

# The Integration of Digital Technology and Media - A Review of the Development of Journalism and Communication

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Received: 11 July 2022; Accepted: 31 August 2022; Published: 11 November 2022

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## Abstract:

With the continuous development of social economy and science and technology, digital media has enriched people's lives and has a great impact on the journalism and communication industry. Digital media technology is a product of modern technological progress, which can be combined with traditional communication methods on the basis of "chain" communication, enabling the visualization, data and vividness of communication contents. This paper analyzes the integration of digital technology and media, its characteristics, application as well as development in news communications.

## Keywords:

Digital Media Technology, Journalism and Communication, Development, Application, Impact

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## 1. Introduction

In the era of big data, digital media technology has been widely used, various types of social media have been involved in the process of journalism and communication, and the emergence of a large number of communication subjects and changes in the communication mode of online platforms have brought about a great impact on the communication effectiveness of traditional journalism media. The book *Communication Theory: Extension and Application* edited by Wang Yiben provides abundant theoretical resources for discussing the application and influence of digital media technology in journalism and communication.

## 2. The Concept of Digital Media Technology for Journalism Digital Transformation

The traditional ways of journalism and communication are mainly through newspapers, radio, television and other channels. Digital media, as a new media, the mode of its dissemination has a large difference from the traditional media.

### ***2.1. The concept of digital media***

Digital media is a relative concept. Compared with newspapers and TV, all kinds of media on the digital media technology platform are called new media. In fact, back when TV first emerged, compared to newspapers and magazines, TV was also considered as new media. With the improvement of Internet technology, the carriers, platforms and forms of digital media are changing with each passing day, and new concepts such as We-Media, new media for government affairs, streaming media, and media convergence have been derived.

### ***2.2. The impact of digital technology on journalism and communication***

With the development of digital media technology, the traditional journalism media is blessed with new technologies and new energy, and become more comprehensive in content and more efficient in communication speed. Digital media technology is closely related to general journalism and communication. Journalism and communication in today's era cannot be separated from the development of digital media and the journalism and communication carrier derived from digital media. Therefore, the development of digital media technology must be the change of journalism and communication technology. With the use of digital media technology, the journalism becomes rich and diversified.

### ***2.3. Characteristics of audience in digital media era***

In the era of big data with the rapid development of Internet and digital media, the needs of users are constantly expanding and upgrading, and the survival of media is closely related to the satisfaction of users. The blurring of the boundary between “source” and “audience” has fundamentally changed the status of the audience in the communication process, and the publisher and the audience are not only on equal footing, but may also be interchangeable. The audience of digital media enjoys absolute reading choice, and can choose to accept or block the delivery of information independently. In order to attract more audiences, enhance the effectiveness of information dissemination and expand their influence, all journalism release platforms make timely strategic adjustments in the direction of audience's preference for information. Because the choice preference of digital media audience plays a decisive role in the effectiveness of dissemination, the journalism and communication of information publishers presents a significant market trend.

## **3. Five Characteristics of Digital Media Technology**

In the book, the author expounds the background, meaning and characteristics of digital media technology. Digital media technology has the characteristics of interactivity, individuation, initiative, universality and timeliness [1]

### ***3.1. Interactivity***

Among them, interactivity means that digital media breaks through the limitation of one-way information output, and enables users to interact with information publishers in a very short time through diversified information transmission tools.

### ***3.2. Individuation***

Individuation means that digital media can customize personalized content according to users' preferences; at the same time, users can also choose the categories

of information content according to their own preferences, which makes users have a sense of freshness in the process of using digital media.

### ***3.3. Initiative***

Initiative refers to the fact that digital media can push various related information for users according to their interests and preferences, making the information received by users more proactive and selective, which can meet users' needs and make information dissemination multi-dimensional.

### ***3.4. Universality***

Universality means that in the way of obtaining information and in the process of spreading information, digital media breaks through a single form such as pictures and words, and the content of information dissemination is more extensive, and the scope of influence breaks through the limitation of time and space.

