

The Value Reconstruction and Development Path of Broadcasting Major in the Age of AI

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ABSTRACT

The advancement of Artificial Intelligence Technology poses serious challenges to traditional Broadcasting profession. This paper focuses on the core values of broadcasting profession in three dimensions of communication value, social value and humanistic value, which are difficult to be replaced by AI. and argues for the inevitability and feasibility of its transformation in the age of AI. The study concludes that the Broadcasting profession should actively embrace technological change, explore the evolution of professional competence and ethical co-construction under human-machine synergy, and build a trinity synergistic ecosystem of "education empowerment, platform practice, and technology drive". It aims to provide theoretical basis and practical guidance for the value reshaping and sustainable development of broadcasting profession in the age of AI.

KEYWORDS

AI era; Broadcasting program; Value proposition; Human-computer Collaboration

1 Introduction

The core goal of artificial intelligence is to allow machines to mimic and extend human cognitive and behavioral capabilities, and with the rapid advancement of technology, the application of AI has expanded and extended from assistive tools to replacing humans in some of their specialized job content. In the field of news broadcasting, "the subject of communication is transformed from a natural person in possession of tools to a cyborg whose technology is embedded in his body."^[1] During the Spring Festival of 2025, Hangzhou Culture Radio Television Group's "Hangzhou News Broadcast" for the first time used six AI anchors to complete the program broadcast, so that real anchors can go home for the Spring Festival. This is not an isolated case, as major mainstream media platforms such as CCTV, Oriental TV, Jilin TV and others have also begun to explore the application of AI digital people. Under the wave of technological innovation, the use of artificial intelligence is reshaping the ecological pattern of the media industry, which has triggered widespread anxiety among broadcasting and hosting practitioners and professional students, and uncertainty about career prospects. In this context, the broadcasting and hosting program also faces multiple serious challenges. For one thing, the risk of job substitution has intensified, and AI anchors are gradually replacing the role of traditional hosts in basic broadcasting work and programmed tasks by virtue of their advantages of zero-error broadcasting, 24-hour standby, and low-cost operation; Secondly, the pressure of media ecological transformation in the era of smart media, the traditional one-way output mode is replaced by two-way interaction and emotional connection, and the multimodal media form produces three-dimensional and diversified competence needs for announcers and hosts; Third, the ethical crisis triggered by the application of technology, when technology blurs the boundary between the real and the virtual, the core value of "truthfulness" on which the news depends suffers unprecedented challenges, and the credibility of the media also faces the risk of dissolution. In the face of these challenges and crises, the broadcasting program needs to reposition its core values and explore innovative development paths. The purpose of this paper is to systematically analyze the irreplaceability of the broadcasting profession in the era of AI, and then put forward the framework of value reconstruction and development strategy to provide a theoretical basis for the transformation and sustainable development of the profession.

2 Value proposition and unique advantages of the broadcasting program

Under the full penetration of AI technology, the broadcasting profession urgently needs to establish irreplaceable core value advantages through value positioning. This value reconstruction is not a simple negation of technology, but rather the construction of a new communication ecosystem of human-machine collaboration to explore the unique qualities of human communication.

2.1 Communicating value and pivotal functions

In the context of large-scale application of AI anchors, compared to programmed AI anchors, human hosts show irreplaceability in complex communication scenarios in multiple dimensions. In the traditional concept, the human hosts

is the information dissemination in the "megaphone", but in fact, broadcasting hosting work is by no means a simple recapitulation of the information, but in the complex process of information dissemination, to assume the central function of communication and coordination. This function is reflected in three aspects, one is the ability of multi-threaded communication and coordination, broadcasting and hosting work is essentially a systematic communication management behavior. Such as the face of a breaking news event, the host needs to synchronize multi-dimensional work, not only need to make the news event clear, but also in the headset at any time to receive the director's instructions or scheduling, to do the content and the picture convergence, coupled with and the front reporter and the guests of the information communication, Such multi-threaded communication requires the presenter to utilize multi-threaded processing power in a very short period of time, a human-specific global control that is difficult for AI algorithms to achieve. The second is the ability to improvise non-predetermined responses. The ability of a real-life anchor to improvise is especially critical in a crisis. Such as the news broadcast in the teleprompter sudden failure, the anchor with the depth of understanding of the background of the news, on-site commentary for three minutes, to fill the gaps in the program, this higher-order improvisational response ability is through the preset algorithms of the AI does not have. In the face of this situation, AI anchors relying on algorithms are often unable to deal with it, and are in a state of "downtime". Thirdly, the ability to recognize specialized information, facing some specialized manuscripts or information, real anchors have their own understanding and judgment. The meaning behind the cold data can be interpreted, and when there is some misinformation in the information, real anchors also through their professionalism to screen out "fake news", to avoid misleading the audience. This ability to recognize specialized information is based on long-term training and accumulation, which is difficult for AI technology to reach. The broadcasting talent with the above multi-dimensional ability is an important hub connecting content, production and technology, and its value as a "communication hub" is the key to guarantee the fluency, authenticity and timeliness of information dissemination, which is also the core competitiveness of the broadcasting profession and its irreplaceability.

