Research on the Rightful and Innovative Strategy of Journalism and Communication in the Era of Artificial Intelligence

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Keywords: artificial intelligence; News communication; Innovation strategy

Abstract: With the progress of science and technology and the development of the times, the era of artificial intelligence came into being. Science and technology has gradually turned many unrealistic ideas into reality. Novel and popular science and technology news is more and more favored by the audience. As a new way of news communication, science and technology news communication is facing unprecedented opportunities and challenges in the era of artificial intelligence.

1. Introduction

This paper aims to analyze the background, characteristics and advantages of science and technology news, study the feasibility and practical difficulties of the application of artificial intelligence technology in the field of science and technology news communication, and explore how science and technology news can face opportunities, meet challenges, formulate scientific communication strategies and occupy a new highland in the field of news.

2. Transformation of News Industry Chain in the Era of Intelligent Media

The era of intelligent media, that is, based on big data, Internet, virtual reality, human-computer interaction and other technologies, can realize the media form mode of independent learning, and finally realize the automatic process, interaction and consumption information of the whole industrial chain of machine production, processing and communication. In 2016, as the first year for smart media to enter the news industry, after the combination of artificial intelligence and media, the news industry chain reform in the era of smart media began to start, and the news production mode and ecological environment changed subversively. This transformation is not only based on the development of technology, but also depends on the characteristics of intelligent media - everything is media, man-machine integration and self evolution.

"Everything is media" mainly refers to the trend of "Pan media". In the past, traditional media mainly took "people" as the core element to send and receive information. In the era of intelligent media, articles used in peopl's daily life can also collect and analyze data, and even generate information with the help of artificial intelligence technology; "Man-machine integration" mainly refers to the integration of intelligent objects and human intelligence, which work together to finally realize a new media mode; "Self evolution" mainly emphasizes that the media has the ability of self evolution and constantly self adjust people's needs and feedback, so as to better strengthen people's control over the machine and improve the adaptability of the machine to people.

In the era of intelligent media, the traditional news industry chain has changed, and the original people-oriented news production and communication mode has begun to change. With the empowerment of artificial intelligence technology, intelligent media began to tend to develop cooperatively, and gradually had more and more influence in all links of the news industry chain, and even could undertake some important links alone. It can be seen that the news industry chain in the era of intelligent media has begun to change greatly.

3. Analysis on the Development of Current Political News

Current political news is a report of the facts that are happening or new in the national political life. It has a strong political and policy nature. As a window for the audience to understand the development modes, policies and policies at home and abroad, current political news can improve citizens' mastery of political information at home and abroad, interpret national policies through current political news, and further master and be familiar with the newly issued policies and regulations. At this stage, there are some urgent problems to be solved in the development of current political news.

3.1. Poor timeliness

Current political news itself emphasizes timeliness. Therefore, the time difference of current political news should be as short as possible or even synchronized to meet the needs of current political news audiences. However, this requirement has not been fully realized at this stage. News events usually need to be edited and written by journalists, but reviewed at all levels before release. The resulting timeliness problems may lead to delays in press releases. It is worth noting that the on-site personnel may disclose news events on the Internet through we media in advance according to their subjective and one-sided understanding, resulting in the audience obtaining incomplete wrong information and even causing a storm of network public opinion. Therefore, it is necessary to further speed up the timeliness of current political news.

3.2. Lack of interpretability

Current political news has strong political factors. First, policy documents and guidelines cover a large number of obscure terms, professional terms and professional concepts*(Chen Changfeng, 2018*). If it is directly transmitted to the audience without any processing and modification, it is easy to cause the audience's Misreading, resulting in a very simple understanding of the document, resulting in some unnecessary trouble. Second, in the production process of some current political news, although more attention is paid to the in-depth interpretation of the content than in the past, it is usually interpreted in the way of "Dictionary", that is, word by word and main sentence. This rigid way is not favored by young audiences, and the effect is not satisfactory.

3.3. Pattern monotonicity

At present, most of the presentation methods of current political news are news dictation, red headed documents, graphic combination, Wechat articles, etc. most of these traditional expression methods are due to the political requirements of current political news. The content of current political news contains many articles, regulations, data, etc., so it is difficult to present relevant content in rich and interesting ways without affecting its seriousness. At the same time, if this presentation method is used for a long time, it is easy to cause the audience's aesthetic fatigue and urge the audience to give a negative attitude directly from the "readability", which is not conducive to the dissemination of current political news.

