

Co-construction and Co-domestication of Intelligent Media Technology and Commercial Communication: Postprint

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Abstract

In recent years, intelligent media technology, guided by scientists and employing research methods such as big data and artificial intelligence technologies, has emerged at lightning speed and proliferated into various forms. Concepts including 5G, VR, AR, “immersive experiences,” “robot journalism,” and “automated communication” are no longer distant or unfamiliar, and both the concept and effect of communication have expanded. Behind this technological development, capital has also grown exponentially. Intelligent media technology and commercial communication continuously co-construct and mutually constrain each other. This article examines the interactive relationship between intelligent media technology and commercial communication from the perspective of public relations and advertising studies, offering a brief analysis of their co-construction and mutual domestication, with the aim of providing insights for the public relations, advertising, and journalism industries.

Full Text

The Mutual Construction and Taming of Intelligent Media Technology and Commercial Communication

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Abstract: In recent years, intelligent media technologies have emerged at lightning speed under the guidance of scientists, employing big data and artificial intelligence research methods and evolving into various forms. Concepts such as 5G, VR, AR, “immersive experiences,” “robot journalism,” and “automated communication” are no longer distant or unfamiliar, expanding the scope and impact of communication. Behind this technological development, capital has also

grown exponentially. Intelligent media technology and commercial communication continuously construct and constrain each other. From the perspectives of public relations and advertising studies, this paper explores the interactive relationship between intelligent media technology and commercial communication, offering a brief analysis of their mutual construction and taming to stimulate reflection for public relations, advertising, and journalism professionals.

Keywords: intelligent media technology; big data technology; artificial intelligence technology; commercial communication; public relations

1. The Mutual Construction of Intelligent Media Technology and Commercial Communication

In today's rapidly evolving new media era, the growing power of networks has ushered human civilization into a new phase of communication. To meet the developmental needs of human society, media technology has continuously innovated and iterated through the ages, riding the wave of artificial intelligence within a capital-driven environment while evolving alongside social communication. Whether following the linear communication model guided by the "5W" framework or emphasizing hegemony and meaning in ritualistic communication, human social interaction has always been incorporated into the scope of communication. Once communication media are crowned with the label "intelligent," their commercial functions become more prominent. Driven by public relations needs and advertising operations, intelligent media technology and commercial communication continuously construct each other. This analysis begins from the broad social context, adopting a positive perspective to briefly elaborate on this mutual construction.

1.1 The Capital Force Behind Intelligent Media Technology

The development of intelligent media technology to its present state would be impossible without the role of capital and commercial forces. An increasing number of people have embraced the fast-food culture brought by the internet. Stimulated by capital, intelligent technologies have developed at the speed of light. In a short time, short-video platforms such as "Douyin" and "Kuaishou" have become household names across streets and alleys. As scholars have noted, we are now uncritically embracing intelligent technology without any reservation.

1.2 The Aggregation, Impact, and Transformation of Business by Intelligent Media Technology

A great, milestone intelligent media technology is never the result of a single force, but rather the culmination of different social strata and industries, converging various forms of capital and wisdom. From a historical perspective

[1], any intelligent media technology—from germination and emergence to development and transformation—involves capital and intelligence from all walks of life and various fields. In the process of new technologies influencing media, capital and markets play a facilitating role, forming a complex interplay of power among various stakeholders. In the advertising industry, a mature intelligent media technology can revolutionize commercial advertising. Specifically, this manifests in several ways: First, the diversification of advertising subjects, expanding advertisers to include any organization or individual, with micro-business owners and influencer bloggers being typical examples. Second, the enrichment of information content, as the iteration of algorithmic technologies such as big data has made advertising information increasingly abundant, albeit with varying quality. Third, the interactivity of communication relationships, exemplified by Taobao’s “Ask Everyone” feature, Weibo’s comment sections, and trending topics, enabling real-time communication between consumers and advertisers/manufacturers. Moreover, the impact of intelligent media technology extends to public relations. In intelligent media, every individual and organization can shape and maintain their image through registered accounts and content dissemination. This process breaks down traditional communication barriers between classes, organizations, individuals, and groups, allowing people to freely construct various “personas” and transfer offline social relationships online, even expanding their social circles and commercial client bases, thereby providing robust resource support.

