

Research on Intelligent Media Development Path of Artificial Intelligence News Communication Based on 4k Hd under Computer Technology

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ABSTRACT. The popularity of 5G technology has brought unlimited expansion of the scale of Internet users. Under the realistic condition that the proportion of Internet users is increasing, the users of traditional media will be further compressed. The arrival of the intelligent media era urges the traditional media to undergo historic changes, and also urges the emerging media to move toward the direction of intelligence, adopting intelligent technology to conform to the trend of rapid development of information dissemination. The focus of the media's continuous reform should be completely focused on the resource integration of mobile Internet, and its ultimate development direction should be to adjust for media intelligence, instead of simply integrating the platform resources of news dissemination. By analyzing the "Intelligence Media" development of artificial intelligence news communication based on 4K HD under computer technology, this paper is committed to helping local media to further clarify the development trend of news communication in the new era and the role of "Intelligence Media" in it, and provide reference for relevant people.

KEYWORDS: 4k, Artificial intelligence, News dissemination, Intellectualization, Development path

1. Introduction

The development of Chinese TV has gone through 50 years, and the development of TV media has also undergone major changes. Especially in recent years, traditional media and emerging media have been deeply integrated, and the traditional TV era is fully entering the big audio-visual era dominated by the Internet. Whether it is 3D technology, cloud technology, VR/AR technology, 4K/8K image technology, HDR technology, high-speed transmission technology, large-capacity storage technology, etc., they all collide, merge and upgrade iteratively here, which makes the broadcasting and television industry always keep its kinetic energy and vitality [1]. Machines have great advantages in data capture and processing, which can free journalists from repetitive labor, and journalists' in-depth investigation and emotion capture ability can make up for the shortcomings of machine news. News production tends to be intelligent, automatic and efficient, and the change of news production will certainly have an impact on the structure, operation and professional ethics of news media, and then on the development of the whole news industry.

2. Innovative Means of "Intelligent Technology+News"

"Big data" is a word derived from the Internet field, which refers to massive unstructured data generated in cyberspace in the Internet information age and related technological innovations. On the basis of gradually understanding the basic needs, the massive news content is screened and analyzed, so that a balanced relationship of "equal supply and demand" can be established between news and customers. Actually, artificial intelligence is not the same as robot, because robot is only a small branch of many applications of artificial intelligence [2]. 5G technology brings not only the transformation of news information production and dissemination mode, but also the transformation of users' thinking mode and behavior mode. Therefore, although artificial intelligence has been widely used in the field of journalism and communication, its core significance lies not only in the development of artificial intelligence technology, but in the successful establishment of the actual operating environment of artificial intelligence.

The most remarkable feature of 5G is that it can transmit information at ultra-high speed. In the future, its transmission speed can reach 10Gbs, which is hundreds of times faster than the current 4G. Moreover, news communication itself has strong social openness, and any recipient of information can be called audience. No matter how the times develop and how the media merge, the correct direction of public opinion should be adhered to at any time, carrying forward the main theme and eulogizing the new era to sing the strongest voice of the times. The existence of artificial intelligence is getting stronger and stronger, not only because of these external propaganda factors, but also

because of the gradual formation and improvement of the infrastructure that artificial intelligence can survive [3]. So as to provide personalized service for users, netizens can find the most suitable media push through early mass search and positioning, and news information can find the most suitable delivery platform through the link between users and the Internet.

“Robot writing” is regarded as a subversive innovation in the application of “artificial intelligence” in the media industry-intelligent robots can efficiently replace journalists to complete the tasks of news editing and writing. For example, for those users who care more about international news, based on their click-and-read habits, the system will automatically push some international news content. In the process of news dissemination, intelligent media technology can give full play to the algorithm function and make scientific innovation in news dissemination. Because of the public nature of news and its short life cycle, there is an imbalance in the current operation of VR news, which is reflected in the input and output. For journalism, data is an information asset. Through screening, analysis and processing, objective and visual news production becomes possible.

