

Countermeasures and Suggestions for the Innovative Development of News Media in the Era of Artificial Intelligence

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Abstract: With the continuous development of intelligent technology, the transformation of people's lifestyles has been strengthened, and the innovation and development of China's media industry has also been promoted. In a sense, strengthening the application of artificial intelligence technology in the work of news media can seize the opportunity of development in the wave of the times, then the news media can get good innovation and development, and better meet the actual needs of the audience. Based on the background of artificial intelligence, the article explores more innovative development strategies and promotes the better development of news media.

Keywords: Artificial Intelligence; News Media; Innovative Development; Countermeasure

Introduction

The application of artificial intelligence technology can promote the reform and development of the media industry, innovate the mode of information dissemination, and improve the efficiency and quality of communication. For the news media industry, who can better apply intelligent technology, who can seize the opportunity of media reform, therefore, at this stage, news media personnel should strengthen the attention to artificial intelligence, clarify its role at different levels, and combine the actual situation to explore more measures for technology application to promote the innovation and development of the media industry.

1. The current situation of the application of artificial intelligence technology in the innovation and development of news media

With the continuous development of technology, in the field of news media communication, artificial intelligence technology has been well applied, which not only strengthens the innovation of information dissemination mode, but also improves the efficiency of information dissemination and improves the quality of news works. However, there are still some problems in general, such as the value of artificial intelligence has not been fully explored, there is still a good space for development, and the application of technology is not deepened enough, therefore, for media personnel, it is necessary to strengthen the attention to the problem and explore more strategies to use the technological innovation and development ^[1].

2. The strategy of innovative development of the news media at this stage

2.1 Change traditional thinking to meet the requirements of intelligent development

Although artificial intelligence technology has been well applied in the news media industry at this stage, it has also played some positive roles. However, some media personnel still oppose this, believing that the work of the news media, mainly to do a good job in news production and dissemination, does not require a lot of time and energy for technical research and development, which may affect the quality of news. In order to solve this problem and change their traditional work ideas, it is necessary to strengthen education and training, guide them to strengthen their understanding of intelligent technology, jump out of the inherent thinking mode, build a more perfect news media mechanism, form an integrated organizational structure, strengthen the adjustment of business processes, and improve the effect and quality of news production. For media practitioners, it is necessary to continuously enhance their own sense of transformation, apply intelligent technology in practical work, and strengthen the grasp of the development context of news media.

2.2 Strengthen the application of technology and promote the intelligent development of news media

Through the analysis of the development process of news media, it is found that every application of technology has promoted the optimization and upgrading of entrepreneurship and met the needs of more audiences. Therefore, in the era of artificial intelligence, news media should also strengthen the importance of intelligent technology, guide the media industry to develop in the direction of intelligence, automate the collection of information resources through multiple channels, and improve the efficiency and quality of information dissemination. News media in the process of innovation and development, need to strengthen the application of technology, combined with the actual development of the media, formulate short-term and long-term development plans, and constantly adjust the direction of development, at the same time, but also through the application of various intelligent technologies, improve their core competitiveness, for example, Toutiao media platform, it and other media production mechanism is the same, but it can through the information browsed by users, strengthen the analysis of user needs, so as to target information screening, This model is popular with a larger audience.

2.3 Strengthen information construction and strengthen the ability of news media to guide public opinion

For news media, producing high-quality news content can improve their core competitiveness. If the content does not dominate, even if the packaging of the news is strengthened, the audience's satisfaction after reading is relatively low. In the context of artificial intelligence, through the application of technology can be well content and form innovation, guide media personnel to collect more comprehensive and real data information, so as to ensure the quality of news content, therefore, at this stage, it is necessary to strengthen media integration, strengthen the optimization of news content through technology application, improve the quality of news, and improve audience satisfaction. For news media, it is necessary to think from a deeper level, integrate news content and technology, promote the intelligent and modern development of news media, and adopt more flexible forms of expression for news with more serious content, improve the interest of news, and attract more audience groups to read and watch. For example, during the two sessions, a TV station allowed more people to pay attention to the content of the two sessions through the mode of watching in the circle of friends, which greatly expanded the coverage of the news.

2.4 Build a media mechanism and give play to the leading role of intelligent technology

With the continuous application of intelligent technology, the mode of news production has undergone great changes, from the previous collectivization to the current stage of national popularization. A lot of information is not released by the media at the beginning, but by some small platforms, which increases the competitive pressure in the development of news media, and only through the application of intelligent technology can we ensure the timeliness and richness of news production and avoid news being published by other platforms first. For the news media industry, it is necessary to reasonably build a media mechanism and play a leading role in the application of technology, first of all, apply technology to point out the direction of media development, strengthen the integration and application of various resources, and guide media staff to write higher quality news content; Secondly, it is necessary to strengthen the research and development of technology, so as to form a stable production system, improve the utilization efficiency of existing resources, tap more new resources, and at the same time, build a sound management system through technology application, strengthen the optimization of product functions, and truly give full play to the advantages of technology application^[2].

2.5 Tap potential value and enhance the influence of the news media industry

In the long-term development process, news media has formed its own unique and relatively stable editorial process, and has also strengthened the mining and utilization of various resources. Based on this, the application of intelligent technology can ensure the rationality of technical application and give full play to the application value of technology. For news media, through the application of technology, strengthen the mining of product advantages, and these advantages continue to expand, attract the attention of more audiences, at the same time, but also to create media manufacturing tools, promote the continuous development of news products

towards three-dimensional, through video, animation, etc. for news dissemination, which can be more loved by people, so as to build a stable information management system to ensure the stable operation of data media. In addition, it is necessary to strengthen the control of various news resources, build an integrated intelligent platform, truly give full play to the advantages of data information, and comprehensively analyze user information, so as to provide them with better services.

2.6 Build a talent team to achieve the coordinated development of talent and media

In the context of intelligence, it is also very important to improve the working ability and literacy quality of media personnel, which can effectively improve the quality of news and promote the transformation and development of the news media industry. First of all, it is necessary to strengthen the training of media personnel, strengthen their work awareness, and at the same time, carry out targeted technical training, guide them to pay more attention to intelligent technology, optimize news content and form, and attract more audience groups to read and watch; Secondly, media personnel should strengthen their own learning, make use of platform advantages, skill advantages, etc., continuously improve their work ability, conduct in-depth analysis of news content, and enhance their news sensitivity, so as to ensure the quality of news and meet the needs of different audience groups; In addition, it is necessary to formulate a reasonable management system for media personnel, strengthen the review of news, and strengthen the restraint of employees through the system; Finally, through the introduction of advanced talents, the news media team can be expanded to better adapt to the requirements of the new era.

Conclusion

To sum up, the advent of the era of artificial intelligence is both an opportunity and a challenge for the news media industry. The application of artificial intelligence technology has many advantages, but we can not abuse, this will only be counterproductive, the correct way is to strengthen the analysis of technology, combined with the actual situation, through concept change, thinking innovation, mechanism construction and other strategies, truly play the role value of intelligent technology, promote the innovation and development of news media.

References

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