1.3 The Common Direction of Intelligent Media Technology and Commercial Communication

From a holistic perspective, whether in their various forms of intelligent media technology or commercial communication, the ultimate goal is to serve the interactive needs of humanity and social development. Under this shared objective, despite friction and mutual constraints, media technology and commercial communication maintain a stable interactive relationship.

2. The Mutual Taming of Intelligent Media Technology and Commercial Communication

Innis, in *The Bias of Communication* [2], proposed that communication is inherently biased starting from its monopolistic role over knowledge. Social transformation is based on media development, and according to how information is structured and controlled, every medium has its own bias. Any empire or society is intimately related to the continuity of time and the extension of space [3]. From this perspective, intelligent media technology, which has grown through capital, is inevitably stamped with class imprint. Simultaneously, any media form undoubtedly generates enormous profits for business, expanding industrial chains and allowing capital to grow in various forms.

2.1 Commercial Communication and Media Ethics

Under the multiple influences of intelligent media technology, novel operational models, diverse pricing methods, and rich information presentation techniques, commercial advertising supervision faces significant challenges. Advertisers are a mixed bag, often difficult to identify, and coupled with China's immature advertising legislation, advertising regulatory agencies have fallen into difficulty in managing online advertising in social media. Meanwhile, technology has triggered numerous media ethics issues, posing invisible threats to the healthy operation of advertising, public relations, and other industries, with social values increasingly challenged.

2.1.1 Vacuum in Information Authenticity: Intelligent Communication Technology Under Fire Intelligent media technology has impacted traditional media, conventional advertising, and traditional public relations to a certain degree. Due to the rapid development of social media, users have migrated from traditional television, radio, and brick-and-mortar stores to the internet and various social media platforms. Correspondingly, advertising has also shifted. This deep technological intervention has gradually dismantled the creative core of traditional advertising, as users and advertisers now chase short, visually stunning content that captures attention more effectively. This transformation poses challenges to traditional advertising creatives, who face the dissolution of their subjectivity and loss of discourse power. In today's world filled with "filters" and various audio-visual effects, users increasingly struggle to excavate authentic and effective information from the ocean of content. Even when cloaked in "3D" or "live streaming" packaging, these technologies merely obscure users' judgment, making it difficult to distinguish truth from falsehood. Today's advertising is no longer about casting a wide net, but uses big data technology to precisely target different groups. Even in television dramas, advertising is ubiquitous, with various "mini-theaters" forcefully intruding into people's vision. Regrettably, this content distribution model oriented toward hot topics and trends not only fails to uncover users' real needs but ultimately traps them in the dilemma of information cocoons. Such profit-driven commercial communication inevitably invites criticism of media technology [4].

2.1.2 Amusing Ourselves to Death: Simplistic Thinking Leading to Technological Stagnation The growing popularity of short-video platforms today symbolizes, to some extent, a shift in modern society's dominant media from single text and images to various multimedia audio-visual formats. This paradigm shift inevitably exerts irreversible impacts on knowledge production, social civilization, and social psychology. In an interview with Tencent Research Institute, scholars noted that this transformation in media information communication gradually erodes people's ability to think about and grasp large, serious, and systematic matters. Simultaneously, fragmented information cannot enable holistic cognition, and piecemeal information delivery and meaning sharing can easily lead to misjudgment of facts. Over time, this causes people to understand

the informationally diverse and semantically complex world in an overly simplistic manner. In a negative sense, human spiritual and material culture struggles to progress, and intelligent media technology can only helplessly remain at its current stage.