2.2 Social value and cultural empowerment

The social value of the broadcasting profession is firstly reflected in its role as a "stabilizer" of authoritative information dissemination and a "cornerstone" of social trust. In the era of information explosion, the audience receives a large amount of information every day, including some distorted information. Especially in major emergencies and public crises, professional broadcasters and hosts have become an important carrier of authoritative information dissemination with their clear and natural spitting, solemn and calm speech, and accurate expression. Its stable and credible voice image can effectively calm the audience's emotions and reduce social panic, thus playing an irreplaceable key role in maintaining social order and consolidating the public's trust in official channels, and becoming an important part of building a social trust system.

Secondly, the broadcasting profession plays an important role in cultural inheritance and innovation, and can be called the "translator" of cultural genes and the "stimulator" of cultural vitality. On the one hand, as "translators" of cultural genes. In recent years, cultural programs represented by CCTV's "The Reader", "China in the Canon" and "National Treasure" have become popular. The presenter, as the central narrator, plays an important function in the translation of cultural ideas, cross-sectoral harmonization and multi-scene switching presentation. The presenter is not just a simple transmitter of information, but also a deeper presentation of cultural connotations through a diversified approach, which greatly reduces the threshold of the audience's understanding of profound knowledge and revitalizes traditional culture; On the other hand, broadcasters and hosts are also "stimulators" of cultural vitality, and play a role of living heritage in the field of dialect preservation and non-genetic inheritance. For example, in the program "Dialect Talk Intangible Cultural Heritage", the announcer hosts people to local opera, folk songs, paper-cutting and other intangible cultural heritage in the form of dialect for professional sound recording, interpretation and dissemination. Through professional broadcasting and emotional interpretation, the program explains its historical origin, artistic characteristics, cultural connotation and social value in depth, and guides the audience to understand its essence. This approach not only breaks the time and space limitations of non-genetic inheritance, preserves the precious cultural materials, and makes more people aware of these precious cultural heritages. In addition, the modernized broadcasting expression makes it get rid of the strangeness of the dialect and the staleness of the cultural heritage, and become vivid, friendly and interesting, attracting the attention and participation of more young audiences, and injecting fresh blood and enduring vitality into the living inheritance of the non-legacy.

2.3 Human values and emotional connections

The rise of AI anchors has revolutionized the efficiency of the media industry, but its most central flaw lies in its lack of emotional authenticity; all of AI's actions are driven by algorithmic commands, which are essentially patterned simulations of human emotions. In contrast, as a living individual, a real announcer and host can show his unique and

irreplaceable humanistic value and emotional connection through the three dimensions of "empathic communication", "presence value" and "dialogue of ideas". In contrast, the humanistic value and emotional connection, which is the indelible value of the broadcasting profession, is demonstrated through the three dimensions of "empathetic communication", "presence value" and "dialogue of ideas".

Firstly, empathic communication. Wenchuan earthquake reports, Sichuan TV anchorwoman Ning Yuan in the broadcast of the Wenchuan earthquake casualties when the emotions out of control, choking out a heartbreaking figures, Ning Yuan's true feelings triggered a lot of audience empathy. In the face of a major disaster, the "empathy communication" of real announcers and hosts, although deviating from the standard of "professional calmness", has become an emotional conformity of the national collective memory, and this emotional projection based on the experience of life also reveals the broadcasting profession's deeply rooted in human nature. This kind of emotional projection based on life experience also reveals that the broadcasting profession is deeply rooted in human nature.

Secondly, the value of presence. The announcer-moderator is irreplaceable for the truthfulness of the news event, the incarnational knowledge. The central meaning of "embodied cognition" is that the body plays a key role in the cognitive process, and that cognition is formed through the experience of the body and the way it moves ^[2]. Recently, Rongjiang in Guizhou suffered a huge flood disaster, when the AI anchor is still broadcasting cold information, the real reporter of Guizhou Traffic Radio has gone to the front line. When the icy cold flood water spread over her calves, she was both a witness to the disaster and a recorder on the spot, conveying the real situation of the disaster area to the audience by interviewing the affected people on the spot. This kind of incarnational communication creates a strong sense of "presence" and "co-presence", the audience through the reporter's physical perspective and sensory experience, "substitution" into the scene of the disaster area, feel the news of the The audience can feel the reality of the news through the reporter's physical perspective and sensory experience. The body of the journalist becomes a physical witness to the authenticity of the news, a foundation of trust and an emotional bedrock that technology cannot simulate.

