

Exploring the Impact of AI Writing Robots on English-Language News Communication: Post-print

Authors: Tenzin Wangyal

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

Abstract

In the new era of rapid technological advancement, intelligence and technological integration have become developmental objectives across various domains. The emergence of AI writing robots can effectively remedy the shortcomings of traditional news media and substantially enhance the efficiency of news dissemination. Consequently, this paper examines the evolution of AI writing robots, analyzes their strengths and limitations, investigates their influence on English-language news communication, and explores prospective directions for their future development.

Full Text

An Exploration of the Impact of AI Writing Robots on English News Communication

Abstract: In the current era of rapid technological development, intelligence and technological advancement have become development goals across various fields. The emergence of AI writing robots can effectively compensate for the shortcomings of traditional news media and help greatly improve the efficiency of news communication. Therefore, this paper examines the development of AI writing robots, analyzes their advantages and disadvantages, explores their impact on English news communication, and discusses their future development directions.

Keywords: artificial intelligence; writing robots; English news communication; impact; exploration

By Dan Zeng Weibeng

In today's environment of continuously improving technological levels, artificial intelligence is no stranger to us. Serving as a "container" of human knowledge,

AI primarily simulates the information processes of human consciousness and thinking, enabling it to think like humans and even surpass human intelligence. With the support of news media and the application of “Internet Plus” and big data, AI writing robots have emerged. This paper primarily analyzes the impact of AI writing robots on English news communication.

1. Development of AI Writing Robots

Artificial intelligence refers to the simulation of human consciousness and thinking information processes. Currently, various sectors of society have established intelligence and technological advancement as their development goals. As an interdisciplinary field, AI encompasses a wide range of subjects including computer science, psychology, and philosophy, and has become a major trend in future social development.

The first writing robot software, StatsMonkey, appeared during the 2009 Major League Baseball postseason in the United States, where it authored a news article for the first time, attracting widespread public attention and sparking intense discussion about AI writing robots. In subsequent years, robot writing became mainstream in media, covering a broad range of topics including economics and politics, with writing speeds reaching as fast as one article per 30 seconds—a pace that humans can never achieve [1]. China’s first writing robot was born in 2015: Dreamwriter, developed by Tencent Finance, which could deliver important information and analysis to subscribers in just 60 seconds, demonstrating characteristics of being “fast, ruthless, and accurate.” Subsequently, “Kuai Bi Xiao Xin” was launched, a writing robot developed by Xinhua News Agency that could complete English sports news articles in 0.3 seconds and financial news articles in approximately 10 minutes [2].

2. Advantages and Limitations

2.1 Advantages

2.1.1 Data Sensitivity and Processing Capability Humanistic culture, or “humanism,” represents values and understanding that machines cannot replicate in news creation. Humanistic thinking occupies an important position in political, social, and other news reports. Traditional news media’s information is accepted by the masses precisely because it contains humanistic value, and media content rich in humanistic value enhances public understanding of humanity and culture. While writing robots lack humanistic thinking and produce content that may be dull and monotonous, failing to meet audience tastes, they possess strong sensitivity that enables them to identify connections in extremely complex data that humans might overlook, effectively addressing challenges humans face when dealing with big data [3].

2.1.2 Global Perspective and Intelligent Tagging In the face of fragmented texts, writing robots’ global perspective allows them to quickly grasp

the overall picture and draw analytical conclusions in a short time, fully mining data and text that might seem insignificant. Tagging capability refers to the robot's ability to intelligently label and categorize complex content, organizing disordered computer files into appropriate folders and drives. This demonstrates that writing robots can compensate for human limitations in these areas.

2.1.3 Continuous Operation and Cost Efficiency Writing robots can work for extended periods without requiring salaries, generating relatively high value. Although robot maintenance costs may offset some expenses when malfunctions occur, they remain economically advantageous compared to human labor costs.

2.2 Limitations

2.2.1 Lack of Humanistic Quality The most significant difference between writing robots and humans lies in humanistic thinking. In financial and sports news reporting, human journalists can infuse humanistic thinking to meet public demand for humanistic value, whereas writing robots lack emotional investment and cannot achieve genuine humanistic quality. Although robots can mimic the writing styles of many journalists and authors, they can never replicate the essence of humanity.

2.2.2 Inability to Conduct In-Depth Reporting While writing robots possess significant advantages in news timeliness and accuracy, they fall short compared to humans in conducting in-depth reporting on news events and struggle to achieve breakthroughs [4]. When drafting articles, robots generally can only access the simplest news materials, which easily leads to homogenization with other reports.

2.2.3 Fixed Writing Patterns The news writing process for robots typically involves three steps: first, information collection using big data gathering and analysis; second, data processing through fixed algorithms for rearrangement and combination; and third, content generation through automatic article creation, ultimately producing articles in formats that meet news reporting requirements.