### ***3.5. Timeliness***

Timeliness means that in the process of communication, digital media has a faster speed, which can not only enable users to fully grasp relevant information in time, but also pushes users to real-time information about what is happening around the world.

## **4. The Inheritance and Development of Digital Media Technology for Journalism And Communication**

Traditional journalism media communication is relatively single, mainly relying on journalists to disseminate information, while digital media communication can rely on the network, wireless digital mobile communication, mass media and other ways to disseminate information. Diversified communication methods can make up for each other's shortcomings, so that users do not need to be limited to objective factors such as place and time when using, and obtain journalism information through various media.

### ***4.1. The phenomenon of traditional media in the digital age***

Digital media rely on the network to spread, users can express their views and opinions on the network platform, and can also communicate and discuss with other users on a certain journalism information through the network platform. [2] With the rapid development of digital media, many traditional journalism expressions are gradually eliminated, which also brings inconvenience to many people who have adapted to traditional journalism audiences for a long time. The original single nature of reading has changed into diverse nature of reading. Older people are slow to accept new media technologies, and there is certain repellency in the process of using new media carriers.

### ***4.2. Digital technology needs to be integrated with traditional media***

Many people around us still pursue the writing form of journalism reading, and such receiving habits are not completely replaced by new media technology. Therefore, while new media technology is developing rapidly, we should also take into account the transition of a considerable part of people's experience of technology development, and the development of new technical means must be fully popularized in society and receive a fairly high evaluation before starting to change.

We respect the past, but we believe more in the future. Adhering to the advantages brought by the development of new media technology is an essential professional accomplishment for journalists in the new era. How to combine new media technology with journalism and communication reform is what we are constantly pursuing. Through new media technology, we can continuously enhance the attraction and appeal of journalism, enhance the content, and let more people accept the convenience brought by new media technology. [3]

## **5. Application of Digital Media Technology in Journalism and Communication**

After expounding the meaning and characteristics of digital media technology, in the book the author discusses the communication form and application category of digital media technology in depth. The author believes that digital media technology, as a new media technology, can deeply integrate pictures, words, sounds, videos and other information, thus expanding the way of journalism and communication.

### ***5.1. Application of digital media technology in the field of journalism and communication***

At present, the application of digital media technology in the field of journalism and communication in China is mainly reflected in the following three aspects.

Firstly, the use of WeChat official account. As a simple social platform, WeChat has been welcomed by the vast number of users. In the process of communication, the journalism media can use the influence of WeChat official account to greatly improve the speed of journalism and communication, break the timeliness of traditional journalism and communication, and achieve secondary or multiple publicity such as re-communication in communication, so that the audience can get the latest diversified information content in a relatively short time.

Secondly, application of visual journalism on mobile terminals. With the widespread use of mobile visualization terminal, part of the journalism can be visualized in a way that allows the audience to understand the news information in a timely manner, which breaks through the limitation of obtaining information by reading texts in the past. Information forms such as audio and video enrich the content and form of journalism information dissemination, which greatly improves the journalism and communication effect and allows readers to receive content from visual, auditory and sensory aspects.

Thirdly, the application of live journalism broadcast. With the rapid development of live broadcast platform, journalism live broadcast has gradually become the main way of contemporary journalism and communication. Media organizations can not only gain more "fans" through live broadcast, but also improve the communication effect and change people's "inherent" impression of journalism and communication.

### ***5.2. The role of digital media technology in journalism and communication***

With the development of live broadcast technology, readers who watch live broadcast can participate, comment and track instant journalism at any time, which greatly deepens readers' impression of the journalism, narrows the distance between the journalism column and readers, and deepens the trust between both parties.

Journalism is a very extensive category, including government affairs journalism, people's voice journalism, entertainment journalism, automobile journalism, etc. Classification is also a different professional direction for every journalist. Digital media can give full play to such advantages. [4] Users can download different apps according to their different preferences to watch the journalism content they want, so as to get the journalism they want more accurately. Through the analysis of different big data in the background, the journalism background staff can quickly and accurately launch the journalism content they want, greatly improving the content quality of accurate journalism.