Thirdly, the dialog of ideas. AI can engage in conversational interactions and even simulate debates, but the in-depth exchange of ideas in cultural programs is something that AI can't mimic. The program's uncertain, impromptu, soul-touching conversations rely heavily on interactions and collisions between real individuals. For example, Bai Yansong initiated the cultural speech program "Dialogue - Let's Talk to a Better You" to join hands with domestic cultural celebrities to enter colleges and universities across the country, face to face with contemporary young people to conduct a sincere and valuable dialogue of ideas. The core lies not only in the output of cultural ideas, but also in the program's high ratio and the highest value content of the question session, through instant answers, follow-up questions, point of view regurgitation to stimulate the depth of thought, so as to achieve a real exchange of ideas. The exchange of wisdom and ideas requires the collision of real life, not the human-machine dialogue of preset algorithms, and the unique humanistic value of the broadcasting profession is embodied in this.

3 Development path and optimization strategy of broadcasting major

3.1 Evolution of professional competence under human-machine synergy

In the face of the impact of AI technology, the broadcasting profession needs to carry out deeper enhancement in terms of technical application ability and professional literacy in vertical fields, realize the dialectical unity of efficiency enhancement and humanistic value, establish the core competitiveness of the broadcasting profession that is irreplaceable in the intelligent era, and realize the real human-machine synergy in the AI era.

In terms of technical literacy, the premise and path to optimize human-machine synergy is to clarify the working boundaries between AI anchors and real anchors, so as to solidify the foundation for the interface between each of them and the organic integration ^[3]. The broadcasting profession needs to actively embrace advanced technologies such as AI, XR, VR, etc. and utilize them to break through the physical and formal boundaries of the traditional broadcasting profession. Such as the use of AI to quickly generate the first draft of the news, greatly improving the efficiency of the initial creation of news, on which the announcer injects a humanistic perspective, emotional temperature and critical thinking through secondary creation, transforming the information into content of public value. And then through the XR, VR technology to simulate the news event scene, the announcer through the three-dimensional spatial narrative ability to provide the audience with immersive, multi-dimensional content acceptance experience, this "human-computer synergy" model can greatly improve the communication efficiency and dissemination effect. The professional announcer can also through the voice pattern simulation, emotional rhyme analysis, training AI voice model breakthrough "instrument sense", so that its pronunciation is more natural, more expressive, to realize the two-way empowerment of AI technology and the art of broadcasting.

In terms of vertical deepening, AI is good at processing massive and complex data, but lacks real understanding and insight in the face of complex logic, background knowledge, industry rules, etc., in specialized fields. In the face of

controversial topics in specialized fields, AI relies on training data and is prone to biased views or dissemination of misinformation. Through the systematic learning of legal, financial, medical, sports and other vertical fields of subject knowledge, real announcers and hosts can internalize professional thinking and form a professional and reliable temperament, which can't be imitated by AI, and is one of the paths to cope with the impact of AI and improve professionalism. This professional barrier is not only reflected in the reserve of knowledge, but also in critical thinking and professional information judgment, which is precisely the core competence that AI is missing. Professionalized hosts are able to produce more insightful, accurate and valuable content to meet the audience's demand for in-depth information and enhance the media's professional image and credibility.

3.2 Ethical co-construction under human-computer collaboration

With the deep penetration of AI into the field of broadcasting creation, from intelligent script writing to speech synthesis technology, the misuse of its technology is prone to cause many ethical problems, prompting the original ethical framework to face reconstruction, and there is an urgent need to establish new ethical norms adapted to the model of human-computer collaboration.

First, the principle of clear responsibility. Clarify the gatekeepers and responsible persons for each link of the information dissemination process, AI provides support for work efficiency, but the final verification of the authenticity of the content of dissemination is in the hands of people. Broadcasters and related teams need to establish stricter vetting mechanisms to avoid the spread of fake news. When using AI to synthesize voice or generate part of the content, it should be clearly labeled, such as "This voice is synthesized by AI", so as to respect the audience's right to know while maintaining the integrity of the communication and avoiding the use of false as true.

