Research on the Paradigm Reconstruction of Media and Integrated Marketing Communication Motivated by Digital Technology

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Keywords: Digital technology; Media paradigm; Integrated marketing communication; Reconstruction of paradigm; Technology integration

Abstract: The explosive development of digital technology is reshaping the underlying logic of media and integrated marketing communication. The traditional media's centralized communication model and the one-way marketing communication approach are failing because of user behavior fragmentation and the growing demand for interaction. Digital technology is driving the transformation of media into user-centered, interactive co-creation, and integrated marketing is shifting toward data-driven user relationship management. Therefore, reconfiguring them needs to be promoted in various ways, such as through technological empowerment, ecological synergy, and the integration of content production and business communication. Challenges in the future include data privacy conflicts and algorithm homogenization. The development trend emphasizes the integration of technology, achieving a balance of value, and fostering cross-border collaboration to create a more humane ecosystem of communication.

1. Introduction

1.1 Research Background

In recent years, the rapid development of digital technology, including big data, artificial intelligence, short video platforms, and 5G communication, has completely reshaped the underlying logic of information dissemination and commercial marketing. In traditional media, centralized communication modes such as newspapers and television are facing a decline in users and influence. Users are now focusing on internet platforms such as TikTok, WeChat, and Bilibili, resulting in a shift in information consumption from a fixed schedule to more fragmented engagement. Ordinary netizens participate in content production through user-generated content (UGC), thereby breaking the monopoly position of professional media organizations. At the same time, the field of integrated marketing communication has undergone significant changes. The impact of the traditional marketing approach, which involves aggressively launching offline activities, has declined sharply. In today's digital landscape, consumers are increasingly interested in connecting with brands through meaningful interactions and experiences. Traditional methods of information transmission, which rely on a single channel, no longer meet the evolving behaviors of users who engage with brands across multiple channels. Therefore, the product-centered one-way communication mode of integrated marketing has been difficult to match the practical needs of the digital age, which requires user participation, data-driven approaches, and multi-end integration [1]. Communication has shifted from information indoctrination to value co-creation and from standardized production to personalized customization facilitated by technology. Reconstructing the theoretical framework and practical mode of media and integrated marketing communication based on digital technology has become a core issue to be addressed urgently in both academic and industrial circles. This reconstruction involves not only the use of technical tools but also the systematic innovation of communication strategies, user relationships, and value chains. This is crucial for understanding the principles of information communication and the true nature of commercial marketing in the digital age.

  DOI: 10.25236/gemmsd.2025.053

1.2 Definition of Core Concepts

1.2.1 Digital Technology

Digital technology refers to the technical system that uses electronic equipment and software to process, store, transmit, and display information. It encompasses a range of innovative tools and platforms, including the Internet, artificial intelligence, big data, cloud computing, and blockchain. These technologies have completely changed the speed, accuracy, and scope of information dissemination [2]. With the development of digital technology, information can be transmitted and interacted with in real time, leading to rapid changes in the media and marketing industries. Its core feature is data-driven, which deepens the understanding of user behavior and market trends through data analysis, thus optimizing content production and distribution and improving user experience. Fueled by digital technology, the industry is evolving progressively towards intelligence and personalization, creating new opportunities for media and integrated marketing communications.

1.2.2 Media Paradigm

The media paradigm is a concept that explains the basic structure, methods, and ideas of information dissemination, reflecting society's perception of the media's function and value. At different stages of history, the media paradigm has undergone a shift from traditional print media to radio and television. It has reached new heights in the current era of digital and online media. The traditional media model emphasizes one-way communication, whereas the modern model promotes two-way interaction and audience engagement. This transformation not only alters the role and function of media but also necessitates increased social connections and community engagement. The media paradigm shaped by digital technology emphasizes the importance of content customization and real-time interaction. This shift has led to the emergence of new forms of communication, including social media and streaming services. As a result, the relationship between the media industry and its users has become closer, more dynamic, and increasingly interactive.

1.2.3 Integrated Marketing Communications (IMC)

Integrated marketing communication (IMC) is a strategic marketing communication mode that aims to coordinate multiple communication channels and technologies to form a unified and targeted information transmission process. The core goal of IMC is to create a consistent brand image and user experience through the comprehensive utilization of advertising, public relations, direct marketing, and digital channels. The introduction of digital technology enables IMC to achieve higher efficiency and accuracy. Data analysis facilitates in-depth insights into consumer behavior and market segmentation, enabling more targeted and measurable information transmission. Integrated marketing communication emphasizes interactivity, taking user feedback and market changes as the basis for strategic adjustments to enhance brand loyalty and influence. In summary, a comprehensive communication strategy is beneficial in establishing a strong brand image and driving business growth [3-4].

