

Research on the Impact of AIGC on Traditional Media Audiences and Symbiotic Paths Based on Logistic Regression Model

Wenbo Suo^{1, #, *}, Shiyu Li^{2, #}

¹ School of Electronic and Information Engineering, Liaoning Technical University, Huludao, China, 125105

² School of Public Administration, Hohai University, Nanjing, China, 211100

* Corresponding Author Email: 17304238343@163.com

#These authors contributed equally.

Abstract. Under the background of the rapid development of artificial intelligence technology and the unstoppable wave of digitalization, AIGC has impacted the mode and core position of "gathering, editing and broadcasting" of traditional media. In order to explore the future development direction of the media industry, this paper quantifies the impact of AIGC on audience acquisition and retention of traditional media by constructing a logistic regression model, and analyzes the differences between them in content production and broadcast output by using radar chart and comparison chart. This paper analyzes the relationship between AIGC and traditional media in a comprehensive manner, taking into account their complementary advantages, diversity of audience needs, policy support and industry trends. The research shows that AIGC has impacted traditional media in terms of audience, editing content production and broadcast output, and traditional media is faced with technical shortcomings and talent shortage. However, the two have complementary advantages. With the support of policies, integration is an inevitable trend in the future development. Through symbiotic development paths such as collaboration in content creation, sharing of communication channels and cooperation in talent training, they can achieve complementary advantages, meet the diverse needs of audiences, and promote social and economic development and cultural prosperity.

Key words: AIGC, Traditional media, Symbiotic development, Impact, Fusion path.

1. Introduction

In the era of rapid technological development, artificial intelligence (AI) is driving the global digitization process, profoundly reshaping various industries and exerting a far-reaching impact on the field of information communication. Since the 21st century, the explosive growth of digital technologies has reinvented the logic of global information dissemination. In the wave centered on 5G, big data, and artificial intelligence, Artificial Intelligence Generated Content (AIGC) has strongly impacted traditional media, breaking its integrated "gathering, editing, and broadcasting" model and threatening traditional media's dominant position in information communication. Many scholars have conducted research on this phenomenon: Yuhan Chu analyzed how AIGC technology empowers the content of new media platforms from a communication studies perspective, thereby reshaping the mainstream public opinion landscape [1]; Sihan Li analyzed the application strategies of AI in empowering media convergence by sorting out the theoretical framework of artificial intelligence [2]; Jiaqi Dong explored the application process of data analysis in new media communication and proposed future development trends and challenges for new media [3]; Zhiwei Wen and Xuya Wang discussed strategies and suggestions for the development of the media industry in the field of broadcasting and hosting in the new media era [4]; Xuya Wang also analyzed the development of talent training models for broadcasting and hosting under the background of AI and put forward suggestions for cultivating media talents in the new media era [5]; Haoyu Li analyzed the possibilities and optimization paths of ChatGPT in promoting the generation and dissemination of fake news,

prompting media practitioners to reflect on the empowerment of AI for new media news content [6]; Jiaying Tang analyzed the training model for composite digital media technology talents based on project-based teaching, providing solutions for cultivating interdisciplinary talents in the digital media era [7]. Yuge Jiang studied the symbiotic path between AI technology and development journalism, proposing a theoretical framework for their collaborative development through perspectives such as "gaze, call, and suture" [8]; Dengyun Zhang explored the innovative applications of AIGC in news production and proposed countermeasures against challenges such as ethics and copyright issues it brings [9]; Shengquan Shi analyzed the development paths of news photography in shooting, editing, and communication links under the AIGC background, emphasizing the balance between technology and humanistic values [10]; Zhenhua Sun explored the innovative directions of news content communication models based on AI characteristics and proposed intelligent and personalized communication strategies [11]; Yu Jin summarized the transformations in news production methods in terms of efficiency and form in the AI era and prospected the future development trends of intelligence and integration [12]. These studies have achieved certain results from various perspectives. However, the current research has limitations. Most of the existing achievements focus on the technical characteristics of AIGC or the unilateral predicament of traditional media. Isolated studies of the two are more common, and in-depth analysis from the perspective of their mutual relationship is insufficient. The exploration of specific paths to promote their development from opposition to symbiosis is also not deep enough. Therefore, this paper aims to fill this research gap. By comprehensively applying the literature research method to sort out existing studies, and using the comparative analysis method to analyze the differences and conflicts between AIGC and traditional media, it systematically sorts out the problems faced by traditional media. It innovatively explores the symbiotic development path of the two from multiple dimensions such as complementary advantages, audience needs, and policy guidance, hoping to provide new ideas for the sustainable development of the media industry, enrich media theory research, and provide practical guidance for the digital transformation of traditional media, helping the media industry achieve innovative breakthroughs in the AIGC wave.

