**The era of smart media helps media integration develop in depth**

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Author: Li Dong

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[Abstract] The active promotion and deep integration of artificial intelligence into the media has opened up a new era of intelligent media for modern media, which is deeply integrated and developed in a wider range. With the support of artificial intelligence, the media industry has continuously transformed and leaped along the path of dynamic, integrated and intelligent. Traditional media is achieving a comprehensive breakthrough in in-depth development with the help of intelligent media. The full-domain intervention of artificial intelligence has promoted the transformation and upgrading of the media from integrated media, intelligent media to omnimedia and hypermedia.

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In January 2019, General Secretary Xi Jinping emphasized at the 12th collective study session of the Political Bureau of the CPC Central Committee on the omnimedia era and media integration development that promoting media integration development and building omnimedia has become an urgent issue we face. In the omnimedia era, facing the siege of self-media and pan-media, traditional media forms have long been upgraded to dynamic communication under the full industry and full ecology. With the support of artificial intelligence, the media industry has continuously evolved and leaped along the path of dynamic, integrated and intelligent development. Traditional media is realizing a comprehensive breakthrough in in-depth development with the help of smart media.

**The sense of crisis brought by the changing times is driving media integration to develop in depth**

The iterative empowerment of artificial intelligence has opened up an era full of variables for the media. In modern society, the rise of self-media and pan-media based on social platforms has rapidly weakened the advantages of traditional media. The vortex of the non-polarized media effect of self-media is constantly gathering and taking shape. Ordinary people can also become Internet celebrities with media effects in the era of smart media. The rapid growth of self-media and pan-media, and the weakening of traditional media, have made traditional media feel an unprecedented crisis, forcing traditional media to carry out all-round innovation from content production to dissemination forms.

In response to the era of smart media, leading the in-depth development of media integration has become an important direction of current development. Media integration continues to develop in depth, making the four-in-one intelligent link of collection, production, transmission and distribution, and the cross-media field has completely changed the media content. Intelligent development, full-process optimization, and full-platform reconstruction have formed a trinity of smart media integration between various media resources, media production factors, and media communication factors, thus bringing out a new influence of communication in the era of smart media. Smart media can create content-based, serialized, and long-lasting products that are far more exciting than self-media and pan-media, and smart media can move from traditional large screens to small screens, forming a comprehensive coverage of multiple terminals, multiple platforms, multiple applications, and multiple fields.

The integration of artificial intelligence into all industries is the most essential foundation for the in-depth development of media integration. The increasingly mature involvement, penetration and integration of artificial intelligence in the network, media, data and application aspects have become the decisive factor for the further in-depth integration and development of media in the era of smart media. At the same time, this has also brought matrix-type integrated smart media drives such as smart network, smart cloud and smart media think tank to media and platforms, so that the media can shift to the overall layout from development positioning to brand building, from media platform to advanced path, and from development goals to development planning. The overall operation of smart media connecting platforms upward, users downward and media in the middle will help the mainstream media with smart media as the core to develop into a more mature ecology.

**The advent of the Internet of Everything era drives media convergence to a deeper level**

The advent of the Internet of Everything era has enabled artificial intelligence to enter a larger media field, gaining a broader space for development and application in the media field. In particular, the integration of artificial intelligence and the Internet of Things has given wings to the further development of media integration. Through the connection of the Internet of Things, artificial intelligence can drive machine systems to achieve the most basic intelligent creation. Through content recognition, language construction, knowledge reasoning, etc., with the support of artificial intelligence methods such as machine learning, automatic content correction, automatic posting, automatic cover, etc. based on intelligent creation have been increasingly widely used in smart media platforms.

Machine systems such as the brain for collecting and transmitting, the brain for creation, the brain for media, and the brain for recording and broadcasting have greatly accelerated the efficiency of collecting and transmitting, expanded the creative space for creation, activated the derivative forms of the media, and improved the efficiency of recording and broadcasting, becoming an indispensable tool for the in-depth integration and development of the media. With the help, promotion, and support of smart media, a continuous unity of the in-depth integration of artificial intelligence and media has been formed. While artificial intelligence is helping the development of media integration, the media is also constantly opening up new intervention, penetration, and leading fields for the integration of artificial intelligence. The deep integration of the two provides a foundation for the in-depth development of the media through the aggregation and resonance of smart media.