2. The Impacts of Digital Technology

2.1 Changes in the Media Industry

Digital technology has completely subverted the operation mode of the media industry. In the realm of content production, the previous dominance of journalists and editors has been disrupted. UGC behaviors, such as ordinary people shooting and uploading videos on mobile phones, have become a significant force in content creation. The rise of platforms such as TikTok and Bilibili has made it a reality that everyone is a communicator. Furthermore, the approach to content production has shifted from being experience-driven to data-driven. The platform utilizes algorithms to analyze users' browsing preferences, which helps guide the selection of content topics and inform form design. Moreover, AI tools can help generate news clip videos and improve production efficiency. In terms of communication channels, the traditional pattern of centralized media distribution has been disintegrated, and information dissemination has shifted from the regular and fixed-point release of

TV newspapers to the fragmented network dissemination of social media short video platforms. Users can transmit a short video in a short time [5]. In addition, the role of the audience has also undergone a fundamental change: they are no longer passive recipients of information but participate in the production and dissemination of content through the re-creation of comments in the bullet screen. The user's interactions and discussions on trending events on the video platform significantly influence the dissemination and social impact of the content.

2.2 Challenges to Marketing Communication

Digital technology reshapes consumer behavior, challenging traditional marketing communication. Nowadays, consumers' attention is highly dispersed on mobile phones, and it is common to watch live broadcasts on social platforms by scrolling through short videos. The reach rate of traditional marketing methods such as TV advertisements and plane posters has dropped sharply, and consumers' resistance to hard sell has also increased significantly. It requires marketing communication to shift from one-way promotion to interactive communication. At the channel level, brands must establish multiple platforms, such as TikTok and WeChat e-commerce live broadcasts, to integrate online and offline channels. For example, offline stores guide users to enter the brand community by scanning codes and then promote secondary consumption through community live broadcasts. Direct product promotion can be challenging at the content level. Instead, it leverages plot-driven videos created by key opinion leaders (KOLs) to deliver more engaging content, such as user-generated content (UGC) sharing. This approach allows marketing messages to blend seamlessly into users' everyday consumption experiences. For evaluating effects, the traditional sales coverage index can no longer fully reflect the marketing value [6]. Brands pay more attention to digital indicators, such as the interactive rate of broadcast volume and the growth rate of fans, as well as the journey data of complete consumption, including purchases and repurchases, driven by cognitive interests. We utilize big data analysis to track the actual impact of each marketing contact, thereby dynamically adjusting our strategy.

3. The Core Changes in Paradigm Reconstruction

3.1 The New Paradigm of the Media Industry

Digital technology is driving the transformation of the media industry from a traditional linear mode to an interactive, collaborative one. For content production, data becomes the core driving force, and the media accurately locates the demand through users browsing data and interactive feedback. For example, the news platform adjusts topic selection based on the number of clicks and viewing time; AI tools help generate standardized content, such as weather broadcasts and financial news, and enable a closed loop of data prediction, intelligent production, and real-time optimization. Communication has evolved from one-way messaging to interactive dialogue [7]. The recommendation algorithms of short video platforms eliminate time and space limitations, allowing users' shares and comments to influence content. Meanwhile, functions such as live broadcasts and real-time voting enable audiences to participate directly in the evolution of content. For example, in the variety show, the audience voted online to decide on the promotion of the players and reconstruct the relationship between transmission and reception. The traditional communicator-centered theory has evolved into participatory communication. User-generated content (UGC) and professional media outputs now form a complementary ecosystem. In this context, Bilibili content creators (UPs) who produce popular science videos, along with official media in-depth reports, have collaboratively established an information dissemination network. Users are both recipients and value co-creators, promoting the transformation of the media paradigm from one of information transmission to one of meaning co-construction.

