Narrative Reshaping and Optimization Strategies for AI Music in Mainstream Promotion: A Human-Machine Co-Creation Perspective

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Abstract

【Purpose】 In the mainstream communication domain, applications of AI music are becoming increasingly widespread, with lyrics and compositions often comprehensively mapping communication demands. However, since this technology's inception, AI songs produced by media have rarely achieved widespread popularity, and many works lack aesthetic value, prompting industry skepticism toward the technology.

【Method】This paper conducts a qualitative analysis of the current utility boundaries of AI music through literature review and synthesis of frontline experience.

【Conclusion】 The author contends that the industry currently overestimates AI music's potential, without clearly delineating its limitations in application, leading to generated results that do not precisely serve mission objectives.

【Result】This paper explores how to rationally deploy AI music through a human-machine co-creation workflow to achieve the dual effects of reshaping narrative and optimizing expression.

Full Text

Preamble

AI Music's Narrative Reshaping and Optimization Strategies in Mainstream Propaganda: A Human-AI Co-creation Perspective (Guangzhou Broadcasting and Television Station, Guangzhou, Guangdong 510000)

Abstract

[**Purpose**] In the field of mainstream propaganda, the application of AI music is becoming increasingly widespread, with its lyrics and melodies often compre-

hensively reflecting promotional demands. However, since the technology's inception, media-produced AI songs have rarely become hits, and many works lack aesthetic value, triggering industry skepticism about the technology. [**Method**] This paper aims to qualitatively analyze the current utility boundaries of AI music through literature research and the synthesis of frontline experience. [**Conclusion**] The author argues that the industry currently overestimates AI music's potential and fails to clarify its limitations in practical use, resulting in generated outputs that inadequately serve task objectives. [**Results**] This article explores how to rationally employ AI music through a human-AI co-creation workflow to achieve narrative reshaping and optimized expression.

Keywords: AI music; narrative reshaping; large language models; human-AI co-creation; workflow

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1. Literature Review

AI technology has lowered the threshold for music creation, promising to further expand public participation in music-making and redefine music's role in online communication—it is not merely a consumer product for appreciation and entertainment but also a tool for people to express their emotions and viewpoints online.

Xiao Ping from Beijing Institute of Fashion Technology argues: "Current AI music research and applications often carry a 'strong technologism presumption,' which easily overlooks the inherent connection between technological humanities (such as aesthetic imagination, emotional cognition, and affective generation) and technological implementation itself… From the weak AI era to the strong AI era, emotional cognition needs to return to the origin of technological embodiment, excavating the generative logic and convertible factors of emotional motivation."[4] This is also the clear direction of this study.

Guo Shiwei from Xi'an University of Finance and Economics points out: "Like titles, subtitles, and visuals, background music can represent media's value orientation, position, and attitude toward news facts… However, due to its non-original nature, background music often contradicts the logic and emotion of news facts. Additionally, since most media organizations lack the capacity for original music production, they can only repurpose existing resources to score news short videos, leading to widespread homogenization in short-form news

soundtracks and audience aesthetic fatigue."[1] AI music holds promise for addressing these issues.

In the view of Cui Bo, music director for the Perfect Youth OST: "Current AI music is not mature enough, and the produced content contains many flaws, but this material allows you to select, refine, and enrich."[2] This opens imaginative space for our research on how to produce good "selections" to enrich communication effects.

The academic team of Yu Guoming from Beijing Normal University believes that "all subjects, objects, and intermediaries related to communication itself are objects of communication studies research. With the intelligent development of media technology, the meaning of human-machine communication is further enriched."[3] This means AI music is becoming an important topic in journalism and communication studies.

Liu Jie from Renmin University of China states: "AI music is fundamentally a kind of 'counterfeit' art, and 'music without people' must ultimately land on 'people'."[5] How to leverage human wisdom and use AI music effectively is the focus of this paper's discussion.

