Creativity and Innovation
2025, VOL. 9, NO. 5, 64-68
DOI: 10.47297/wspciWSP2516-252712.20250905

# Research on the "Personification" Dissemination of Broadcasting and Hosting Art in the Era of Intelligent Media and the Ethical Boundaries of AI Anchors

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**ABSTRACT**
Smart media technology is driving the broadcasting and hosting industry into a stage of human-machine symbiosis. The large-scale application of AI anchors brings efficiency innovation and form breakthroughs, but it also impacts the "personalized" communication value of the industry and triggers ethical disputes such as data privacy and responsibility attribution. This article combines case studies and three literature theories to analyze the emotional authenticity, contextual creation, and cultural subject essence dimensions of "personification" communication, highlighting the irreplaceability of human anchors; Sort out the ethical dilemmas of AI anchors in terms of data, production, and humanities, construct relevant ethical boundary frameworks, and ultimately propose a path to strengthen human anchor capabilities, establish AI standards, and build human-machine collaboration models, providing theoretical and practical guidance for the industry.

**KEYWORDS**
Broadcasting and hosting art; Personalized communication; AI anchor; Ethical boundaries; Human-machine collaboration

## 1 Introduction

The intelligent media technology with machine learning and natural language processing as its core is deeply penetrating the broadcasting and hosting industry: from the CCTV prototype AI anchor broadcasting news, to the application of AI synthesized sound in audiobooks and other scenarios, technology is reshaping the production logic and dissemination form of industry content. The art of broadcasting and hosting, which uses spoken language as a carrier and carries humanistic values, faces scrutiny for its core "personification" communication attribute - although AI can replicate human voices and expressions, it cannot convey the emotional temperature and depth of thought behind language. How to adhere to the essential value of "personification" has become an industry must answer question. At the same time, AI anchors have exposed many ethical issues: voiceprint data collection infringes on privacy, content errors lead to a "responsibility vacuum," and excessive simulation undermines humanistic spirit. Previous studies have explored the relationship between humans and machines from a dialectical perspective, analyzed the advantages and disadvantages of AI anchors, and the mutual learning value of communication subjects, laying a theoretical foundation. Based on this, this article focuses on the "personification" communication of broadcasting and hosting in the era of intelligent media and the ethical boundaries of AI anchors, aiming to clarify the relationship between technology and art and help promote the healthy development of the industry.

## 2 The essential dimension of personalized communication for broadcasting and hosting in the era of intelligent media

The "personification" dissemination of broadcasting and hosting is not simply a display of personal style, but a process in which human anchors integrate their own emotions, thoughts, and cultural cognition into audio language creation, and establish a deep spiritual connection with the audience. In the era of intelligent media, the impact of technology has not weakened this attribute, but rather made it a key distinguishing factor between human anchors and AI anchors. Its essence can be analyzed from three core dimensions.

### 2.1 Emotional transmission: the temperature core of "personification" communication

Emotion is the soul of broadcasting and hosting art, as well as the core support for personalized communication. In the practice of broadcasting and hosting, human anchors do not mechanically read text, but based on their own understanding and life experience of the content, transform the emotions behind the text into perceptible audible language. This kind of emotional transmission is not a fixed template, but dynamically changes with the scene, content, and the host's personal cognition, allowing the audience to feel the "human flavor" behind the language.

In disaster news reports, human anchors will unconsciously adjust their tone, using low and solemn expressions to convey reverence for life. Even when mentioning the stories of the victims, choked up emotions will naturally appear in their voices - this emotion is not a deliberately designed "performance", but an instinctive empathy for the value of life; In

festival reporting, the anchor can use a lively and warm tone, combined with their own memories and feelings of the festival, to create a joyful atmosphere of family reunion, allowing the audience to feel the warmth of the festival in language. In contrast, although AI anchors can simulate the tone of basic emotions such as "sadness" and "joy" through algorithms, they cannot truly understand the connotation of emotions. The emotions they convey lack depth and hierarchy, making it difficult to form a spiritual resonance with the audience. The authenticity of this emotional transmission is the essential warmth core of "personalized" communication, and it is also one of the core advantages that human anchors cannot be replaced.

