

# THE CHALLENGE FROM TRADITIONAL MEDIA TO DIGITAL MEDIA

## STATUS CHANGE

Analyzed from the perspective of communication, everyone can conduct mass communication, and the information transmitted has nothing to do with the significance of the meaning, which greatly enhances the initiative of the audience, in the traditional sense mass communication has become increasingly niche and individualized.



## DIFFERENT COMMUNICATION WAYS

Added advantages: fully personalized information can be delivered to countless groups that know or don't know at the same time. Elimination of shortcomings: When the communicator wants to personally communicate unique information to each recipient, it is no longer subject to point-to-point restrictions. When the communicator wants to communicate with the public at the same time, it can provide personalized content for each recipient.

## DIVERCIFICATION OF PURPOSES

The ideal model of "propagation from all to all" of digital media also constitutes a diversified trend of digital media's communication purposes. The purposes of communication have become diverse, complicated and unclear.



## UNLIMITED RANGE

Compared with traditional media, another distinctive feature of digital media is that it dissolves the boundaries between traditional media (television, radio, newspapers, and communications), and dissolves the boundaries between countries, between communities, and between industries. Eliminate the boundary between the sender and receiver of information.

## TECHNOLOGICAL INNOVATIONS COST LESS

Digital media releases almost zero-cost information, which is free for many recipients. The communication technology and cost are much simpler and cheaper than traditional media.