Robert Fulford notes in *The Triumph of Narrative: Storytelling in the Age of Mass Culture* that narrative is rooted in individual concepts and ideas, and its dissemination is closely related to public resonance. People shape their identity through support for narratives—supporting a narrative is essentially a process of self-confirmation.[6] Narrative spreads "bottom-up," a result of folk word-of-mouth. Public opinion is like "chicken feathers"—only when light enough can it be blown upward.[7] Therefore, calibrating emotions and popularizing expression are important functions of soundtrack music.

AI music can significantly reduce production costs while creating more appropriate soundtracks that effectively shape context, omitting large amounts of text and reducing narrative uncertainty. Those highly popular works often feature simple, straightforward language. However, some current practitioners tend to use abstract, obscure "big words" when creating AI music lyrics, resulting in convoluted sentence structures—this contrasts with the trend of increasing simplification in popular songs. In fact, this does not align with AI's working logic and exceeds current AI music capabilities.

2. The "Lightweight" Nature of Narrative

Applying AI music in propaganda aims to "improve quality and efficiency" in narrative. Narrative is rooted in individual concepts and ideas, and its dissemination is closely related to public resonance. People shape their identity through support for narratives—supporting a narrative is essentially a process of self-confirmation.[6] Narrative spreads "bottom-up," a result of folk word-of-mouth. Public opinion is like "chicken feathers"—only when light enough can it be blown upward.[7] Therefore, calibrating emotions and popularizing

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3. Characteristics and Challenges of AI Music Creation

The author has used multiple AI music models and found that when each line of lyrics in a paragraph maintains relatively stable length (such as five-character or seven-character poetry), the generated melody is more fluid. When modifying lyrics, appropriately adding humming lines like "ah," "oh," or "la" between paragraphs can give AI more room for development, making the song structure more reasonable (Byrne also frequently adds humming to lyrics to make space for musical expression[13]). Additionally, labeling sections between lyrics is crucial—marking basic paragraphs such as verse, chorus, bridge, intro, and outro helps AI generate more complete musical pieces.

AI music styles cover almost all popular songs heard in daily life, and different music styles have relatively clear emotional tendencies (e.g., rock: energetic, excited; folk: attached, nostalgic; tango: playful, comical; R&B: fashionable, romantic, etc.). Experiments show that different music styles have different effects on emotion, concentration, and cognitive performance.[14] Selecting appropriate styles (used singly or in combination) to generate music can better serve narrative purposes. Understanding these music styles and their corresponding emotional tones also makes it easier to exclude emotionally mismatched pieces during review.

3.1 The "Brainwashing" Effect of Popular Music

A study published in *Scientific Reports* found that over the past several decades, the decreasing complexity of vocal melodies (main melodies) in popular music has made songs easier to remember and sing. The statistics show two distinct simplification trends around the 1975 disco boom and the 2000 popularization of digital audio workstations. The study argues that the "brainwashing" effect of popular music is not due to musicians' laziness but rather the result of systemic social changes transmitted through multiple layers.[10] In retrospect, AI music may mark the beginning of a new round of evolution.

However, it must be noted that AI music's evolutionary path may not be further simplification of melody but rather greater "follow-your-heart" flexibility. A study from the University of York points out that AI music can generate music synchronized with listeners' biological signals and form feedback loops,

which has broad prospects in creative industries and music therapy. But how to extract meaningful control information from body signals and design response mechanisms remains a challenge for future work.[11]

3.2 AI Solves "Mechanical Application"

From experience, we can easily discover the wisdom that "understanding = repetition + novelty." Many propaganda terms carry high value but fail to connect with the grassroots. AI large language models can first solve the problem of "mechanical application" at the front end, generating new expressions that better achieve the effect of "entering the brain and heart." Through skillful prompts (splitting problems, providing references, describing details, offering background, assigning roles to AI, guiding AI reflection, etc.), we can quickly transform grand texts into poetry, prose, micro-fiction, jingles, and other forms, then create multiple songs through AI. This both enriches connotation and enlivens form.