### 2.2 Contextual response: creative embodiment of "personification" communication

The communication scenarios of broadcasting and hosting are complex and varied, and there are significant differences in audience needs. One of the important characteristics of "personalized" communication is the creative response ability of human anchors to different contexts. In sudden news situations, when the live broadcast signal is suddenly interrupted or unexpected situations occur on site, human anchors can react quickly, calm the audience's emotions with calm language, and temporarily supplement relevant background information to avoid confusion in communication; In social media live streaming, the anchor can pay real-time attention to audience comments, respond promptly to questions raised by the audience, and even adjust the topic direction according to the audience's interests, creating a "one-on-one" intimate communication atmosphere; In cultural interview programs, when a guest's speech deviates from the preset idea, the anchor can cleverly guide the topic back to the core, while capturing the shining points in the guest's speech, delving deeper into the stories and ideas behind them, making the interview more profound and interesting. However, the expression of AI anchors relies on pre-set text and algorithms. When faced with non standardized contextual changes, they often can only output content according to a fixed pattern and cannot be flexibly adjusted, lacking the creativity and flexibility required for personalized communication.

### 2.3 Cultural value: the spiritual foundation of the dissemination of "personification"

Broadcasting and hosting are not only tools for information transmission, but also important carriers of cultural dissemination. "Personalized" dissemination carries the important mission of cultural value transmission. In cultural programs such as the "Chinese Poetry Conference", anchors will combine their own understanding of poetry and use vivid language to interpret the historical stories and emotional connotations behind classic works. When it comes to "I hope people can last long and share the beauty of love and reunion", anchors will integrate their own understanding into the expression, allowing the audience to experience the spiritual core of "patriotism" in traditional Chinese culture while feeling the beauty of poetry; In the international communication scene, anchors can take into account cultural differences between China and foreign countries, and convey the voice of China in a way that is easy for the audience to understand. For example, when introducing traditional Chinese festivals, they will combine similar elements from Western culture for analogy to avoid cultural discounts; In mainstream public opinion guidance, anchors can interpret policy connotations through expressions with a stance and warmth. For example, when interpreting the "rural revitalization" policy, they will combine their own experiences of going to the countryside for interviews, use real stories of farmers to interpret the changes brought about by the policy, and consolidate social consensus. Due to the lack of cultural awareness and value judgment, AI anchors are unable to deeply understand the cultural connotations behind the content, and their dissemination can only stay at the surface of information, making it difficult to undertake the mission of cultural dissemination.

## 3 Ethical dilemma and boundary construction of AI anchors in the era of intelligent media

While AI anchors bring technological convenience and efficiency improvement to the broadcasting and hosting industry, they also raise a series of ethical issues. These issues involve multiple levels such as data usage, responsibility definition, and humanistic values. If clear ethical boundaries are not established in a timely manner, it will have a negative impact on industry development and social order.

### 3.1 Ethical dilemmas and privacy boundaries in data usage

The development and operation of AI anchors rely on massive amounts of human voice, image and other data, and there are obvious ethical risks in the acquisition and use of data. On the one hand, some companies, in order to reduce research and development costs, collect sensitive data such as voiceprints and facial features of human anchors without authorization for AI model training. Industry research shows that some small technology companies even use web

crawling technology to capture anchor videos and audios on the internet, extract data, and use it for AI anchor development, seriously infringing on the privacy and portrait rights of anchors; On the other hand, some platforms overuse the collected data, such as using the voiceprint data of a certain anchor for commercial advertising dubbing without obtaining the anchor's permission, further exacerbating the problem of data abuse.

To establish ethical boundaries for the use of AI anchor data, it is necessary to adhere to the principle of "privacy protection". Firstly, data collection must obtain clear authorization. Enterprises should sign a written agreement with data providers, specifying the scope, duration, and purpose of data use, and prohibiting unauthorized collection behavior - for example, if a broadcaster's voiceprint data needs to be used to develop an AI anchor, written consent from the broadcaster must be obtained, and the agreement must specify the application scenarios of the AI anchor and not exceed the agreed scope; Secondly, the use of data should follow the principle of "minimum necessity", only collecting data necessary for the operation of AI anchors to avoid excessive collection. For example, when developing information AI anchors, there is no need to collect irrelevant data such as personal life photos of the anchors; Finally, it is necessary to establish a data security storage mechanism, use encryption technology to protect data, prevent data leakage, and clarify the data destruction process. After the AI anchor stops operating, relevant data should be destroyed in a timely manner to protect the legitimate rights and interests of data providers.