3.4. Low transmission efficiency

The content of current political news often involves some national or international policies, regulations, principles and systems*(Bai Gui, Wang Tailong, 2018)*. Therefore, for the public, when choosing current political news for reading, there are usually the following reasons. First, master and pay attention to recent national and international events to improve personal political literacy; Second, pay more attention to the policies related to the audience in a certain field and consult relevant materials; Third, through current political news to "ask for power" national policy, understand and supervise the exercise of power and work progress of national political departments. However, due to the poor timeliness, insufficient interpretation and monotonous presentation of current political news, the audience's reading experience is poor and the communication efficiency is not high. At the same time, because current political news pays more attention to traditional media such as newspapers and television and new media such as wechat and the Internet, the

communication is not systematic and standardized, and the communication efficiency is low.

4. Development and Optimization Strategy of Current Political News in the Era of Intelligent Media

The advent of the era of intelligent media will promote great changes in the form of news. How to break through the current development obstacles and enter the new journey of "intelligent revolution" with the help of intelligent media technology is an important topic at present.

4.1. Sensor news and machine writing to speed up the timeliness of current political news

Sensor news is to visually process and analyze the data content after using the sensor to generate or collect data, so as to obtain the news content. At present, sensor news has been tried and applied abroad. Sensor news itself can be applied to two levels. Firstly, news writing is carried out with the help of the data content formed by the human body itself. What is emphasized here is the extended perception ability transmitted by human beings to sensors. This kind of sensor is called "the extension of human organs", and the data obtained through the senses will be more professional and accurate; Secondly, the sensor is placed on the goods and collects specific data through the goods closely related to people. At present, the improvement of the timeliness of political news can be completed with the help of sensors. For example, in the data collection of some dangerous news, the UAV can be used to install sensors to collect relevant data content, then the machine can feed back the data, and finally write a paper. Machine news writing is mainly a way to complete machine news writing on the basis of data collection and news template setting. Technically, machine writing has been applied. It can be seen that the machine writing technology has been mature, and the current political news can quickly edit political conferences and domestic hot spots into news with the help of machine writing, so as to improve the timeliness.

The following figure 1 is a common "HTML & DOM" display to understand what the article looks like in the eyes of the machine.
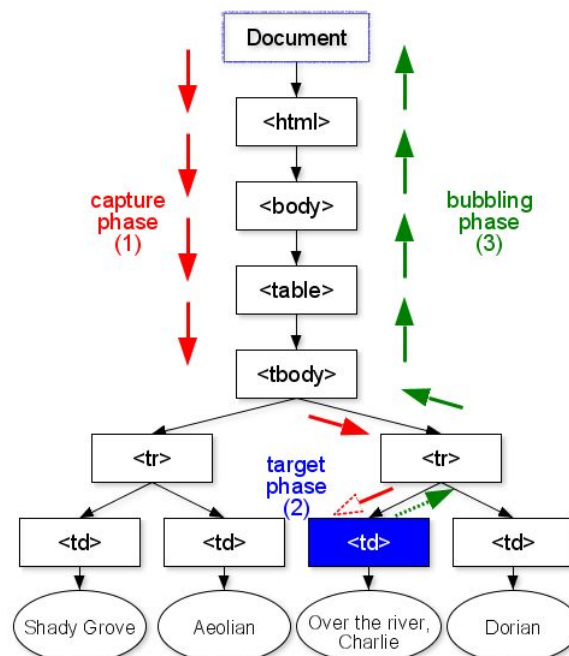

Figure 1 Machines use algorithms to write news articles.

4.2. Graphical data visualization, news comics, "softening" current political news and enhancing interpretability

The current political news has a strong political factor, so it is usually more serious and rigid. In order to strengthen the interpretation of current political news and improve the audience's attention to current political news, it is necessary to optimize the content of current political news. Firstly, the

data can be converted into graphic form, which will be more convenient for the audience to read; Secondly, we should also pay attention to the transformation from static visualization mode to dynamic visualization mode, because a single static visualization picture mode can no longer meet the needs of contemporary people's pursuit of interest. More dynamic data interpretation can not only improve the interpretation depth and reflect the dynamic change process of data, but also improve the audience's reading interest and enhance the audience's attention to current political news. As an important means of "softening" news, news comics have also played a good auxiliary role in changing the rigid and serious characteristics of current political news.

To sum up, optimization strategy of current political news in the era of Intelligent Media as follows in the table below(Table 1):

Table 1 Optimization strategy of current political news.

Method	Function
Sensor news and machine writing	speed up the timeliness of current political news
Graphical data visualization, news comics	softening current political news、enhancing interpretability

5. Conclusion

Under the guidance of smart media technology, current political news began to gradually break through the existing difficulties and continuously optimize its development. However, the hidden worries brought by smart media are also issues that need to be considered in current political news. For example, the "no temperature" of current political news formed by over reliance on smart media and the "information cocoon room" formed by personalized recommendation of current political news need to be considered. Therefore, as current political news, we must make rational use of smart media, make common progress with smart media and learn from each other. Only in this way can we form excellent current political news and better convey current political news with "temperature", "texture" and "connotation" to the audience.

Acknowledgments

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