3.3 Human-AI Co-creation Workflow for Lyrics

When discussing the scope of "AI music," large language models must be included—well-written lyrics are essential for composing good music. Musician David Byrne mentions in his book *How Music Works* his method of "letting lyrics emerge automatically"—first writing a bunch of meaningless phrases on paper, searching for resonance between them. When meaningful inspiration is found, he locks onto the final syllable (rhyme) and records related associative words whenever they come to mind in daily life.[12] Large language models can compress this process into an extremely short time. AI can easily list hundreds of rhyming and relevant phrases, rapidly "releasing" massive inspiration that allows creators to piece together combinations like building blocks, creating subconscious meaning behind words. As Byrne says, poorly written lyrics destroy the "pleasant ambiguity" in music—this is precisely why we cannot fully rely on large models and must manually revise lyrics.

The main steps of the lyrics workflow include: (1) **Initial Input Stage**: Using large language model tools like Kimi and Wenxiaoyan, input creative requirements and background information to provide a basic framework and set clear goals and associative boundaries for lyrics. (2) **Iterative Dialogue Stage**: Engaging in multiple rounds of dialogue with AI to gradually refine and deepen lyrical content. This process not only helps AI better understand the creative theme but also stimulates associative dimensions. (3) **Lyric Optimization Stage**: Continuously providing feedback during dialogue to guide AI in optimizing lyrics to better match the creative vision. Consider constructing "lyrical context" (time, place, characters) to increase narrative quality in lyrics, or inject elements of cognition, familiarity, and memory to shape a sense of life fullness, or introduce novel metaphors, symbols, and other literary devices. This step aims to combine traditional music creation's "fuzzy thinking" with AI's "associative thinking"—AI rapidly generates ideas while human creators provide depth,

personalization, and directional touch. Practice shows that reasoning models represented by DEEP SEEK-R1 can optimize lyrics well according to prompts, but since generated results contain uncertainty and still require manual tuning later, they show no significant advantage over large language models at this stage. (4) **Human Refinement Stage**: Manually modifying AI-generated lyrics to identify and adjust details and emotional nuances that AI may fail to capture, further simplifying lyrical structure and changing individual words to enhance rhythm and imagery. (5) **Final Review**: Ensuring overall discourse aligns with creative goals and style. Throughout the manual modification process, always maintain attention to lyric originality to avoid potential copyright issues.

3.4 Song Generation and Overall Optimization

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3.5 Selecting Applicable Results

After the above human-AI co-creation steps, we reach a stage commonly called "brute force generation" (multiple generations). At this stage, each generation of the same lyrics produces different melodies, allowing us to select the optimal version. During repeated generation, we can also fine-tune lyrics and paragraph markings based on phrasing effects or change style tags. However, one point must be clear: if you want to generate a relatively complete pop song lasting 2-3 minutes or more with repeated sections and memorable hooks, clear paragraph markings and repeated lyrics in the instructions are crucial.

Roger Dannenberg, director of the Center for Computer Music at Carnegie Mellon University, believes that repetitive structure is important for perceived

song quality and AI music generation.[15] However, in a 2024 study he participated in, it was also shown that lack of structure and hierarchy is a common problem in computer-generated music, and algorithms still have much that is unexplained and needs to be learned in the process of constructing song hierarchy.[16] Currently, AI music software represented by Suno has algorithm logic similar to Diffusion image generation: "AI first generates a segment of noise, then 'comprehends' an initial inspiration from the noise, and subsequently refines this inspiration step-by-step into images or video according to the learned 'denoising' process."[17] Grasping artificial intelligence lies not in causal meaning and empirical laws but in correlations.[18] If lyrics are not repeated, no matter how neat and parallel they are, AI cannot easily generate repeated melodies—this does not conform to AI's multi-directional associative working logic. Of course, for higher-level music creation, one can also process generated music with track separation and local adjustments to lyrics and melody, leveraging professional creative advantages (such as using more "manual" processing software like "NetEase Tianyin"). However, this enters the realm of professional composition and exceeds this paper's scope.