### 3.2 The ethical dilemma and attribution boundary of content responsibility

The issue of responsibility attribution is one of the core ethical dilemmas in the content dissemination of AI anchors. When AI anchors report false information, have value deviations, or cause public opinion disputes, the responsibility should be borne by the technology research and development party, content provider, or communication platform. Currently, there is a lack of clear definition in the industry. Some entities take advantage of this loophole and shift blame to each other when problems arise - the technology development team claims that "the content is provided by the platform and has nothing to do with the technology", while the platform claims that "the AI anchor is developed by a third party and the responsibility should be borne by the development team", resulting in a "responsibility vacuum" that not only damages the interests of the audience but also affects the credibility of the industry.

Clarify the ethical boundaries of responsibility for AI anchor content and adhere to the principle of "human led". AI anchors themselves do not have subjectivity and cannot bear legal and moral responsibilities. The responsibility for the content they disseminate ultimately needs to be borne by human subjects. Specifically, the content provider is responsible for the authenticity, accuracy, and value orientation of the text broadcasted by AI anchors, ensuring that the content complies with industry standards and social ethics. For example, when writing news releases for AI anchors, the content team must strictly verify the source of information to avoid false news; The technology R&D team is responsible for the algorithm logic of AI to avoid content deviation caused by algorithm defects. For example, in AI speech synthesis algorithms, a "value oriented filtering mechanism" needs to be set up to prevent AI from generating inappropriate speech; The communication platform needs to establish a content review mechanism to check the broadcast content of AI anchors, conduct content testing before AI anchors go online, monitor in real-time during the broadcast process, and correct erroneous information in a timely manner. At the same time, the industry should establish a unified standard for identifying responsibilities, clarify the scope of responsibilities of each party, and form a complete responsibility chain of "content provision technology research and development platform broadcasting".

### 3.3 The ethical dilemma and bottom line boundary of humanistic values

The large-scale application of AI anchors may also lead to ethical risks of cultural value erosion. If we overly rely on AI anchors and replace human anchors from core scenarios such as emotional and cultural communication, it may lead to the loss of the "personification" value of broadcasting and hosting art, weaken the emotional connection and cultural identity between humans. For example, if AI anchors are used to replace human anchors in hosting commemorative programs, their mechanical expression cannot convey respect for history and remembrance of the deceased, which may cause the program to lose its humanistic warmth; More seriously, excessive pursuit of the "simulated human" effect of AI anchors may lead to "technological alienation", allowing technology to override humanistic spirit and ignoring the essential value of broadcasting and hosting art.

Building ethical boundaries for the humanistic values of AI anchors requires adhering to the bottom line of "humanistic priority". Firstly, in terms of application scenarios, clarify the scope of application of AI anchors - they can undertake standardized communication tasks such as information and tool dissemination, such as weather reporting, news updates, voiceover of audiobooks, etc. These tasks have lower requirements for emotional transmission and cultural interpretation, and can fully leverage the advantages of AI's high efficiency and error free distribution; For emotional, cultural, and in-depth reporting scenarios that require "personalized" dissemination, such as disaster memorial reports, cultural interview programs, and in-depth investigations into people's livelihoods, priority should be given to human

anchors to ensure the humanistic temperature and cultural depth of dissemination. Secondly, in terms of technological research and development, we should avoid excessive pursuit of "simulated humans" and clearly label the "non-human" attributes of AI anchors - for example, when AI anchors broadcast, it is necessary to clearly indicate at the bottom of the screen or at the beginning of the audio that "this content is broadcasted by AI anchors" to prevent cognitive confusion among the audience, especially to avoid children mistaking AI anchors for real humans, which may affect their understanding of the relationship between "people and technology". Finally, in the development of the industry, humanistic spirit should always be prioritized, and the humanistic value of broadcasting and hosting art should not be sacrificed on the grounds of technical efficiency. For example, AI hosts should not be used to fully replace human hosts in hosting livelihood programs in order to reduce costs, ignoring the audience's need for emotional resonance.

## 4 The collaborative development path of personalized communication of broadcasting and hosting in the era of intelligent media and ethics of ai anchors

In the era of intelligent media, the healthy development of the broadcasting and hosting industry is not to exclude AI anchors, but to clarify the ethical boundaries of AI anchors and achieve human-machine collaborative development on the basis of adhering to the essence of "personalized" communication. Specific collaborative paths can be constructed from three aspects.

