

# Optimization Approaches to the Production of Traditional Media News Content under the Background of Intelligent Media

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## Abstract

**Traditional media in the age of intelligent media should optimize its own expertise, that is, the production of news content. There are three main ways. The first is to strengthen professionalism and increase depth, which is reflected in the insistence on professional status and the pursuit of content depth. The second is to strengthen responsibilities and raise the temperature, which is reflected in the dissemination of core values, the guidance of mainstream public opinion and the dissemination of audience media literacy. The third is to strengthen innovation and expand the breadth, which is reflected in the thinking innovation that prioritizes mobile thinking, the content innovation with social attributes, and the innovation of news consumption concepts that value context.**

## Keywords

**intelligence media, traditional media, news, content, optimization.**

## 1. Introduction

With the application of various artificial intelligence technologies in news communication, today's media has entered the era of intelligent media. The introduction of intelligent media technology has threatened the traditional media to shake its dominant position and drastically reduce advertising revenue. In order to maintain and consolidate the original dominant position, traditional media need to work hard on their expertise-news content production. Content is the basis of communication. The production of the most professional and high-quality news content is still the biggest advantage of traditional media. Resources of talent, technology, and funds make it still in the upstream position in the entire news content production chain. In the process of communication and collision with various new media forms, traditional media should be based on the professional operation of news production in three directions of depth, temperature and breadth, and continuously expand the space for their own social existence to meet the severe challenges from technology and industry.

## 2. Strengthen Professionalism and Increase Depth

### 2.1. Traditional Media should Stick to Professional Status.

Nowadays, "the main body of news production shows a diversified trend, including professional content media for example professional media, institutional media, and self-media, as well as platform-type media for example WeChat platforms, Weibo platforms, Yidian Information, Today's Headlines, etc. [1]. Drone recording, smart robot writing, and other new favorites and standard equipment for the media have overturned the traditional way of news production and distribution, and theoretically made "everyone can become a reporter." News production is no longer a patent of traditional media. Professional and non-professional news production subjects have co-existed. However, the coexistence of diversified news subjects does not mean

that all subjects can make a difference in all areas, nor does it mean that the news content issued can meet the consumer needs of various market segments and different types of users. "Everyone can become a reporter" is not the same as "Everyone can become a professional reporter". In reality, not everyone has received a professional journalism education. Not everyone will necessarily follow the ethics of journalists and will be proficient in news writing. Regulatory requirements.

Professionally operated news is more valuable. Traditional mass media has professional reporters, editors, and standardized requirements for editing, broadcasting, and publishing. The professionalism is still the only way for content producers to survive in the Internet era. For example, Peng Lan said that in the era of intelligent media, "really professional media will stand out, and in the future they will become more valuable and become a benchmark for content producers" [2].

## **2.2. Professional News Production should Pursue Depth.**

Intelligent media technology has accelerated the speed and efficiency of news production, freed reporters from the complicated low-level labor, and allowed reporters time and energy to engage in more creative labor. Journalists should be devoted to more valuable in-depth reporting, better fulfill the social responsibility of the media, explore the truth, express their opinions, and convey value, and grasp the content as the most fundamental thing for the media. Under the background of intelligence media, phenomena such as information explosion and false news are constantly emerging. Due to its closed-loop and market nature, social media is difficult to control and review the authenticity of content. Some social media gives up the authenticity and comprehensive verification of events for the sake of speed. Fragmented expression is easy to appear and the content is distorted. The expression of opinion may also be emotional. Even the expression of emotion is greater than the spread of content. Fake news is inevitable. In this context, the tasks of reporters are more to verify the relevant and multiple sources of information, to explain the facts recognized, to analyze the ins and outs of commenting on the event, and to change from a simple news report of the event to Explanatory, investigative, and in-depth reporting, providing more information, historical background, and more in-depth excavation, enriching systematic and comprehensive information on events.

## **3. Strengthen Responsibility to Increase Temperature**

### **3.1. Traditional Media should Spread Core Values**

Today, social media is widely used and its social influence is very large. In the face of social emergencies, the phenomenon of public noise is prone to weaken the expression of mainstream values. Algorithm recommendation mainly provides users with corresponding content based on their interests. The algorithm will repeatedly recommend similar content in the process of further collecting user network behavior. Among the mass information on the Internet, what can attract the attention of the audience is often vulgar content that contains factors such as "star, fishy, and sexual", and lacks high social value, which will influence the effectiveness of the transmission of social core values.

Developed media technology and rich means of communication make the transmission of values face urgent challenges. Traditional media should be committed to creating a benign communication ecosystem and making every communication event a transmission of values. the "People's Account", which is launched by the People's Daily New Media Center and Baidu, launches "Party Media Algorithm" driven by mainstream value by optimizing algorithm recommendation technology. Through deep integration with big data, real-time capture of information publicly posted by social media on social platforms such as Weibo and WeChat to form news materials and

news clues, which not only increases the richness of news reports, but also reports the most interesting things to the public. Achieve effective dissemination of core values in news reporting.

