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Review Article

Towards Digital Media and Conventional Media Challenge and Opportunity: What to Expect

Ahmad Alzubi a,*

^a School of Multimedia Technology and Communication, Universiti Utara Malaysia, Sintok, 06010 Bukit Kayu Hitam, Kedah, Malaysia.

* Correspondence: ahmadalzoubi642@yahoo.com (A.A.)

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Abstract: The rise of digital media has brought about a fundamental shift in how information is created, disseminated, and consumed. It has presented both challenges and opportunities for conventional media. In this paper, the author explores digital media's landscape and impact on conventional media. This study examines the challenges traditional media outlets face, such as declining circulation and advertising revenue, and the opportunities presented by digital media, such as new revenue streams and expanded audiences. This study also discusses the implications of this shift for journalism, advertising, and entertainment. This study argues that while digital media presents significant challenges to conventional media, it also offers exciting opportunities for innovation and growth. Traditional media can thrive in the digital age by embracing new technologies and adapting to changing consumer preferences.

Keywords: digital media; conventional media; challenge; opportunity; digital environments.



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1. Introduction

Digital media has become a critical tool for effecting change and development in the digital era. Digital media refers to media created and disseminated using digital technologies, including websites, social media platforms, mobile apps, online videos, and podcasts. One of the keyways that digital media has been used to effect change is through social media platforms like Twitter, Facebook, and Instagram. These platforms allow individuals and organizations to communicate with large audiences quickly and easily and to share information and ideas on a global scale. Social media has been used to promote social and political causes, organize protests and rallies, and connect people with similar interests and goals. Digital media has also been instrumental in promoting economic development and growth. E-commerce platforms have enabled businesses of all sizes to sell products and services online, reaching customers across the globe. Digital marketing techniques such as search engine optimization (SEO) and social media advertising have helped businesses increase their visibility and reach new audiences. Additionally, digital media have been used to provide access to education and information, particularly in developing countries. Online courses, educational videos, and digital libraries have allowed people to learn new skills and access previously difficult information. Digital media has emerged as a powerful tool for effecting change and development in the digital era. By leveraging the power of digital technologies, individuals and organizations can connect, promote causes and ideas, and drive economic growth and development (Alzubi, 2023).

Digital media is a communication media encoded in digital form that represents the reality of digitalization and virtualization (Wiana, 2017; Dahya, 2017). Information technology, as exemplified by digital technology and the internet, profoundly affects people's lives in this age of the collision of industrial civilization and future digital civilization. Because of the proliferation of digital media, we now get our news not from print newspapers or television but from our smartphones and other digital devices. The evolution of new art forms, new modes of production, and new features of creation is a direct result of advances in thinking, technology, knowledge, and ideas, which have provided deeper substance and form of expression to cartoons and other traditional art forms. Network and software media are where the virtual qualities of digital media are most apparent.

Dahya (2017) examined the impact of digital media on cinema by first outlining the features of digital media technology and then evaluating the unique ways digital media has been used in the film industry. In their research, Ma et al. (2018) examined the production steps of character animation, critical issues in animation production, and the production of character walking motion; they also discussed the creation process and specific process of midterm production. Aiqing et al. (2016) presented a work of art created with an aesthetic mind and cutting-edge technology. Holroyd (2019) studied and elaborated on the application characteristics of immersion theory in 3D projection animation from multiple perspectives, including moving beyond conventional modes of artistic expression, the connection between the art and technology of 3D projection animation, the impact of varying physical settings on the theory's effectiveness, and the evaluation of its worth (Holroyd, 2019).