3. Impact of AI Writing Robots on English News Communication

AI writing robots offer numerous advantages that have yielded positive application results, playing an important role in English news communication. They can complete English news articles in a short time, significantly improving generation efficiency, while also facilitating English news dissemination, particularly when processing complex information where their strong processing capabilities demonstrate important advantages. The impact of AI writing robots on English news communication is profound and manifests in several specific ways.

3.1 Enrichment of English News Language

Robots possess significant advantages in language recognition and learning, enabling them to draft articles in multiple languages and adopt various tones. For instance, they can apply female language, internet slang, and other linguistic styles in article writing, with their rich language capabilities making news reporting methods more diverse.

3.2 Improved Efficiency in English News Reporting

AI writing robots can complete articles quickly and release English news reports rapidly, thereby attracting more user attention. Since they can operate 24 hours a day, they greatly enhance the efficiency of news media operations.

3.3 Media Socialization

Through social media platforms, AI can collect content that interests users, and by mastering user data, media organizations can influence their future development. If media outlets satisfy user preferences and needs, they can attract greater audience attention.

4. Future Development Directions

4.1 Integration of Traditional Media with Big Data Analysis

In the current environment, media organizations can organically combine the advantages of traditional media and writing robots. In the article writing process, they can integrate the global perspective, tagging capabilities, and high efficiency of writing robots with the humanistic thinking of journalists, making news reports more emotionally resonant and attracting greater reader attention. Additionally, they can leverage big data advantages to develop personalized and specialized news communication methods, fully utilizing platforms like WeChat Official Accounts and Weibo to promote the healthy development of new media.

4.2 Role of Human Journalists

Although AI writing robots can greatly improve news media efficiency, they negatively impact the learning and development of journalism professionals. Therefore, journalists should not rely entirely on AI writing robots but should continuously acquire new knowledge to enhance their overall competence. Compared to robots, journalists' superiority lies in their authenticity—they can conduct on-site investigations to fully understand the causes and consequences of events, cultivate their independent thinking abilities, and incorporate their own perspectives into news reports, thereby infusing their work with rich emotional color [5]. Furthermore, journalists must change their conventional methods and routines, as clinging to old practices will diminish news value. Therefore, news professionals should keep pace with the times and continuously learn new knowledge to improve their comprehensive qualities.

4.3 Seizing the Data High Ground and Promoting Business-Technology Integration

Internet data and intelligence are closely interconnected. With the current massive establishment and expansion of databases, news information services for users can be provided through big database methods. In the future, the scale of technical data will become an important indicator of a media organization's strength. Information technology occupies a crucial position in the news media industry, and the main development trend will be AI interaction. As numerous new technology application products emerge in the market, vigorously promoting deep integration between business and technology becomes increasingly significant.

4.4 More Intelligent News Content Production

Through the application of AI technology, news leads can be obtained faster than ever before. For example, when acquiring real-time information for news reports, network crawlers can be used to extract content feature words, eliminate invalid information, and verify message authenticity, thereby improving news reporting authenticity. Simultaneously, information organization efficiency will be enhanced. AI can quickly extract core viewpoints, understand event development and public opinion sentiment orientation in a short time, and analyze event communication pathways, enabling news producers to comprehensively understand the entire context of events. This significantly shortens the time required for news writing, clarifies content creation approaches, and lays the foundation for enhancing news value.

In conclusion, in this new era of rapid scientific and technological development, artificial intelligence is gradually being applied across various industries, and the news media industry is no exception. Writing robots play an important role in news communication, offering numerous advantages that effectively improve news dissemination efficiency, though they also have shortcomings, particularly the absence of humanistic value thinking. Therefore, to promote the healthy development of the news media industry, it is crucial to integrate traditional news media with writing robots, enabling them to complement each other by leveraging respective strengths to offset mutual weaknesses, thereby establishing a foundation for the industry's positive development.

- [1] Wang Chenxi. A Brief Discussion on the Impact of AI Writing Robots on News Communication [J]. Research on Communication Power, 2018, 2(33): 39, 41.
- [2] Zhu Xiaoying. The Tearing and Reconstruction of News Production and Communication Processes by Artificial Intelligence [J]. West China Broadcasting & TV, 2018(1): 17-18.
- [3] Yang Yaodong, Guo Yani. The Reconstruction of News Communication by Robot Writing in the Intelligent Era—Taking “Xiaoice” in Qianjiang Evening News as an Example [J]. News Dissemination, 2018(13): 48-49.

- [4] Tang Yuwei, Liu Yongfeng. A Review of Research on the Development of Artificial Intelligence in the Field of News Communication [J]. West China Broadcasting & TV, 2018(5): 36-37.
- [5] Duan Qinfeng. A Brief Analysis of the Impact of AI Technology on Media Professionals—Taking Writing Robots as an Example [J]. Public Communication of Science & Technology, 2018, 10(1): 112-114.

(Author's Affiliation: Tibet Radio and Television Station)

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

Source: ChinaXiv — Machine translation. Verify with original.