

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

Wancun Cheng

Institute for Research on Portuguese-Speaking Countries, City University of Macau, Macau, China
wancuncheng@gmail.com

Abstract: With the development of digital technology, traditional media faces unprecedented challenges. The innovation of information dissemination methods and the rise of digital platforms have compelled traditional media to urgently seek pathways for transformation. This paper, from the perspectives of information disclosure and communication model innovation, explores the trends and coping strategies in the integration of traditional and digital media. Through analysis, it reveals how digital transformation can enhance the credibility of traditional media and emphasizes the importance of innovative communication formats such as short videos and social media interactions. It argues that traditional media must optimize information disclosure through digital platforms, improve transparency, and strengthen audience engagement to adapt to the new media environment.

Keywords: traditional media, digital media, information disclosure, communication model

1. Introduction

Audience consumption habits and information acquisition methods have undergone drastic changes. Traditional forms of media—such as newspapers, radio, and television—have been significantly impacted by the internet, social media, and short video platforms. In particular, the development of mobile internet has made information dissemination faster and more interactive. Traditional media institutions are facing an increasingly challenging survival environment and encounter multiple obstacles—technical, financial, and cultural—during their digital transformation processes [1]. Meanwhile, digital media platforms have experienced rapid growth. Social media, short video platforms, and various news apps have progressively captured audience time and attention, leading to a continuous loss of the traditional media audience base.

In this context, traditional media urgently needs to find transformation pathways that align with new communication methods and technologies. Information disclosure, as a critical factor in enhancing media credibility and transparency, has become an indispensable aspect of the digitalization process for traditional media. Therefore, effectively leveraging digital communication technologies to improve the transparency of information disclosure is a pressing issue that traditional media must address.

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

With the rapid development of the internet, traditional media faces unprecedented challenges. Audiences have progressively migrated to digital media platforms such as social media and short video platforms, leading to a declining trend in the audience base for traditional media. Younger generations, in particular, are more inclined to access news and information through digital platforms, resulting in the diminishing influence of traditional newspapers and television. The traditional revenue model of media, primarily based on advertising income, has also been severely impacted. Under the fierce competition from internet advertising, traditional media has experienced a significant decline in advertising revenue, making it difficult to sustain its original operational model. Furthermore, deficiencies in technological resources and innovation capabilities have limited the speed and effectiveness of digital transformation for traditional media organizations.

The rise of digital media signifies a fundamental transformation in information dissemination. The emergence of digital tools such as social media, short video platforms, and news applications has reshaped audiences' news consumption habits [2]. In particular, the widespread adoption of mobile internet has made information dissemination more convenient and instantaneous, enabling users to access and interact with information anytime and anywhere.

Social media is characterized by a high degree of interactivity and sociability, allowing audiences not only to be information receivers but also to become information disseminators. This interactivity has deepened and broadened the scope of information dissemination. Meanwhile, the rise of short video platforms has made information transmission more direct and rapid. The concise and efficient content format aligns with the fast-paced lifestyle of modern society, significantly enhancing dissemination efficiency.

Facing an increasingly harsh environment, traditional media organizations are actively exploring pathways to integrate with digital media. Media convergence is not merely a technological integration but also an all-around innovation in communication concepts, audience interaction, content production, and publishing models. For example, *People's Daily* has built a matrix of short video accounts across multiple social platforms to release newsworthy short video content; *The New York Times* has successfully implemented a digital subscription model, achieving balanced development online and offline [3]. These initiatives have not only brought in new audience groups but also provided new revenue streams for traditional media.

3. Information disclosure and innovation in communication models

In the process of integration between traditional and digital media, traditional media organizations, leveraging digital platforms, can not only disseminate information more quickly but also interact with audiences in real time, thereby enhancing transparency. Information disclosure strengthens audience trust in media and contributes to enhancing media credibility. Particularly during major news events, media organizations can use digital communication methods to provide real-time updates, enabling the public to access key information promptly and avoid delays or distortions [4]. Moreover, the interactivity of social media and live streaming platforms allows the public to directly participate in the dissemination and discussion of information, further enhancing transparency.

In the digital transformation process, traditional media has been innovating communication models, with live streaming, short videos, and social media interaction being the most representative [5]. Each communication model offers unique advantages and can be targeted to different audience segments. Live streaming, as an innovative communication model, has become a crucial form of news reporting due to its immediacy and interactivity. Through live broadcasts, media organizations can report events in real-time while increasing information credibility through audience engagement.

Short videos, a rapidly growing format in recent years, are concise and intuitive, catering to modern audiences' needs. They not only help traditional media rapidly disseminate information but also present content in a more appealing way, thereby amplifying the impact of communication. Short video platforms offer a new stage where traditional media can publish attractive news summaries and event retrospectives to engage younger audiences. The interactivity of social media platforms presents unprecedented opportunities for traditional media. Media organizations can not only release information via social platforms but also quickly receive feedback from audiences [6]. This interactivity increases the diversity and timeliness of information and enhances audience engagement. Social platforms have become a bridge for communication between media and audiences, enabling media organizations to adjust their content based on audience needs and preferences, thereby achieving more precise dissemination.

4. New technologies empowering traditional media transformation

Artificial intelligence (AI) technology has significantly improved the efficiency of news production in traditional media. By using AI, media organizations can automatically generate content tailored to audience interests and utilize big data analytics to filter key information, assisting journalists in reporting news more efficiently [3]. The rise of data journalism has enabled traditional media to present complex events in a more intuitive and comprehensible way, enhancing information transparency.

Digital technologies have not only improved the efficiency and transparency of information dissemination but also provided new pathways and business models for traditional media [6]. Information disclosure, as a critical factor in enhancing credibility, has become more efficient and transparent through digital platforms. Innovative communication models such as short videos, live streaming, and social media interactions have strengthened media-audience engagement, breaking the traditional limitations of timeliness. Successful transformation cases, such as *The Washington Post's* implementation of AI-generated news and Xinhua News Agency's short video strategies, demonstrate the effectiveness of combining technological and content innovations [7]. These experiences offer valuable lessons on how traditional media can maintain competitiveness and enhance audience stickiness in the digital era. Nevertheless, challenges persist in the transformation process, including technological investment, talent development, and cultural change. Therefore, media organizations should continue to tap into the potential of digital technologies, strengthen cooperation with digital platforms, explore diversified revenue models, enhance audience engagement, and ensure sustainable development in an increasingly competitive digital environment.

5. Conclusion

As the integration between traditional and digital media continues to deepen, the importance of information disclosure and innovation in communication models becomes increasingly evident. Through the analysis presented in this paper, it is clear that the application of digital technologies not only enhances the efficiency of information dissemination but also offers traditional media new pathways for development. The rise of new communication formats, such as short videos and social media interactions, has infused traditional media with renewed vitality, helping to overcome challenges related to timeliness and audience engagement. However, significant challenges remain in the transformation process, particularly in areas such as technological investment, talent development, and cultural adaptation, which require further exploration and practical efforts. Looking ahead, traditional media must continue to deepen its integration with digital platforms, consistently innovate communication models, and enhance both information transparency and audience engagement. By doing so, it can achieve sustainable development in the evolving media landscape.

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