According to Rachmadtullah et al. (2018), the social form of "hardware" of traditional media is gradually transformed into digital media's "software form," which lacks the physical form of material, effectively promotes the media, undergoes a historical change, and even connects the electronic world with the real world to build a new social information environment. Not only is this virtual element one of the main symbols of the digital media period, when society enters the survival mode of the network, but it also alters the shape of media, makes people feel reliant, and transforms their social habits. Because of its ability to better connect the previously associated media with cinema and television, digital media art can generate a more substantial broadcast impact (Shi et al., 2017). The use of digital media technologies in creating and distributing films has yielded positive results. One of the future trends in film production is the adaptable use of digital media technology to spur the creation of films since these fit in with the features of digital media. In order to accomplish three-dimensional presentation technology, digital media technology relies on the analysis and processing of information gleaned through computer media technology. When it comes to digital audio and video, filmmaking, and even virtual reality, the merger of physical media with computer technology is the most all-encompassing technology. Combining musical, dancing, and visual art elements will produce more vibrant creative modes.

Digital media technology is integral to any sector's artistic production, modeling design, technical language, and visual expression. The line between the creation (or transmission) of messages by campaign players, the creation of news by journalists, and the consumption of messages has blurred in the digital era. Campaign players may sidestep the media on digital platforms, and users can double as communicators, creating a new mashup role of "producers" and "consumers." Moreover, on digital platforms, creation and consumption may be seen simultaneously; each post is accompanied by analytics that provides information about user behavior and a potential connection between content or message elements and audience responses. Overall, political communication scholars have shifted their focus from news media content to the digital activities of campaign actors (e.g., Langer et al., 2019) and, most importantly, to those using the media who are active on platforms (Art et al., 2018; Balcells & PadróSolana, 2020; Del Vicario et al., 2017; van Klingeren et al., 2018). Undeniably, the rise of new digital media has profoundly affected the visual communication industry and traditional forms of media.

Traditional forms of media, such as newspapers, periodicals, and television, have been dramatically impacted by the rise of digital media and its impact on the production, distribution, and consumption of information. The proliferation of online platforms and social media is a primary example of how new digital media has impacted more established means of communication. These platforms have enabled individuals and groups to publish and distribute content to an international audience by bypassing editorial and broadcasting gatekeepers. As a result, everyone with access to the internet can reach a broad audience, leading to the democratization of the media. Graphics, video, and animation are all examples of new types of visual communication made possible by the spread of digital media. Audiences have markedly preferred these media because of their increased interactivity and realism.

Digital media has also affected the revenue streams of more conventional news outlets. Many have needed help adjusting to the rise of digital advertising and subscriptions, which has resulted in falling profits and, in some circumstances, the need to lay off employees. The advent of new digital media has had a profound and far-reaching effect on traditional media and visual communication forms. It will continue to do so for years (Alzubi, 2022).

2. Literature Review

The rise of digital formats has posed challenges for more conventional forms of communication. Due to a decline in readership, newspapers need help to stay afloat. The internet has replaced print media as the preferred source of

news and information for today's youngsters (Saxena, 2019). The evolution away from print media towards the digital realm has several causes. First, the new media instantly delivers breaking news; second, it's available whenever and wherever you are; and third, it gives extensive context for any event. Although the newspaper is still held in high esteem, the internet is undoubtedly the most influential form of media today. Media means news in English. By extension, "media" may convey or communicate information to a specific audience. "Digital Media" refers to any media created, disseminated, and stored digitally. The proliferation of prosumer electronics, public Wi-Fi, and pervasive hardware, software, and apps has fueled the expansion of the internet's digital media ecosystem. It has been shown by Reyna et al. (2018). Transmission of text, music, video, and graphics via the internet for online consumption is today considered digital media (Tang & Wei, 2023).

Even though no one has yet agreed upon a definition of digital media, new media, or alternative media, this phrase has evolved in the wake of the internet and the subsequent technological revolution. The term "alternative media" encompasses a wide variety of publications, from "radical critical" outlets to "independent" news outlets to "grassroots autonomous" transitions from mass media to community, citizen, and participatory media (Jeppesen, 2016). Digital media describes how computers are used in tandem with other media. This phrase is frequently used with multimedia to refer more specifically to electronic media that operates using a machine or binary code rather than analog signals. (Lee, 2018). Coding algorithms generate digital material such as music, movies, books, and pictures for digital media. As opposed to analog media, digital formats use discrete values. The rise of digital media has significantly impacted the media industry, presenting challenges and opportunities for conventional media outlets. Traditional media outlets are facing a decline in circulation and advertising revenue due to the rise of digital media. Several studies have examined the impact of digital media on conventional media and the challenges traditional media outlets face (Alzubi, 2023).