### **3.2. Traditional Media should Make Full use of Big Data and Firmly Guide the Mainstream Opinion**

Intelligent news production based on big data analysis and accurate push based on algorithm recommendations have profoundly changed the media landscape and communication methods, and the public opinion ecology has become extremely complicated. Traditional media should make full use of the advantages of big data, give play to the traditional media's dissemination, guidance, influence and credibility, and firmly guide the mainstream public opinion. The first is to spread positive energy. For example, CCTV News has used "smart big screen + mobile small screen", "long video + short video" and other methods to make the cumulative views of relevant reports on 2019 New Year's greetings published by President Xi Jinping more than 160 million times in an hour. The "golden sentences" in New Year's congratulations, such as, "Put up your sleeves and work hard", "Work hard to make your dreams come true", "Happiness comes from struggle," etc. quickly spread online. The second is to guide public opinion, through the integration with the big data industry, to grasp public opinion trends, group behavior, social attitudes, public sentiment, social cognition, etc. For example, in emergencies, the big data model can be used to predict development trends and related risks, so that early intervention can be achieved, which can provide data support for the source judgment of public opinion risks and enhance the guidance and pertinence of reports.

### **3.3. Traditional Media should Pay Attention to the Spread of Media Literacy**

"The weight of social reading will be higher than that of media reading. It will become our main way of obtaining information. Information that is forwarded and shared by people in the community will more easily enter our reading horizon and find us. However, another side effect is that we think that the world we read every day is the entire world, forgetting 'unknown unknown'." [3] In terms of the relationship between people and external information, algorithm-led social communication forms the filtering of information, making users' exploration of external information weaker and weaker, Ethnic groups and small circles are increasingly closed. The differentiation of users will become more and more serious. Many of the information disseminated on social media are second-hand and third-hand information. In order to achieve the effect of viral transmission and eye-catching, some of the information has been simplified, extremeized, emotional, and personalized. Over time, users are surrounded by such information products, relying too much on social media, making it difficult to discern the authenticity of information, lacking the necessary vigilance of the information environment, and even losing the ability to explore and learn the source knowledge and information. Therefore, users' media literacy has become an increasingly important issue, and social media itself is based on the need to pursue the maximum number of users and business interests, and it is impossible to remind users to be alert to the existence of information cocoons. This requires mass media with social responsibility to popularize knowledge about media literacy, guide users to have a clear understanding of the information environment, and maintain the ability to identify and choose information.

## **4. Strengthen Innovation and Expand Breadth**

### **4.1. Thinking Innovation: Mobile First**

According to the 43rd Statistical Report on Internet Development in China, by December 2018, the number of mobile phone Internet users in China reached 817 million, and the proportion of Internet users accessing the Internet through mobile phones was 98.6%. Mobile phones have become the most important window for people to obtain information and understand the world.

Through mobile phones, social media and news apps have also become the most important distribution centers for various types of news information. The audience's information receiving channels and reading habits have changed. News production and distribution must be carried out in accordance with the requirements of mobile thinking. Mobile thinking and mobile-first strategies must run through all aspects of news dissemination.

In terms of content, the demand for video news will increase. With the gradual maturity of the short video market, news production will inevitably change the existence of text-based methods. The writing of news releases must not be carried out simply in accordance with the requirements and format of paper media as before, and then the new media personnel will For the transformation, it is necessary to consider the browsing needs of the mobile terminal, not only to ensure the normal loading on the mobile terminal, but also to take into account the differences in the number of words read, the length of the mobile terminal, and the portal website, to achieve "one-time collection, multimedia presentation, multi- Channel Release. " When people watch video news on their mobile phones, they may choose to turn off the sound because of environmental requirements, so the news must have corresponding subtitles. In response to the short-wind of the short video, the Economic Daily established a "short video studio".

#### **4.2. Content Innovation: Social Attributes**

"The purpose of sending news to others may not be to let others understand the news content itself, but mainly to the needs of social interaction-to draw attention to others in order to express personal emotions, social existence, relationship maintenance, etc." [ 4] News content, as a new social media, has social currency attributes and should be shareable and re-spread. Traditional media should focus on social public topics, such as housing and consumption, so that users can actively comment, forward and interact.

#### **4.3. News Consumption Model Innovation: Scenario**

The original film and television language were introduced into the field of communication. Robert Scoble and Sher Isere propose the "Scene Five Forces" in the book "The Era of Scenarios": mobile devices, social media, big data, sensors and positioning systems. Scenario thinking "emphasizes covering user movement and fragmented consumption, emphasizing human experience as the center, emphasizing fit or leading a new lifestyle" [5], which is a re-enhancement of mobile thinking and user thinking, which should run through news production and consumption all links.

User experience is an important factor in news consumption, and attention to the scene can greatly improve user experience satisfaction. The first is the adaptation of news production and push to the scene. The media should pay attention to different segments of the audience's life and make news products in different scenarios. The second is to promote the application of the latest technologies, such as virtual reality (VR) and augmented reality (AR), in the news experience. VR, AR and other technologies have broken the static communication mainly based on pictures and text. Users are exposed to the virtual scene of news events, forming an immersive all-round experience with strong interactivity and experience. Another example is flash, which is novel in form, high in engagement and large in scope. The biggest highlight is the "real experience". All scenes occur in real time, communicate in real time, and enjoy in real time.

### **5. Strengthen Innovation and Expand Breadth**

News production in professional media requires new thinking, new forms, new communication, new experiences, seeking more authentic news presentation with more professional depth, building a more standardized news ecology at a responsible temperature, and satisfying more humanity User experience.

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