3. Current Situation of “Intelligence Media” News Communication under Artificial Intelligence

3.1 News Relevance is Enhanced

The ways and habits of TV users watching TV and video are undergoing profound changes, which forces TV news production to face new media. Therefore, media workers should be aware of the important value of language popularization and ensure that even ordinary people can effectively feel the power of science and technology news. In the area covered by 5G, media workers can enjoy 5G Internet access, interview, material transmission, editing and distribution, and live broadcast of 4K HD videos of the two sessions in real time. Because only orderly, readable and classifiable information can run smoothly in the artificial intelligence communication channel. This is just for general news. For those sudden sensational news, the complicated process of “collecting, writing and editing” and the longer completion time often make the news lose its timeliness.

The update and development of intelligent recommendation technology not only makes it easier for people to choose personal preference information, but also makes it easier to form users' circle and tribe. Therefore, the use of intellectual media for news dissemination is conducive to the timely guidance of public opinion [4]. At present, we are in the era of big data. Artificial intelligence can understand the cause and effect of the whole news event more clearly through comprehensive interpretation of big data and calculation and analysis, which is beneficial to the in-depth reporting of news media. It is to use the knowledge concept model to mine the data that can be used for text analysis in massive data, thus imitating the behavior of experts to automatically generate in-depth news including reasons, analysis and conclusions, and output diversified and personalized news according to different audience groups. Does VR news stimulate the public's initiative to participate in public affairs, or manipulate public opinion and social cognition? Because in reality, political, economic, cultural and other factors can affect news.

3.2 There is a New High Degree of Combination in Content

Before the 5G era, people always emphasized that this is a decentralized era. Opinion leaders have retreated behind the scenes, checked the content, and handed the right to speak to the public and grassroots. Their culture is the mainstream culture. However, the arrival of the 5G era once again brought elite culture back to the center of the stage. The hardware technologies covered are very diverse, including Internet, mobile smart phones, remote sensing positioning technology, deep learning, neural network technology, etc. Especially in the Internet environment, with the continuous expansion of the role of self-media communication, the agglomeration effect of news hot spots is increasing sporadically. There are huge amounts of information in different forms and viewpoints on the Internet, and the limited attention of the public can only choose the information that they prefer. The cloud platform supported by 5G technology makes professional media collection, social media collection and other systems complement and cooperate with each other, and goes as far as possible to every corner of society to capture information [5-6]. It can better optimize the order of science and technology news dissemination, give birth to some high-quality and high-level news content, and expel some profit-seeking journalists, thus optimizing the market order.

In the new era, the integration and development of TV media requires the news to have a high level, stick to the function of consolidating the propaganda ideological and cultural front, and expand the mainstream thoughts and theories. Unmanned aerial vehicle (UAV) can effectively overcome terrain obstacles and some factors that human beings can't adapt to. It can approach the core area of news events more quickly in catastrophic events and large-scale ritual activities, and obtain first-hand pictures and information more safely and quickly. The news content of financial report has its fixed mode. As long as the relevant programs are preset before and then the robots automatically retrieve these keywords, the so-called “standard” news can emerge as the times require. The typical one is “digitization”

technology, which digitalizes a large amount of news information, so that it can be stored in the database in the form of digital information, which dispels the complicated attributes of information itself.

3.3 Interactive Feedback

Under the platform of media integration, especially after the news communication effect from the media is gradually enlarged, the transmission of information gradually extends from one-way transmission to two-way and even multi-direction. That is to say, in the near future, news will be around and information will be everywhere. For the theme of holidays, people's interest lies in traffic and festivals, and workers from all over the theme can set relevant contents for this point. In all aspects of news production, especially for digital news production, from data collection to data analysis to data presentation, although artificial intelligence cannot solve all problems in news production, its impact on the development of news industry is self-evident and obvious to all. The emergence of China IT News Network is the perfect combination of artificial intelligence technology and cloud computing platform, which means that news production will move towards automation. It can be seen that the development of intellectual media makes the connection between people and information closer, and also enables the media to complete news work more efficiently and comprehensively.

