Postprint Analysis of Intelligent Media News Production Under the Media Brain

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Date: 2023-10-08T00:00:00+00:00

Abstract

In the process of contemporary social development, media brain can fully leverage the effective integration of big data and artificial intelligence, thereby enabling the overall media industry to exhibit highly innovative characteristics during its development. However, in the development of media brain, the intelligent positioning of media news production remains insufficiently clear. Most media institutions and relevant individuals still regard its resources as a concept belonging to future development. Moreover, there exists a certain degree of practical controversy regarding the direction and specific content of intelligent development. From this perspective, this article further explores how to comprehensively position the intelligence of media news production under the background of media brain, hoping to provide effective reference for the path of media intelligence in our country and enabling more refined innovation in the intelligence of media news production in our country.

Full Text

Preamble

Title: Analysis of Intelligent News Production Under Media Brain
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Abstract: In today' s social development, Media Brain can effectively integrate big data and artificial intelligence, enabling the media industry to achieve highly innovative characteristics. However, the intelligent positioning of media news production remains insufficiently clear, with many media organizations and individuals still viewing it as a future concept. There are also practical controversies regarding the direction and specific content of intelligent development. From this perspective, this article further explores how to comprehensively position the intelligence of media production under the Media Brain background, hoping

to provide effective references for China' s media intelligence path and enable more detailed innovation in China' s intelligent news production.

Keywords: Media Brain; intelligent development; news production; converged media
Classification Code: G210
Document Code: A
Article ID: 1671-0134(2021)12-032-03
DOI: 10.19483/j.cnki.11-4653/n.2021.12.007

1. Detailed Analysis of Media Brain and Its Functions

In December 2017, at the 5th China New Media Industry Integration Development Conference, Media Brain was comprehensively released and its practical functions were thoroughly explored. Research indicates that Media Brain integrates and optimizes big data and artificial intelligence technologies, effectively upgrading the infrastructure for news production in the media industry. It merges technologies such as big data, IoT, artificial intelligence, and cloud computing, enabling media production to comprehensively transform toward greater intelligence. At the conference, Xinhua News Agency demonstrated the first machine-generated content (MGC) video based on Media Brain. Although only two minutes long, this video fully represented a breakthrough in AI technology for the media industry. The development of Media Brain marks the first step in the innovative development of news media, though it still requires further innovation and promotion in practical application.

Media Brain features highly rich products and functions. First, its intelligent media production platform can effectively monitor and obtain innovative news leads, achieving integrated construction of multiple news editing tasks. This platform can further form automated processes for intelligent review and production, continuously increasing media production efficiency. Second, the collection application function enables journalists and editors to utilize industry-standard speech recognition technology for real-time conversion of recorded content into text, comprehensively simplifying operational procedures and significantly improving the work efficiency of media news editors. Third, it achieves effective news distribution by leveraging big data technology to precisely target news content, enabling direct delivery to users while continuously expanding news communication channels. Fourth, it provides effective content copyright monitoring by registering original content copyrights through Media Brain' s construction and building a comprehensive network-wide copyright monitoring system to prevent plagiarism and other issues. Fifth, it applies facial recognition technology, a major functional module with extremely broad applications that can substantially improve the efficiency of news lead discovery through precise identification. Sixth, it incorporates AI painting functions, where Media Brain comprehensively understands innovative deep learning through comprehensive

statistics of news big data, enriching its news knowledge graph to enable comprehensive dialogue and interaction with audiences. Seventh, it utilizes speech synthesis functions, where the built-in speech synthesis system can convert text to audio, making text content more widely applicable.

2. Analysis of Precise Positioning for Intelligent News Media

2.1 Effective Connection of Data Business

Data business represents a practical breakthrough point for artificial intelligence development, a principle fully applied in Media Brain' s construction with numerous similar AI transformation cases. Examples include AI Go games and comprehensive camera data collection for city brain initiatives. These cases form innovative closed-loop effects through data usage and feedback. Thus, the comprehensive integration of the media news industry and artificial intelligence represents the practical embodiment of data business. News itself records history and can be preserved as data. Media Brain' s primary task involves building a high-quality global news database. The platform construction must include various media forms and comprehensively explore information sources from mainstream and self-media. Information collection is only the beginning; the true mark of successful data business lies in how information is tagged and structured. Moreover, media news construction converges massive data streams, which on one hand feeds back to media revenues, and on the other hand ensures the sustainable development characteristics of artificial intelligence.

