosure is an important factor in enhancing credibility, and more efficient and transparent information transmission can be achieved through digital platforms. New communication methods such as short videos, live streaming, and social media have strengthened the interaction between media and audiences and broken the time limit of traditional communication. Successful transformation cases include the AI news of The Washington Post and the short video strategy of Xinhua News Agency, which have proven the effect of combining technology with content innovation. These experiences provide valuable references for traditional media on how to maintain competitiveness and enhance audience stickiness in the digital age [7]. However, there are still challenges in the transformation process, such as technological investment, talent training, and cultural transformation. Therefore, media organizations should continue to tap the potential of digital technology, strengthen cooperation with digital platforms, develop more diversified profit methods, enhance audience participation, and achieve long-term development in the fierce digital environment.

5. Conclusion

With the deepening integration of traditional media and digital media, information disclosure and innovation in communication models have become more important. The analysis in this paper shows that the application of digital technology has not only improved the efficiency of information dissemination but also provided new development paths for traditional media. The emergence of new communication models such as short videos and social media interaction has injected new vitality into traditional media, overcoming problems such as timeliness and audience stickiness. There are still challenges in the transformation process, and further exploration and practice are needed in terms of technological investment, talent training, and cultural transformation. In the future, traditional media will continue to integrate with digital platforms, constantly change their communication methods, improve information transparency and audience participation, and thus achieve sustainable development.

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