2.2.1 Advertising Credibility in Crisis Today, the development of various social media has amplified everyone's discourse power. Everyone can pick up their "microphone" and broadcast their thoughts worldwide anytime, anywhere [5]. Under these circumstances, commercial communication can no longer maintain a monopoly. Despite continuous material progress, false and harmful advertising still runs rampant. The internet and the emergence of various intelligent media technologies have further shattered advertising credibility, making a bad situation worse.

3. Future Directions for Intelligent Media Technology and Commercial Communication

3.1 Interactive Development of the Two

For the present and foreseeable future, intelligent communication media and commercial communication will naturally maintain a relationship of mutual utilization and symbiotic development. Media technology's impact on commercial communication has both advantages and disadvantages. For example, previously popular variety shows such as *Sisters Who Make Waves* and *The Big Band* leveraged intelligent imaging technology to transmit audio-visual content, achieving balanced development between content and commerce, earning high user reputation, elevating user value, and completing commercial reach. However, while media technology enhances commercial competitiveness and generates profits, due to inadequate review mechanisms or capital-driven inaction, and because of its rapid and uncontrollable dissemination—particularly through social media technology—the spread of false information is unavoidable.

3.2.1 Legal Constraints on Behavior

To solve the dilemma of technological ethics, we must combine value rationality with instrumental rationality. Technological ethics primarily considers issues from philosophical and sociological perspectives; these research findings must be transformed into legal constraints to better benefit humanity [7]. This requires building a global consensus and constructing a community with a shared future in cyberspace. Institutionally, relevant departments must regulate and rectify issues such as data leakage, vulgar content, and counterfeit goods.

3.2.2 Building Platforms to Foster Public Debate

By riding the wave of intelligent media technology, we should build more transparent, convenient, and efficient information platforms that encourage individuals to access diverse information and communication choices. Upholding the

principle of harmony in diversity, individuals from different classes and backgrounds can access viewpoints from various platforms and positions, thereby achieving public constraints on commercial communication and balancing the public and commercial aspects faced by intelligent communication technology.

3.2.3 Utilizing New Communication Technologies for Public Crisis Management

Economic globalization and the new environment have led to frequent public relations crises, restricting business development. New communication media technologies not only affect daily information dissemination but also play roles at various stages of public crisis management. In balancing technology and commerce, intelligent communication technologies can be used to assess commercial risks, coordinate public relations among stakeholders, establish emergency plans, and convey information to audiences to achieve optimal communication effects [8].

3.2.4 Improving Media Literacy to Build a Healthy New Media Ecosystem and Cyber Society

Regardless of how technology evolves, its essence as a service to humanity remains unchanged. On the path toward symbiotic win-win outcomes between intelligent media technology and commercial communication, we must improve citizens' media literacy. This literacy encompasses not only the ability to use and manipulate technology but also the capacity to avoid being consumed by it, seeking a logical pathway between media technology and modern commercial civilization to better address the challenges of technological determinism. We must treat media as an intangible force to better shape present and future society and culture.

In conclusion, the emergence of various intelligent media technologies can only provide rich technical possibilities for commercial communication activities; they cannot guarantee the emergence of a perfect, idealized form of commercial communication. Constructing a new, harmonious form of commercial communication requires not only communication technology and its instrumental attributes but also specific social foundations and ideologies as support. In summary, intelligent media technology and commercial communication will remain in a state of mutual construction and taming for a long time to come, and their forms will continuously evolve under the influence of technology, social systems, and ideologies.

As scholars have noted, we must view media technology rationally, scientifically embracing it while fully respecting human agency and leveraging human initiative to build a positive interactive relationship centered on symbiosis between media technology and advertising creativity. We cannot predict the ultimate form of the intelligent media era, but we can harness collective human wisdom to propel media technology to maintain a healthy development trajectory, max-

imizing mutual wins between technology and commercial communication. This ideal state requires the joint efforts of all society.

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

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