4. Development Path of “Intelligence Media” for Artificial Intelligence News Communication

4.1 Construction of Intelligent User Platform

With the development of artificial intelligence, the user platform is more diversified. First, the wearable devices such as smart bracelets, smart watches and smart glasses are used to record the user's activities, and then turn them into visual data. Some scholars believe that the algorithm has brought about changes in the mode of information production, and it is the algorithm that promotes the integration of news producers and users. The content fusion products continue to innovate, and the explosion of the media sings the strongest voice of the times. The explosion products are mainly concentrated in news, which is created by the concept of news establishment of media organizations. On-the-spot environment construction based on virtual reality and augmented reality can not only greatly extend the sensory experience of users, but also superimpose the information that is difficult to experience in the real world through computer simulation, thus applying the virtual information to the real world and generating immersion beyond reality.

At present, people are more suitable for short reading and fast food reading. Therefore, in the actual science and technology news reports, news media personnel should adapt to the fast-food reporting mode. By using the storage, computing and acceleration resources of the edge service platform, the consumption of bandwidth and delay in the transmission and forwarding process can be reduced, and at the same time, distributed centralized control on demand can be realized. When human beings enter the era of strong artificial intelligence, machine writing can replace journalists to the greatest extent and realize automatic production. A variety of subjects participate in the discussion and research of a topic under their own operation mode, which can make the news report of this topic more comprehensive and stereoscopic [7]. In the era when artificial intelligence is widely used, it is the most important problem that we need to face to truly stick to the professionalism of journalism.

4.2 Build a New Distribution Channel

In the traditional process of news dissemination, long news is time-consuming and laborious, and it may not be accurately transmitted to the audience with such preferences and needs. The rise of 5G technology promotes the in-depth development of all media, resulting in full-range media, holographic media, full-staff media and full-effect media. People are more willing to pay attention to the information related to themselves or the content that can be experienced by themselves. Therefore, in the future content production of radio and television, we should pay attention to the visual presentation mode, and rely on data to build the connection between information and information, and between information and people. Combining all kinds of scientific news into interesting stories, this kind of story news will also form a series of news reports to a great extent. It is worth noting that the hardware technology dealing with “information” and “people” does not run independently, on the contrary, it is two parallel processes.

TV, radio, newspapers and newspaper platforms cross the border and cover all-round information. Any technological change is a challenge to the legal system, because only under the regulation of rules and regulations can the occurrence of spreading chaos be avoided to the greatest extent.

The mainstream media have an unprecedented sense of urgency for all-round talents. They need to have specific knowledge and expertise in the fields of literature, pictures, audio and video news forms, big data, cloud computing and

AR/VR/MR technology. In the process of pushing, artificial intelligence technology will further collect data of users' reading habits and preferences, and form an updated information database. After it is gradually expanded from a single platform and finally can not be used in news dissemination, the timeliness effect of information feedback will be further enlarged. Generally speaking, compound talents who have independent thinking and content production capacity and are good at carrying out journalism practice by means of intelligent means will become the mainstay of journalism in the future.

4.3 Scene News

Big data and scenes are usually interdependent and in a state of blending. We can make full use of the media contact gap in people's daily real life offline, and realize the high-frequency advertising communication and effective arrival. Among them, the key links of user terminal, social platform and news dissemination mechanism are undergoing profound changes, and "intelligence" will become the core element of the future information dissemination innovation model. With the wide application of intelligent means such as VR/AR technology and 3D technology in news practice, the scenes in news events and news scenes will become more three-dimensional, and the degree of simulation and presence will be further enhanced. In the next stage, if these artificial intelligence programs in a single working environment can be combined in parallel or in series, it will greatly promote the effective saving of social resources.

5. Conclusion

The development of intelligence of journalism not only benefits from the opportunities of history and times, but also benefits from the guidance of national policies. In order to satisfy people's demand for information to the greatest extent and receive the programs and information they want anytime and anywhere, technicians should strengthen the construction of radio and television. Through the connection of structured logic, these new forms of news communication have been unconsciously intertwined, and will gradually form an increasingly highly structured communication environment. The radio and television industry should seize this important opportunity, carry out industrial adjustment and layout as soon as possible, strengthen personnel training, further promote cross-disciplinary and cross-industry integration, and promote the process of media integration and the construction of smart radio and television. However, whether it is the development of journalism itself or the progress of the whole society, it ultimately depends on human beings. No matter how science and technology develop, we should ensure our subjective initiative instead of emphasizing the uniqueness of machines and technologies.

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