2. Overview of the current situation of AIGC and traditional media under the wave of digitalization

2.1. Characteristics of digital wave

With the rapid development of artificial intelligence technology, digitalization has become an irreversible trend. With the Internet, big database, artificial intelligence and other technologies as the core, is accelerating the improvement of social productivity, the global data volume is growing exponentially, data has already become a key factor of production, reconstructing the current information ecology. At the same time, the wave of digitalization has entered the stage of large-scale application from technological exploration, reshaping the way of social life and permeating every aspect of People's Daily life.

2.2. Development status of AIGC

Nowadays, artificial intelligence-generated content (AIGC) has a relatively mature technology. Through big data model operation, AIGC can be applied in a variety of scenarios, and is becoming a new variable in content production. AIGC has been able to assist human beings to complete a lot of information integration and output work, and it has been able to play a big role in information dissemination.

2.3. Current situation of traditional media

The Traditional media, as a consistent channel of information dissemination, has undergone few changes and changes over the years. At present, with the vigorous development of new media, the

influence and revenue of traditional media have been seriously declining. Although they have a professional team of news gathering, editing and broadcasting, they lack timeliness and interactivity to attract the attention of young users. The main body of public opinion is gradually losing its status.

3. AIGC’s impact on traditional media

3.1. Audience level

Swept by the wave of digitalization, the rise of AIGC has had a huge impact on the audience acquisition and retention of traditional media. New media platforms leverage AI algorithms for instant content distribution and promotion. (1) Push personalized information accurately according to user needs. It saves users a lot of information screening time, and this advantage attracts many young audiences. In sharp contrast, traditional media, lacking the ability to accurately target audiences, find it difficult to meet users' personalized information needs, resulting in a continuous loss of young audiences. Moreover, AIGC uses short video platforms and other channels to push interesting information to the audience through algorithms. A large amount of information constantly stimulates young users, making them gradually addicted to it and forming a habit of dependence, thus reducing their attention to other information acquisition channels such as traditional media, which directly leads to the decline in the amount of attention paid by traditional media.

In order to deeply analyze this phenomenon, this paper needs to collect the proportion of information received by people of different ages through AIGC or traditional media. Since the data is difficult to collect, this paper uses AI to simulate approximate data according to specific known phenomena and extract features to facilitate analysis. After collecting the data, this paper built a logistic regression model to accurately quantify the impact of AIGC on traditional media at the audience level.

Let Y denote the choice of users' information acquisition channels ($Y = 1$ indicates the choice of ALGC, and $Y = 0$ indicates the choice of traditional media); let x_1 be the precision of information push (with a value range from 0 to 1), x_2 be the average time for information acquisition, and x_3 be the users' age.

The formula is as follows:

$$p(Y = 1 | x) = \frac{1}{1 + e^{-z}} \tag{1}$$

$$z = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3$$

Among them, $\beta_0, \beta_1, \beta_2, \beta_3$ are regression coefficients.

This experiment is based on the user media behavior dataset sourced from user surveys and behavioral logs of a comprehensive media platform, covering 10,000 user samples from January to June 2023. It includes independent variable data such as user age, information acquisition time, and information push precision feedback, as well as dependent variable data of user acceptance of AIGC-generated content. After standardization and encoding, it forms a structured dataset suitable for the Logistic regression model, focusing on the interaction scenarios between users, traditional media, and AIGC technology to analyze influencing factors of audience behavior and symbiotic paths.