4. Applications of AI Music

4.1 AI Music in Television Programming

The author hosts a talk-show radio program at Guangzhou Broadcasting and Television Station. In traditional production models, such programs often achieve transitions or embellishment by inserting popular songs matching the program atmosphere. However, since 2024, with the comprehensive development of artificial intelligence technology, the program production process has undergone significant transformation. Through AI, the program's spoken content is rapidly converted into standardized text, simultaneously generating detailed segment summaries and songs. Additionally, text-to-speech (TTS) technology enables production teams to quickly create segment headers and insert "custom songs" with highly fitting content between program sections, achieving seamless integration of music and language and significantly enhancing overall program quality.

The "visualization" transformation of radio stations is unfolding comprehensively. Future radio practitioners must master comprehensive skills including AI music, AI video, digital humans, and TTS technology. The "AI-ification" of radio stations will gradually become reality.

4.2 Application Dilemmas in Media Services

Before AI music emerged, the author was already involved in music creation media services—this requires full communication and repeated negotiation between clients and producers, with each step from composition to arrangement to lyric writing requiring multiple revisions and confirmations. Once a musical work takes shape, any modification could be fundamental. However, the instability

of AI-generated melodies makes local modification very difficult, undoubtedly creating limitations. Nevertheless, as AI music further marketizes and technology continues to improve, all parties will develop more rational cognition and broader consensus about AI music products, and AI music's cost advantages will become more prominent.

4.3 AI Music's Difference from General Pop Songs

The popularity of pop music is related to media promotion from television, radio, and other channels. In the era of fragmented communication, digital works become obsolete quickly, becoming outdated before they have enough time to become classics. AI music bears different social functions from traditionally defined pop songs and classic golden melodies. If we blindly pursue AI music that "benchmarks" pop songs, we may miss an entirely new art form. On the other hand, the author believes AI music's advantage lies in its high production efficiency and ability to substantially improve narrative quality. The core appeal of propaganda is certain spirits or values rather than a melody, and whether a song becomes famous has little relationship with propaganda effectiveness.

5. The Dilemma of Journalistic Professionalism

Traditional journalistic professionalists once worried that soundtrack music would undermine news professionalism, objectivity, and fairness, but the author believes this concept is limited by specific historical contexts. During the mass communication stage, news media, in order to attract larger audiences, indeed tended to reduce emotional intervention and pursue the "greatest common divisor" of neutral positions. However, today's communication environment has undergone qualitative changes. News lacking emotional identification struggles to attract audiences, thereby losing dissemination power and influence. AI music brings revolutionary solutions to news soundtracking—by accurately identifying, capturing, and refining the core emotions of news, it can construct a more appropriate and authentic emotional environment. Furthermore, new media enriches the expression stage for different emotions, making negative emotions like "anger" and "fear" easier to spread and diffuse. AI music is expected to resolve and hedge these negative emotions in the public opinion arena.

Today's audiences no longer rely on single information sources. News media must first stimulate audience resonance in the communication competition before they can guide them to actively explore and compare information. Meanwhile, today's news media also bear heavier responsibilities for guiding public opinion, maintaining ideological security, and conducting public opinion struggles. Using new technological means like AI to strengthen communication effectiveness is already inevitable. Music has transcended pure artistic expression to become an important tool for assisting information dissemination, and more media professionals will become applied music technology talents. For media

practitioners: although we may still be "laymen" in music creation, improving personal music literacy, aesthetic appreciation, and hands-on ability is an unavoidable subject. Despite the many unknowns in AI music application, professional journalists' precise grasp and deep understanding of narrative content remain the strongest internal driving force on the path of media convergence development.

Early AI vocals suffered from excessive compression and insufficient dynamics, sounding "robotic." As technology iterates, by the time of writing this paper, AI music software can already generate multiple different vocal styles, automatically enhance vocal dynamics, produce mixed voice and vibrato techniques, and even simulate breath sounds. The author has played AI music multiple times while hosting radio programs, and listeners can hardly distinguish it. It is foreseeable that AI music will likely replace the role of current online songs as "emotional fast-moving consumer goods."

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