Second, the principle of copyright protection. On the one hand, AI is highly susceptible to inadvertent copyright infringement when it comes to content production, with its vast and ponderous amount of information. On the other hand, AI's highly mimetic technology for voices has led to the unbridled use of public figures' and even ordinary individuals' voice images, infringing on their personal voice rights. In the face of the dual challenges, the government and relevant departments should accelerate the legislative process, introduce relevant laws and regulations, clearly define the rules for copyright attribution of AI-generated content and the protection of individual voice rights and interests, clarify the boundaries of copyright attribution and use, and strengthen supervision to avoid copyright disputes.

Third, the principle of the true bottom line. AI's voice cloning technology has now reached the point where it can be faked, setting a red line between individuals and platforms for AI creation. Resolutely eradicating the unauthorized cloning or falsification of other people's voices by AI without delay, and strictly preventing AI from being misused for committing fraud, disseminating false information and disrupting social and public order. "When AI is able to perfectly mimic anyone's voice, the boundary between ownership and use of the voice becomes blurred."^[4] To cope with these risks and challenges, we have vigorously developed technical means, upgraded the use of voiceprint recognition and traceability technology, and ensured that AI voice synthesis technology has recognizable and traceable "authenticity markers", so as to provide support for authentic and trustworthy voices from the technical level.

When the rigor of content auditing, the strictness of laws and regulations and the reliability of advanced technology support each other and work together, we can jointly build an impenetrable ethical boundary of AI technology in the broadcasting profession, and interpersonal synergy can truly release its empowering potential. In the midst of the digital deluge, defending news dissemination adheres to the fundamental mission of pursuing truth and serving the public.

3.3 Ecological reconstruction with multi-platform linkage

In the deep integration of media and the rapid development of intelligent technology today, artificial intelligence, big data, cloud computing and other technologies have not only reshaped the production, distribution and consumption mode of communication content, but also profoundly changed the audience's media habits and expectations. Therefore, to reconstruct the core competitiveness of the broadcasting profession and make the broadcasting profession glow with enduring vitality, it is urgent to break the traditional single training mode and build a trinity synergistic ecosystem of "education empowerment, platform practice, and technology drive", so as to promote the sustainable development of broadcasting talent value.

On the educational side, students are required to take a "Smart Technology Literacy" course while strengthening the foundations of the broadcasting profession. Not only to learn to understand the underlying logic of AI, big data and its practical application paradigm, but also to master its practical application skills in content production, communication and interaction, and to be able to flexibly adapt to the deep integration of different technological environments and broadcasting professional practice. In addition, schools should establish substantive and regularized linkage mechanisms with mainstream media, new media platforms, and technology companies, deepen school-enterprise cooperation, and increase the number of curricula in vertical specialty areas. In the face of the unprecedented expansion of oral

communication scenarios, there is a greater need for customized "expert" talents. For example, we have set up the module courses of "Virtual Scene Communication", "Personalized Scene Communication" and "Mobile Scene Communication" [5].

On the platform side, major media platforms should actively open up project resources and real application scenarios. Abandoning the traditional concept of "internship" and adopting a more positive and open attitude, students can be exposed to the most cutting-edge program forms, operation modes and user feedback during their school years, so that the cooperation platform can become a real "teaching practice base". At the same time, the media platform can also set up a special talent reserve program to lock potential talents in advance that meet the characteristics and development needs of their own platforms, so as to achieve two-way empowerment and mutual benefit and win-win situation between the education and media sides.

On the technology side, technology enterprises should not only act as suppliers of tools, but also actively cooperate with schools and media platforms to explore innovative application scenarios and solutions for broadcasting majors in the new technology environment. The three parties need to jointly study and formulate norms, ethical guidelines and industry standards for the application of new technologies in the production, dissemination and evaluation of content. The technology side provides technical support to ensure that the education side and the media side can timely adapt to and use the latest technological achievements, forming a virtuous cycle ecology of "technology research and development - educational application - industrial verification - feedback and optimization". Promoting new energy throughout the broadcasting profession.

4 Conclusions

The wave of AI is not the end of the broadcasting profession, but an opportunity to transform and elevate its value. By deeply recognizing its unique value, adhering to its humanistic core and making good use of technology, it will build a new paradigm of intelligent communication with human-machine synergy. The broadcasting profession can not only effectively cope with the impact, but also release the deep humanistic power beyond instrumental rationality, and continue to play the important duty of communicating with the society, inheriting culture, transmitting emotions and enlightening thoughts in the era of intelligent communication, so as to bring out a more lasting professional vitality.

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