Table 1. Regression Analysis Results of Influencing Factors for User Selection between AIGC and Traditional Media

Variable	Regression Coefficient	Standard Error	Wald Value	Significance Level
Inteecept	、 5.5	2.5	4.84	0.028
.Precision of Information Push	4.2	1.8	5.11	0.024
Information Acquistion Time	-0.3	0.1	9.0	0.003
User Age	-0.1	0.05	4.0	0.046

By selecting the load prediction results of 403 and 411 lines. this paper can see that the actual values of the lines basically match the predicted values, According to the above results, the regression equation is:

$$z = 5.5 + 4.2x_1 - 0.3x_2 - 0.1x_3 \tag{2}$$

In order to intuitively demonstrate the results, this paper has visualized the results:

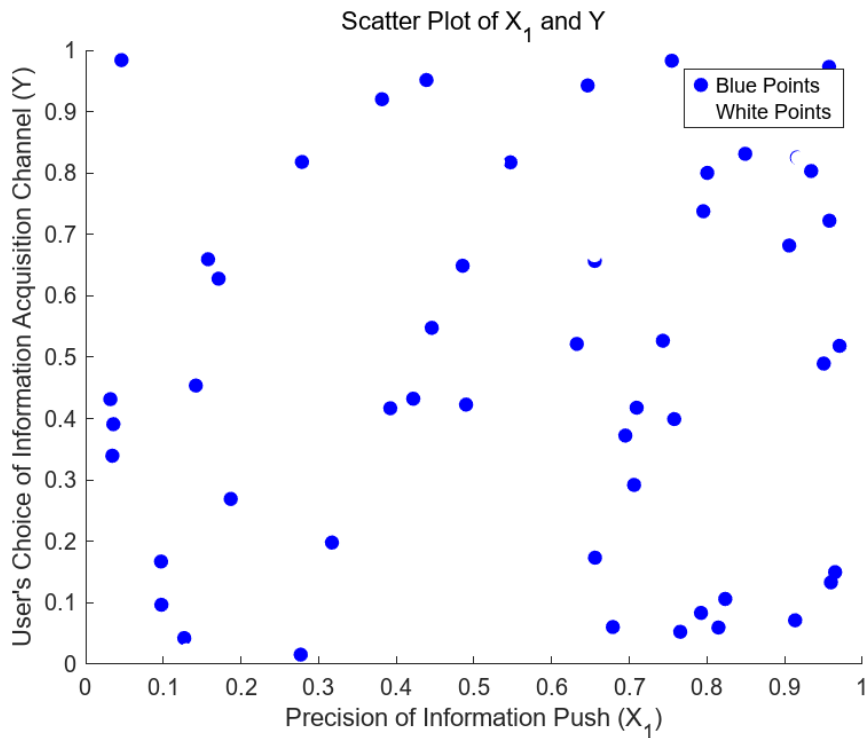


Figure 1. Scatter Plot of Precision of Information Push and User's Choice of Information Acquisition Channel