3.2 A New Paradigm of Integrated Marketing

Due to the influence of digital technology, integrated marketing communication has evolved from channel splicing to data-driven user relationship management—the core logic has shifted from

product promotion to journey operation. The brand integrates users' multi-terminal behavior data in e-commerce, social networking, and offline stores through a CDP customer data platform to build a comprehensive user portrait. For example, beauty brands create customized product trial videos and exclusive offers based on users' browsing records, purchase frequency, and social interaction, enabling one-to-one, accurate communication. The practice model presents the integration of technology, content, and experience: live e-commerce combines real-time interactive technology with scenes, the anchor adjusts the focus of explanation according to feedback in the bullet comments, and the audience clicks on the shopping link to complete instant transformation; In online to offline, offline pop-up shop enhances the experience through AR makeup fitting and virtual fitting, and guides users to share UGC content in online communities, forming a closed loop of communication. Furthermore, the evaluation of effects shifts from short-term sales volume to user life cycle value. Brands not only consider the impact of one-time transformations but also monitor the complete behavior of users from their first contact to repurchase and recommendation through data analysis. It includes enhancing user stickiness through membership point systems and private community operations, as well as transforming marketing communication into long-term brand relationship construction.

4. Reconstruction Methods and Strategies

4.1 Media Industry Strategy

The reconstruction of the media industry needs to start from three aspects: technical empowerment, ecological coordination, and ethical norms. In terms of technical application, we will promote the deep integration of AI tools and content production, such as using natural language processing technology to assist in press release writing and automatically editing videos through computer vision technology. At the same time, relying on big data to analyze user preferences, provide personalized recommendations, and optimize content in real time is achieved. Ecological collaboration breaks down the competition barrier between media organizations and Internet platforms, establishing a cooperation mechanism for content production and distribution. It includes the joint development of special columns by traditional media and short video platforms, as well as the sharing of user data and communication channels. To uphold ethical standards in the digital age, it is essential to establish content production guidelines that strike a balance between algorithm efficiency and information diversity. This approach will enhance the protection of user privacy during data collection and help prevent issues such as information cocooning and communication bias that may arise from the misuse of technology.

4.2 Marketing Communication Strategy

In the digital age, marketing communication requires a system that integrates data-driven experiences and interactive co-creation. On the data-driven level, CDP integrates users' multi-terminal behavior data from e-commerce, social networking, and offline stores, establishing a dynamic user labeling system that pushes customized product content and preferential information based on consumers' browsing records and purchase frequency. Experience integration focuses on enhancing users' sense of participation through technological innovation, utilizing VR and AR technology to create immersive product trial scenarios, and combining the real-time interactive function of live e-commerce to seamlessly connect product explanations with instant purchases. Additionally, interactive co-creation encourages users to participate in the production of brand content. By initiating UGC solicitation activities and encouraging user participation in product design voting, the emotional connection between users and the brand is strengthened. It transforms marketing communication into a collaborative value-creation process involving both users and brands.

4.3 The Combination of Media and Marketing

For the deep integration of media and marketing, it is necessary to break down industry boundaries and achieve an integrated design of content production and commercial communication. In the field

of content marketing, brand information is integrated into media content creation, such as delivering product value through short videos and popular science articles, to avoid users' resistance to hard advertising. Based on the media e-commerce mode, the content's influence and user trust in the media is directly translated into consumption. For example, the TV host connects the screen content and purchase page through live streaming marketing, which facilitates the realization of the closed loop of "watching is buying." For cross-border cooperation, media organizations and brands collaborate to create intellectual property (IP) content. They convey brand concepts through documentaries and variety shows, leveraging brand resources to expand distribution channels for media content. This approach creates a synergistic effect, where "engaging content attracts users and effective marketing transforms value."

5. Future Challenges and Trends

5.1 Challenges

5.1.1 Conflicts Intensify in Data Privacy Protection and Technical Ethics

The extensive collection and use of user behavior data by digital technology create a conflict between privacy protection and the dissemination of accurate information. On the one hand, brands, and media rely on users' browsing, consumption, and social-related data to build profiles, enabling accurate access to content and marketing, such as e-commerce platforms pushing personalized advertisements based on shopping records. On the other hand, users' resistance to data monitoring continues to intensify. The EU GDPR, China's Personal Information Protection Law, and other regulations impose strict restrictions on data collection, storage, and use. Enterprises that violate these rules may face substantial fines. This contradiction causes the industry to fall into a dilemma: excessive protection of privacy may weaken the efficiency of data-driven systems, while the abuse of data will trigger a crisis of trust among users. As a result, finding a balance between business value and personal rights and interests under the compliance framework has become the core challenge in the paradigm reconstruction.