According to a study by Kim et al. (2022), the emergence of digital media has led to changes in the media landscape, resulting in the decline of print media and the rise of online media. The study notes that digital media has disrupted traditional business models, challenging the sustainability of conventional media outlets. The decline of traditional media has also led to concerns about the quality of journalism, as fewer resources are available for investigative reporting and fact-checking. In contrast, several studies have highlighted digital media's opportunities for traditional media outlets. A study by Westlund & Färdigh (2015) notes that digital media has enabled traditional media to reach new audiences and generate new revenue streams. For example, traditional media outlets can use digital platforms to distribute their content to a global audience and to monetize their digital content through advertising and subscription models.

Moreover, digital media has also transformed the advertising industry. According to a study by Hafez (2021), digital advertising has become a crucial part of the advertising industry, with advertisers shifting their focus from traditional media to digital media. The study notes that digital media has enabled advertisers to reach targeted audiences with personalized messages, resulting in higher engagement and conversion rates. In conclusion, the literature suggests that the rise of digital media has brought about significant changes in the media industry, presenting both challenges and opportunities for conventional media outlets. While digital media has disrupted traditional business models and led to a decline in circulation and advertising revenue, it has also presented opportunities for traditional media to reach new audiences and generate new revenue streams. Adapting to these changes is crucial for traditional media outlets to thrive in the digital age.

The demise of print newspapers is one significant result of this transition toward digital and online news sources. Most Jordanians no longer read newspapers but instead rely on the internet and social media for their news (Bacon, 2010). The result has been a drop in newspaper readership and advertising income, prompting conventional media to shift their focus online and create new forms of digital content. Another way new media has affected visual communication is by making it easier for individuals to develop and distribute their visual works. Because of the widespread availability of smartphones and other devices with high-quality cameras and editing software, it is now easier than ever for people to take, edit, and share their images and films (Alkholy, 2010). Because of this, more individuals than ever before can convey their ideas and opinions via visual means.

3. Digital Environments in Infrastructure and Platform

Digital environments have become an essential part of modern infrastructure and platform development. The shift to digitalization has revolutionized how we work, communicate, and access information. This literature review investigates the impact of digital environments on infrastructure and platform development and the associated challenges.

3.1. Infrastructure and Platform Development

Infrastructure and platform development are essential components of modern technology. Infrastructure refers to the physical and virtual components that enable the delivery of services and applications. In contrast, platforms refer to

software frameworks and tools that enable developers to build and deploy applications. The development of infrastructure and platforms has been evolving rapidly with new technologies such as cloud computing, IoT, and artificial intelligence.

3.2. Digital Environments

Digital environments are the virtual spaces in which digital infrastructure and platforms operate. Digital environments can be accessed anywhere, anytime, and on any device. The rise of digital environments has altered how businesses approach infrastructure and platform development. Digital environments enable organizations to scale their infrastructure and platforms more efficiently, reduce costs, and enhance collaboration and communication.

3.3. Impact of Digital Environments on Infrastructure and Platform Development

Digital environments have had a significant impact on infrastructure and platform development. Digital environments have enabled organizations to scale their infrastructure and platforms more efficiently, reducing costs and improving performance. Digital environments have also enhanced collaboration and communication among team members, allowing for better decision-making and faster delivery of projects. However, the adoption of digital environments is not without its difficulties. Organizations need to ensure the security and privacy of their infrastructure and platforms in digital environments. They must also be aware of the potential risks of using digital environments, such as data breaches and cyberattacks. Moreover, digital environments have significantly impacted infrastructure and platform development. Digital environments have enabled organizations to scale their infrastructure and platforms more efficiently, reduce costs, and improve collaboration and communication. However, adopting digital environments has its drawbacks, and organizations must be aware of the potential risks associated with their use. Overall, digital environments are an essential component of modern infrastructure and platform development, and their adoption is crucial for organizations to remain competitive in the digital age.