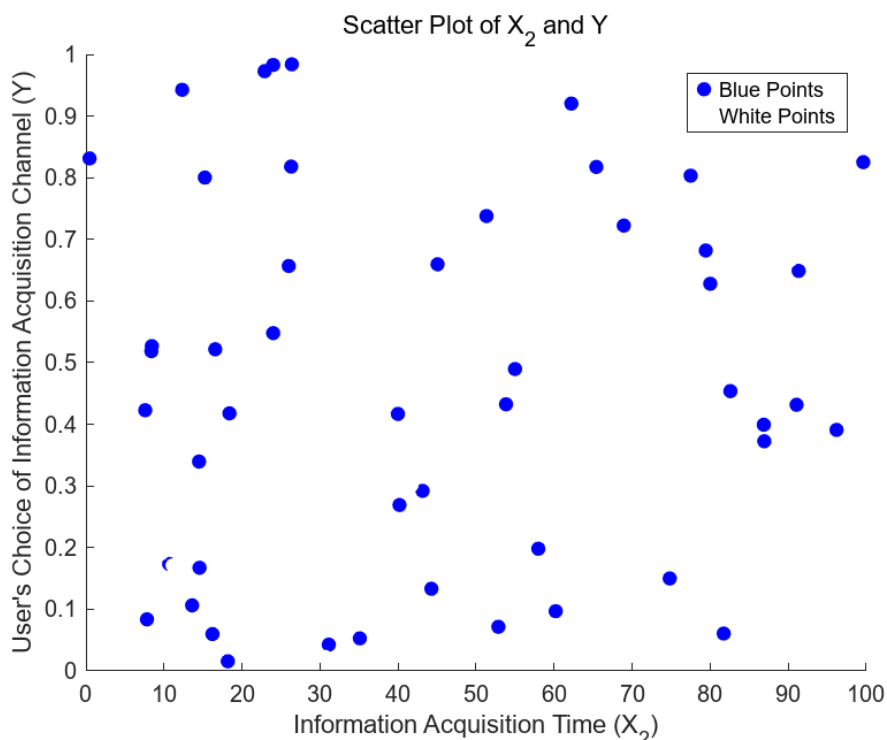


Figure 2. Scatter Plot of Information Acquisition Time and User's Choice of Information Acquisition Channel

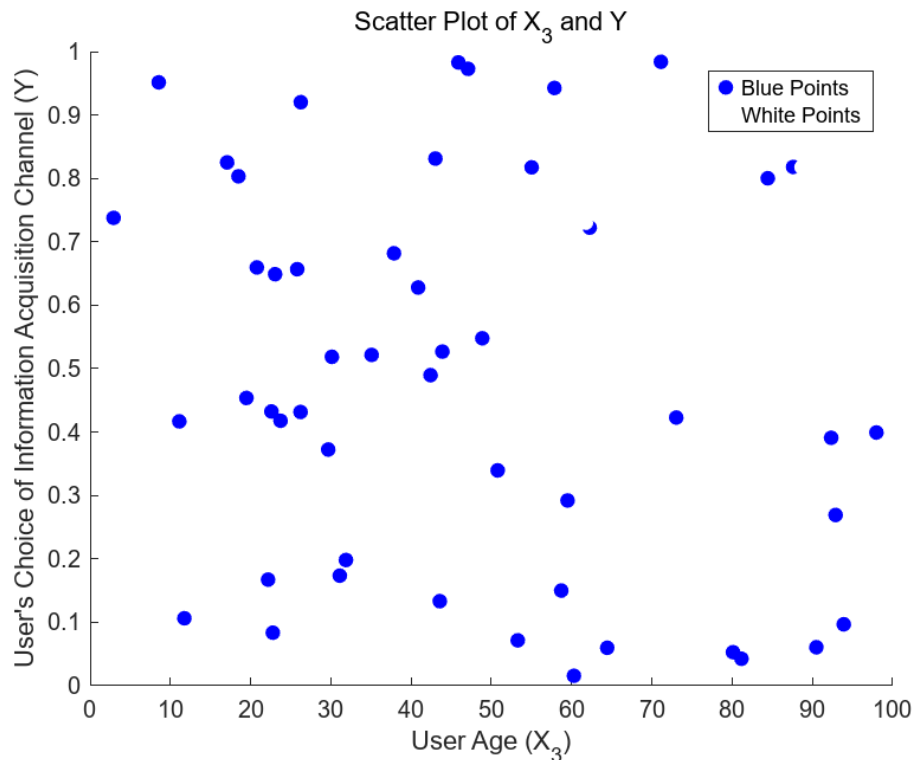


Figure 3. Scatter Plot of User Age and User's Choice of Information Acquisition Channel

According to the result table 1, when the accuracy of information push increases by 1 unit, the probability of users choosing AIGC increases; when the average time of information acquisition increases by 1 minute, the probability of users choosing AIGC decreases; when the user's age increases by 1 year, the probability of choosing AIGC also decreases to a certain extent. As shown in As shown in Figures 1, 2 and 3, the scatter plots respectively present the relationships between the accuracy of information push, the information acquisition time, the user's age, and the user's choice of information acquisition channels. It can be seen that when the accuracy of information push improves, the tendency of users to choose AIGC rises; when the information acquisition time increases and the age grows, the cases of users choosing AIGC decrease, which is consistent with the conclusions of the result table. Overall, within the scope of the collected data, the accuracy of AIGC information push has a positive impact on users' choice of it as an information acquisition channel, while the average time of information acquisition and the user's age have a negative impact. Moreover, this model has certain predictive ability and discrimination degree.