From the perspective of machine intervention in the era of smart media, 2019 can be called the year of smart media robots. Intelligent search engine robots, biosensor intelligent robots, automatic collection robots, automatic editing and aggregation robots, etc. have appeared in major media and have been put into use one after another. These robots can not only undertake some of the most basic knowledge-based interactions, but also realize the intelligent real-time transmission of live video data, and can replace the on-site host to perform intelligent program recording of established programs. In other words, artificial intelligence robots have begun media practice in the era of smart media, and are reshaping the full-chain organizational form and media mechanism of the entire pan-content media production line.

**The construction of the all-media, integrated and hypermedia system drives media integration to develop in depth**

Looking back on the past and looking forward to the future, mankind has gone through four eras: print media, electronic media, optical media, and smart media, and is rapidly entering a new era of mainstream omnimedia, smart media, and integrated media. From an industry perspective, the diffraction of value base points, the dissolution of media boundaries, the improvement of user experience, and the integration of business platforms have all brought about tremendous changes to the media landscape. Mainstream media are actively transforming and upgrading from integrated media, smart media, and then to omnimedia and super media. In the era of smart media, a "smart future" is unfolding in the process of in-depth integration of media from smart media to super media, with a leap beyond reality.

In the era of smart media, media content will develop sustainably along the intelligent path of all links including collection, editing, creation, distribution and broadcasting; media forms in the era of smart media will continue to evolve along the intelligent path of all links including 5G, AI or XR; the system and mechanism of media in the era of smart media will cover the central, provincial, municipal, county, township, as well as social groups and communities, forming a more multi-modal media integration field. The content structure, communication structure and organizational structure of the media will all reflect an unprecedented omni-media transformation. Innovation in the era of smart media will bring more colorful multi-modal expressions to the media. Not only can videos be iteratively nested, but animation, XR, machines, etc. can also be integrated into the media field, thus deriving a multi-modal public opinion ecology, media ecology, media ecology, communication ecology and other four-in-one in-depth ecological forms, accelerating the transformation of media integration to omni-media.

In the era of smart media, media convergence is also accelerating towards the field of integrated media. 5G, AI, and 4K/8K have become the necessary standard configurations in the era of smart media, and will also usher in the next era of smart media communication that is comparable to real-life live broadcasts. The entire media industry will transition from intelligent intervention and penetration to a truly intelligent media era where artificial intelligence is ubiquitous, omnipotent, and all-encompassing. The further in-depth integration of intelligent collection and broadcasting, intelligent content creation, intelligent platform and terminal full coverage, intelligent holographic scenes, and intelligent full interactive services will bring a full-format, full-factor, and full-field intelligent integrated media integration to the era of smart media. The comprehensive transformation of core intelligence such as intelligent creation, intelligent algorithms, and intelligent editing will directly bring about the transformation and upgrading of the media industry in the era of smart media, and will thereby drive the in-depth integration of multi-terminal, multi-platform, multi-resource, multi-collaborative, multi-dimensional, and multi-interactive full-intelligent media.

At the same time, the four-in-one interconnection and integration of resources, content, promotion, and interests will open up a postmodern hypermedia field for smart media. Based on the media integration innovation of machine brain + human brain, robot recording and dissemination, media brain center, etc. will be further upgraded to the in-depth development of machine brain gradually replacing human brain. Ultimately, it will bring about the full integration of artificial intelligence, human brain intelligence and content elements, human-machine co-creation, the deep integration of artificial intelligence, Internet of Things and machine assistance, and the convergent evolution of deep integration of artificial intelligence, 5G, XR, etc., forming a hypermedia domination that can see through the future. With the full involvement of artificial intelligence in the media field, artificial intelligence, Internet of Things, machine assistance, XR, etc. will become a new normal of multimodal superposition in the modern media ecology, and everything will be media, human-machine co-creation, convergent evolution, etc. will become an inevitable development of the media in the future.

(The author is an associate professor at the School of Journalism and Communication, Nanchang University)

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