4. Challenges and Opportunities

The emergence of technology has presented various issues for both traditional and digital media in Jordan, which have significant implications for their functioning and ability to shape public opinion. As an individual pursuing higher education, it is crucial to acknowledge these obstacles to comprehend the evolving dynamics of the media sector in Jordan. The emergence of digital media has had a profound influence on the consuming behaviors of consumers in Jordan. The readership and viewership of traditional media channels, such as newspapers and television, are seeing a drop due to the increasing preference of individuals for digital platforms in accessing news and entertainment. The shifting tastes of its audience challenge traditional media to adjust to the change in consumption patterns effectively. Furthermore, the increasing availability and inexpensiveness of digital media have facilitated the process of people assuming the role of content makers. The proliferation of information has resulted in an excessive abundance and a decline in the reliability and caliber of news. College students need to critically evaluate whatever forms of information they receive, given the prevalence of disinformation and false news on digital platforms.

In addition, the proliferation of digital media has presented other obstacles to preserving freedom of speech and the imposition of censorship. In Jordan, traditional media outlets have historically encountered limitations on the scope of their reporting. However, digital media has emerged as a viable platform for citizens to express their viewpoints openly. Nevertheless, the government has also enacted measures to regulate digital media, which has raised apprehension over the potential stifling of many perspectives and the curtailment of online liberties. Furthermore, the emergence of digital media has transformed the income model of media firms. The sustainability of print newspapers and television stations primarily depended on advertising income. Nevertheless, the advertising sector is now dominated by digital media platforms such as Facebook and Google, posing significant challenges for traditional media outlets in their quest to produce sufficient cash for sustainability. The financial constraints have resulted in a reduced workforce and shutdowns of conventional media establishments, exerting a significant impact on the media environment in Jordan.

Moreover, the integrity of both traditional and digital media has been undermined by the increasing prevalence of sponsored content and native advertising. With the growing influence of advertising on media organizations, college students need to exercise caution while consuming information since possible biases may be present. The need to engage in critical analysis and fact-checking of news stories has assumed paramount importance to ascertain the veracity of the information being disseminated. Furthermore, it is noteworthy that social media platforms have substantially influenced the media scene in Jordan. The use of social media as a primary outlet for news and information has resulted in a fragmented media landscape whereby people construct personalized echo chambers. The issue, as mentioned earlier, has elicited apprehension over the societal division and the limited exposure to varied viewpoints among college students and the broader populace.

Additionally, the expeditious dissemination of information via social media platforms can engender the proliferation of false and misleading content, instigating societal turmoil and inducing a state of heightened anxiety. This difficulty necessitates an augmentation in media literacy instruction to allow college students to differentiate between credible material and unfounded claims. Moreover, Jordanian conventional media establishments need help adjusting to new platforms and technology. Numerous print media outlets and broadcast networks have successfully ventured into internet platforms, while the process has faced some challenges for certain entities. Traditional media outlets' full use of digital media might be impeded by constraints such as scarce funds and an absence of technical proficiency. The significance of information security and privacy has been heightened, considering the proliferation of digital media. Digital platforms can acquire and exploit personal data, leading to growing worries about the possibility of misusing personal information. College students must comprehensively understand their digital footprint and undertake suitable actions to safeguard their online privacy.

Challenges for Conventional Media:

1. Declining readership/viewership due to competition from digital media
2. Difficulty replicating the customization and interactivity of digital media.
3. Adapting to changes in consumer habits and preferences
4. Need to develop new revenue streams beyond traditional advertising and subscriptions.