3.2. Production level of editing content

In the early and middle stages of news production, AIGC significantly enhances content production efficiency through automation and intelligence. (1) AIGC makes use of large databases to quickly screen information and integrate all the relevant information for calculation, which is far beyond the scope of ordinary human brain can complete. In terms of news flash and simple information, AIGC integrates information and outputs it in a very short time through the training of writing ability, which can perfectly ensure the timeliness of news information, compress the previous advantage of traditional media content production time, and make the content output of traditional media face an extremely severe situation.

The control of news production time is very important in the media industry competition, which directly affects the timeliness and dissemination value of news. Traditional media have long relied on the production mode of manpower, and each link takes a relatively long time. The rise of AIGC technology is profoundly rewriting this situation.

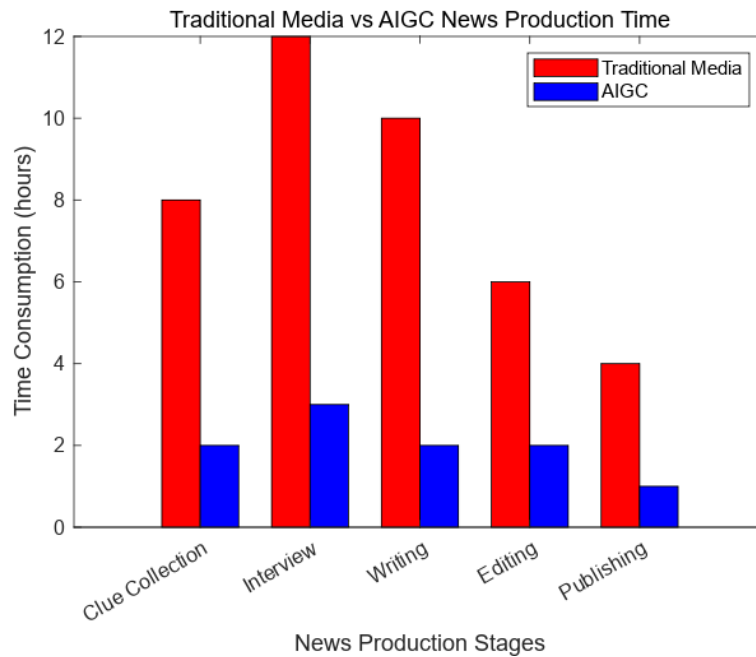


Figure 4. Comparison Chart of News Production Time between AIGC and Traditional Media

As shown in Figure 4, through a direct comparison of the time spent at each stage in the histogram, this paper can clearly understand how the technological advantages of generative artificial intelligence have significantly shortened the content production time that traditional media once took pride in, thus highlighting the remarkable effectiveness of AIGC in improving the efficiency of news production.

In the meantime, AIGC can accurately capture users' interests, preferences, and behavior patterns through in-depth analysis of huge, converged media data to build a detailed and accurate user portrait. (2) Converged media data to build a detailed and accurate user portrait. This not only meets the news needs of the corresponding audience, but also guarantees the page views of the target news. It dealt a serious blow to the news content produced by the traditional media, and seized the opportunity and a lot of attention. Audience attention is a key indicator to measure the influence of news content. Through the radar chart, this paper will intuitively present the competition between AIGC and traditional media in terms of audience attention from different news categories.