## **6. Application of Digital Media Technology in Journalism and Communication**

On the basis of analyzing the application of digital media technology, the author believes that the influence of digital media technology on journalism and communication is more extensive, which mainly concentrates on two aspects, namely, digital media technology makes the boundary of journalism and communication blurred and digital media technology enlarges the disorder of journalism and communication. The author then discusses these two situations.

### ***6.1. Digital media technology blurs the boundaries of journalism and communication types***

With the in-depth development of digital media technology, the Internet has gradually become an important medium for journalism and communication, and most audiences can communicate and cooperate through the Internet. The boundaries of interpersonal communication, organizational communication and mass communication of journalism information in the past have been gradually blurred.

At the same time, the emergence of WeChat, Weibo, TikTok and other platforms enables audiences to break through the limitations of traditional journalism media to obtain more timely and abundant journalism information, which further promotes the fuzzification of traditional forms of communication. [5] This blurring of the boundaries of journalism and communication types is helpful to promote the integration and dissemination of information and provide more convenient and high-quality information services for the audience.

### ***6.2. Digital media technology amplifies the disorder of journalism and communication***

With the development of digital media, journalism and communication is gradually popularized, and the characteristics of "popularization" and "civilian" of journalism producers are more prominent. Facing this situation, traditional journalists and their working principles have also been greatly impacted. At the same time, the anonymity of information dissemination in the digital media era makes it difficult to accurately judge the authenticity and effectiveness of information.

## **7. The Media Responsibility of Employees in the Digital Media Era**

In any era of media development, the level of media itself will become the decisive factor of the influence, which will further affect the communication effectiveness of information media. This evaluation index is still applicable in the era of big data where digital media technology is widely used.

The application and popularization of digital media provide a large number of ways and means for information dissemination. The participants in information dissemination are diversified, and the trend of integration and transformation among roles is obvious. New communication modes have emerged between information publishers and information audiences. [6] The two-phase and interactive information dissemination is becoming more and more obvious. Under this background, everyone can become the source of information, and the information can be updated and disseminated quickly. Once there is an event that can arouse public discussion, the public opinions will ferment rapidly. As everyone can become an information publisher, the information in the field of public opinion becomes chaotic, fragmented and mixed with true and false. The information that is difficult to distinguish between true and false and lacks objective judgment will continue to spread and diverge rapidly, and it becomes different to control the public opinion. This makes the journalism and communication in the new media era criticized, and various reverse journalism emerge one after another.

Therefore, in the media environment where digital media technology is widely used, journalism and communication practitioners should strictly abide by professional ethics, voluntarily fulfill media responsibilities, carefully use their own influence, play a positive role in their own communication effectiveness as well as spread positive energy. Also when it is necessary, they should assist the government in work, and maintain network order. It is important to correctly use digital media technology, exert its positive role in information dissemination, and guide public opinion correctly, which have a positive effect on individuals and society, and is conducive to realizing the practical value of digital media and journalism and communication.

### **Conflicts of Interest**

The author declares that there is no conflict of interest regarding the publication of this article.

### **Funding**

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

### **Acknowledgments**

In the long process of writing, no one has given me more care and guidance than the supervisor, Zhou Jian, the associate professor, master tutor and vice president of School of Media Arts and Communication. Mr. Zhou is knowledgeable, has a serious scientific attitude, rigorous academic spirit and work style of striving for perfection. Under his patient guidance and careful care, the author completed this thesis.

The author would also like to thank the scholars whose monographs are cited in this dissertation, without the inspiration and help of their research results, the author would not have been able to finish this paper.

At this point, the author would also like to thank friends and classmates, who gave the author a lot of useful materials while writing the thesis and also provided enthusiastic help in the process of layout and writing of the thesis.

Last but not the least, the author would like to thank all the experts and teachers who reviewed and guided the thesis during their busy schedules. Thanks for your hard work.

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