Opportunities for Conventional Media:

1. Building on brand recognition and trust established over decades or even centuries.
2. Focusing on high-quality, in-depth reporting and analysis that digital media cannot easily replicate.
3. Developing new partnerships with digital media companies to reach wider audiences.
4. Exploring new revenue streams such as events, merchandise, and content licensing

Challenges for Digital Media:

1. Dealing with information overload and competition from other digital media sources
2. Adapting to changing algorithms and search engine optimization (SEO) best practices
3. Finding sustainable revenue streams beyond advertising and sponsorships
4. Balancing the need for speed with accuracy and quality in reporting

Opportunities for Digital Media:

1. Reaching a global audience instantly and potentially going viral
2. Offering customized and interactive experiences for audiences
3. Producing content with lower overhead costs than traditional media
4. Collaborating with traditional media to produce high-quality journalism and storytelling.

In summary, many complex difficulties exist confronting both traditional and digital media platforms within the context of Jordan. College students have a range of obstacles when interacting with media, including shifts in consumption habits, worries about authenticity, budgetary limitations, and the influence of social media. Understanding these difficulties will not only enhance media literacy but also play a crucial role in shaping a more knowledgeable and discerning society within the context of Jordan.

5. What to Expect from Digital Media and Conventional Media

Digital and new media provide users with an interactive and real-time interaction experience. It surpasses geographical limitations, enabling worldwide access and personalized consumption of material. Individuals can participate, exchange, and generate material actively, creating an atmosphere encouraging involvement. Statistics and analytics provide valuable insights into the behavior of audiences, hence assisting in the optimization of plans. The continuous evolution of forms such as audio recordings, videos, and social media material maintains the dynamic and diversified nature of the media environment. In contrast, traditional media has always achieved widespread dissemination via scheduled broadcasting. In this context, the primary mode of communication is mainly unidirectional, characterized by a lack of interaction often seen in digital media. The precision of audience analytics could be improved since they mainly depend on questionnaires and ratings. Implementing editorial control is crucial in maintaining quality and ensuring compliance with established standards. Extended kinds are often seen, facilitating comprehensive narrative and investigative journalism. Over time, conventional media channels have increasingly adopted digital platforms, resulting in a convergence of the two. Concurrently, emerging practices such as live broadcasting and podcasting bridge the divide between these platforms. It is anticipated that in the future, there will be a greater convergence within the media landscape, whereby personalization and immersive experiences will be integrated.

Integrating many sources of information presents obstacles and opportunities in effectively navigating the evolving information environment. It underscores the significance of judging the authenticity and dependability of sources.

6. Conclusion

This study concludes that digital media has presented considerable obstacles for conventional media. These issues include decreased audience engagement and reading and the inability to replicate digital media's personalized and interactive features. Nevertheless, the advent of digital media has presented novel prospects for both conventional and digital forms of media. These potentials include the ability to instantaneously reach a worldwide audience and the democratization of content generation and delivery. In the foreseeable future, it is anticipated that there will be a sustained expansion of digital media, integration of conventional media entities, heightened prioritization of mobile and video platforms, escalated utilization of artificial intelligence, intensified attention towards data privacy and security, ongoing exploration of novel revenue frameworks, and increased emphasis on fostering diversity, equity, and inclusion within the media sector. This study contributes to our understanding of the media industry by highlighting the challenges and opportunities presented by the rise of digital media or new media and their impact on conventional media. By discussing the challenges faced by traditional media, such as declining readership and viewership and difficulty replicating the customization and interactivity of digital media, the title emphasizes the need for conventional media to adapt to changing consumer habits and preferences. At the same time, it acknowledges the opportunities presented by digital media, such as instantly reaching a global audience and democratizing content production and distribution. Overall, the title helps us to understand the complex and constantly evolving relationship between digital media and conventional media, as well as the trends and developments we can expect to see in the media industry in the coming years.

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