2.2 Functions of Artificial Intelligence

In modern society, Media Brain can effectively combine artificial intelligence with the news media industry, with numerous successful application cases. Artificial intelligence is not an independent construction model but rather develops by relying on various entities, and conversely, it can empower various entities with the comprehensive ability to perceive the world, becoming a practical extension of human capabilities. In today' s society, artificial intelligence has been further optimized, and its resource empowerment has fully developed and utilized its value, particularly under the Media Brain framework. Xinhua News Agency has consequently proposed the high-quality concept of Machine Generated Content (MGC) news. MGC' s perception devices are replicable, with broader coverage than traditional human coverage, collecting highly authentic materials with comprehensive and well-structured data information, making the application scope of artificial intelligence more extensive. Currently, these technologies have matured and can be comprehensively applied to various practical content such as drones, smart speakers, driving recorders, and televisions.

2.3 Achieving Effective Human-Machine Collaboration

Current societal debates about artificial intelligence development primarily concern whether AI optimization will replace humans, a controversy that has deepened among scholars. This article argues that from the Media Brain perspective, current human demands for news media continue to increase, requiring news media to concentrate on three dimensions: having temperature, having attitude, and having depth. Artificial intelligence cannot comprehensively achieve these three dimensions, proving that the news media industry must fully leverage human characteristics. Therefore, the organic combination of artificial intelligence and intelligent media provides contemporary media with an innovative development path, delegating complex and cumbersome tasks to machines while fully liberating media human resources to conduct more in-depth work around these three dimensions, continuously enhancing the depth of the media industry.

3. Comprehensive Analysis of Intelligent News Production Paths Under Media Brain

3.1 Comprehensive Construction of Connections, Focusing on User Value

Under the Media Brain background, intelligent news production requires detailed analysis of its own development, ensuring substantive real-time release of news dynamics with near-zero time difference during interview, collection, and user delivery processes. The entire process of news product dissemination is also a comprehensive process of news value generation, with users themselves being an extremely important practical foundation in media development. Therefore, to achieve intelligent transformation of news production, detailed analysis must be conducted from the user perspective. For community users, they can be effectively aggregated into large user groups that often share consistent interests in certain themes and cultural applications, subsequently generating more diversified products and phenomena that attract broader participation. The principle of user supremacy must be comprehensively grasped, enabling users themselves to achieve value creation through their actions and leveraging user models to achieve comprehensive goals of value creation.

3.2 High-Quality Experimental Expansion Based on Value Engineering Concepts

Intelligent technology cannot be comprehensively promoted across the board. Except for official media, other news media organizations lack the strength to comprehensively integrate artificial intelligence with news media, making it impossible to obtain more innovative products under these circumstances. Therefore, deeper analysis is required from another perspective. In today' s converged media development process, further exploration is needed, as media convergence development is not a task that can be completed by a single news media organization but requires comprehensive industry cooperation. Conse-

quently, effective research on intelligent sharing systems is necessary. For instance, Xinhua News Agency actively invites peers and other non-professional media to join its internal intelligent news production system during research and development, enabling effective resource sharing and technical sharing among peers, with comprehensive guidance provided during practical operations. This creates comprehensive resource sharing between media and media, users and users, and media and third parties, continuously enhancing resource utilization value under the concept of shared symbiosis.

3.3 Ensuring Quality to Aggregate Multi-Party User Value

Regardless of whether it is Xinhua News Agency or local comprehensive media, their key development point lies in substantially improving content quality and comprehensively demonstrating professional standards in news industry development. Xinhua News Agency' s success in news media intelligence will lead other news organizations and staff to stimulate their professional potential and comprehensively master various innovative mobile media, continuously enhancing the practical depth of media news communication.

Note: Figure translations are in progress. See original paper for figures.