### 4.1 Strengthen the personalized communication ability of human anchors and consolidate their dominant position

Faced with the impact of AI technology, human anchors need to further strengthen their "personalized" communication abilities and consolidate their dominant position in the industry. On the one hand, improving emotional expression ability - by delving into daily life and accumulating experience, enhancing the ability to perceive and transform different emotions, such as regularly participating in grassroots research, experiencing various aspects of people's livelihoods, and making spoken language more infectious; At the same time, strengthen emotional control and expression training, learn to accurately convey emotions according to different scenarios, and avoid excessive or insufficient emotions. On the other hand, strengthening context response and innovation ability training - by simulating sudden scenarios and conducting improvisational expression exercises, enhancing on-site reaction ability; Deeply study the characteristics of different communication platforms, such as understanding the audience preferences of short video platforms, adjusting language styles, and better adapting to complex and changing communication scenarios. In addition, it is necessary to deepen cultural literacy, deeply study excellent traditional Chinese culture and the spirit of the times, enhance cultural interpretation and dissemination abilities through reading classics and participating in cultural exchange activities, and make "personalized" communication more profound and profound.

### 4.2 Establish an AI anchor ethical code system and standardize the application of technology

The industry needs to collaborate with government departments, enterprises, and research institutions to establish an ethical standard system for AI broadcasters, and define clear boundaries for technology applications. Firstly, establish standards for the use of AI anchor data - led by industry associations and in collaboration with legal and technical experts, develop the "Ethical Guidelines for the Collection and Use of AI Anchor Data", clarifying the authorization process, scope of use, and security standards for data collection. At the same time, establish a punishment mechanism for data violations, and impose fines, industry notifications, and other penalties on companies that collect data without authorization. Secondly, the identification method of AI anchor content responsibility was introduced - led by the relevant government departments, combined with the existing regulations such as the Measures for the Administration of Journalist Cards, the Provisions on the Administration of Internet News Information Services, and so on, to clarify the responsibility subject and identification criteria for all links of AI anchor content production, such as the provision that "the content provider is primarily responsible for the authenticity of the text, and the platform is responsible for the review of the broadcast content". At the same time, a responsibility tracking mechanism was established to record the content source and review process of AI anchor through technical means, so as to facilitate the traceability of responsibility in case of problems. Finally, release the AI anchor application guide - clarify the applicable scenarios and humanistic bottom line of AI anchors, such as stipulating that "AI anchors shall not be used to host programs that require strong humanistic care, such as commemorative and mourning programs". At the same time, encourage enterprises to develop "humanistic friendly" AI anchors, such as incorporating "temperature parameters" into AI anchor speech synthesis to avoid mechanical expression.

### 4.3 Construct human-computer cooperative communication mode to realize complementary advantages

Human machine collaboration is an inevitable trend in the development of the broadcasting and hosting industry in the era of intelligent media. The key is to achieve complementary advantages between human anchors and AI anchors, allowing technology to serve "personalized" communication rather than replacing human anchors. In terms of division of labor, AI anchors undertake standardized and repetitive communication tasks - for example, in news production, AI anchors can be responsible for broadcasting morning news alerts and quickly transmitting massive amounts of information; In the content preparation stage, AI can assist human anchors in organizing interview materials and generating initial broadcast drafts, saving human anchors time and energy. Human anchors focus on "personalized" communication scenarios - for example, hosting in-depth reporting programs, exploring the value behind news through emotional transmission and cultural interpretation; Participate in interactive live streaming, communicate in real-time with the audience, and meet their emotional needs.

In terms of collaboration, a "human led AI assisted" model is formed - for example, in cultural program production, human anchors are responsible for program planning, content interpretation, and emotional expression, while AI anchors assist in completing auxiliary work such as background information inquiry and audience interaction data statistics; In international communication, human anchors are responsible for content creation and cultural adaptation, while AI anchors assist in completing multilingual translation and real-time subtitle generation to improve communication efficiency.

## 5 Conclusion

The era of intelligent media has brought opportunities for technological innovation to the broadcasting and hosting industry, as well as challenges to adhere to the essence of art and standardize the application of technology. The "personification" dissemination of broadcasting and hosting art, with the authenticity of emotional transmission, creativity in contextual response, and subjectivity of cultural values as its core, is an irreplaceable advantage of human anchors and the soul of industry development. No matter how technology iterates, human needs for emotional resonance and cultural identity will not change, providing an eternal value foundation for "personification" dissemination. The ethical boundaries of AI anchors involve data privacy, responsibility attribution, and humanistic bottom lines. Clarifying these boundaries is a prerequisite for the application of technical standards and a key to ensuring industry credibility and social ethical order. In the future, only by adhering to the essence of art in technological applications and promoting technological innovation in ethical norms can broadcasting and hosting art bloom with new vitality in the era of intelligent media, and better undertake the mission of information transmission, cultural dissemination, and public opinion guidance.

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