5.1.2 Algorithmic Logic Causes Homogenization of Contents

Short video platforms and informational apps use recommendation algorithms to distribute content effectively. Although it improves the user's access efficiency, it intensifies the information cocoon effect. The algorithm recommends similar content based on users' historical preferences, which simplifies the dimension of information received by individuals. For example, After users frequently browse entertainment videos, the platform will enhance content recommendations in this area, reducing the likelihood of receiving diverse information. For the media industry, this directly impacts its public value-giving function: serious news and in-depth reports are marginalized due to traffic disadvantages, and fragmented and entertaining content dominates, which interferes with the public's understanding of complex issues. For marketing communication, although homogeneous content can attract traffic quickly, it isn't easy to establish deep brand recognition. Over-reliance on algorithms may cause the industry to become overly focused on traffic, neglecting content innovation and value delivery.

5.1.3 The Lag of Technology Application and Theoretical Construction

On the technical level, there are significant barriers to cross-platform data integration. The data interfaces of various media platforms, such as TikTok, WeChat, and e-commerce platforms, are not interoperable, and the user tagging systems are inconsistent, making it challenging for brands to develop a comprehensive user journey map. The goal of omni-channel collaboration of integrated marketing communication is blocked. On the theoretical level, the traditional communication and marketing theory has been difficult to explain the new phenomena in the digital age: the rise of user power in decentralized communication, the subversion of traditional communication patterns by distributed media supported by blockchain technology, and the communication logic of virtual identity in the meta-universe, etc., all of which lack the guidance of mature theoretical framework. In

addition, the lack of humanistic value caused by technological dependence is prominent; the emotional resonance of AI-generated content is insufficient; and the excessive pursuit of data indicators in marketing communication leads to a deviation from values. As a result, the industry is experiencing a decline in the quality and depth of content despite efficiency improvements.

5.2 Development Direction

5.2.1 Technology Convergence Drives the Upgrade of Communication Scenarios

The deep integration of metauniverse, Web 3.0, and AIoT will reshape the interactive scene between media and marketing. In the field of media, immersive news narration becomes possible: users can experience the scene of news events through VR equipment and perceive the details of events from the first perspective. For example, they participate in international conferences in the meta-universe and break the time and space restrictions. In the field of marketing, brands can create digital twin stores and launch virtual idol endorsements, allowing users to try on virtual clothes and participate in brand activities within a three-dimensional virtual space, thereby transforming viewing consumption into an immersive experience. Additionally, blockchain technology will promote the decentralization of content production and distribution. Users can confirm the value of original content through NFT non-fungible tokens, and media and brands can utilize distributed ledger technology to enhance data transparency and mitigate traffic fraud and user data tampering in advertising.

5.2.2 The Coordinated Development of Commercial Value and Social Responsibility

The paradigm shift in the digital age will propel the industry from a traffic-first to a value-first approach. Media content production will pay more attention to public issues. For example, it is suggested to report issues such as environmental pollution and social equity through data visualization and to enhance public participation using short videos and HTML5. Integrated marketing communication emphasizes the integration of ESG's environmental, social, and governance concepts. Brands no longer only aim for sales volume but also convey social values through green marketing and public welfare marketing. For example, Beauty brands emphasize a zero-carbon supply chain as a key selling point. At the same time, automobile companies shape their brand identity through themed activities related to carbon-neutral travel, thereby aligning their business goals with social responsibility. Value regression can not only enhance users' emotional identification with the brand but also alleviate the information ethics dilemma in the algorithm era, promoting the sustainable development of the industry.

5.2.3 The Integration of Cross-Border Collaboration and Human Nature

Cross-border cooperation between media, marketing, and technology enterprises will become the norm. The three parties will establish an ecological closed loop comprising content, technology, and consumption through the integration of their respective advantages: the media provides content credibility and user accessibility; Technology companies export algorithm models and data infrastructure; the brand party integrates the consumption scene. For example, the e-commerce platform and mainstream media jointly develop new products and integrate them into the instant purchase system. Users can place an order with one click after watching the evaluation video created by the media, thereby shortening the decision-making process from awareness to purchase. In addition, the industry will pay more attention to the balance between intelligence and humanization: AI technology is mainly used for efficient work, such as data processing and accurate distribution, while human beings focus on creative work, such as emotional narration and value judgment, such as the basic data framework for AI to generate press release and journalists are responsible for in-depth analysis and humanistic interpretation. In marketing, users' needs and the emotional content created by human beings are interpreted through algorithms to enhance the emotional connection between brands and users, thereby preventing the homogenization of communication and the lack of humanistic care caused by technological alienation.

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