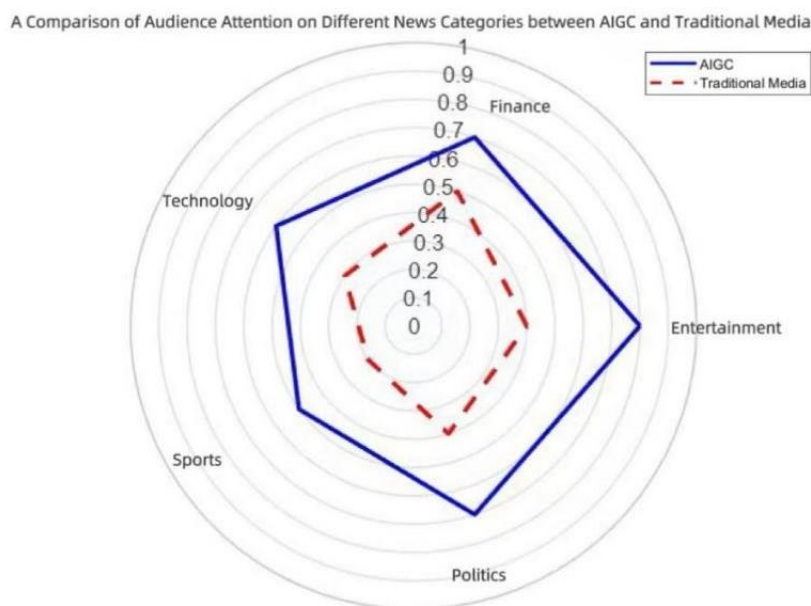


Figure 5. Radar Chart of AIGC and Traditional Media

As shown in Figure 5, this paper can clearly see that AIGC's strong occupation of traditional media's attention in many fields further highlights the severe situation that traditional media is facing.

3.3. Broadcast output level

Mr. Zhang Song believes that the broadcasting and hosting function is divided into three levels: "information sharing, cognitive consensus and pleasant resonance". With the development of technology today, AIGC has been able to perfectly realize the first level (namely "information sharing"), which is accurate and efficient. For simple and basic information broadcasting, AI can not only achieve "zero mistakes", but also form a unique language style and mode by analyzing and imitating specific hosts or personas, such as the China Media Group's "CCTV Xiaozheng" and Xinhua News Agency's "Xinxiaohao", so some specific programs can be easily qualified. On the other hand, traditional hosts, as living individuals, are subject to physiological interference under special circumstances, and cannot ensure that they are perfectly competent in all broadcasts. For example, Kang Hui, a famous CCTV host, once broadcast "condolence" into "congratulatory messages". The perfect performance of AI anchors reduces the demand of audiences and platforms for traditional anchors, and the cost of AI anchors is also lower than that of traditional anchors.

AI anchors also need to be more accurate at the level of Mandarin language. The standard pronunciation of all Chinese characters is recorded in a large database of AI technology, so there is no error. In today's Putonghua proficiency test, the first three items have been scored entirely by machines. It can be seen that the AI language has been more standard than most people, even today's professionally trained broadcast and hosting professionals, but also need to experience the artificial intelligence speech system scoring evaluation, in order to obtain certificate recognition. AIGC has also outperformed most traditional hosts at the level of broadcast output.

4. The dilemma of traditional media coping with shock

4.1. Technical shortcomings

In today's era of highly developed digitalization, information transmission has long been transferred to big data platforms. The law of the platform is traffic, only with more page views, can have the right to speak of information transmission. Although the content generated by traditional media has quality and depth, it lacks a keen insight into the unique psychology of the audience and the application of digital technology, which makes it difficult to achieve accurate content push and personalized service. In an era of information overload, users yearn for personalized and timely information services, and real-time analysis is a potent tool to meet this demand. (3) However, the traditional media lags behind in the application of technology, making it difficult to realize timely analysis of big data. The flow of information is small, and the living environment has been repeatedly suppressed.

One of the great advantages of traditional media in the past was timeliness. In the period when only authoritative media generated news, traditional media were exposed to news earlier than the public, so as to generate information and deliver it to the audience as early as possible. Today's AI technology shorns the timeliness of information transmission to nearly the present, AIGC quickly captures and recommends hot topics and emergencies so that users can always stand at the forefront of information trends. (2) On the contrary, the data update of traditional media cannot precede the audience. Compared with AIGC, the information production capacity is significantly lower, leading to the delay in data update, greatly reducing the user experience, and thus losing a large number of audiences and traffic.

At present, young users prefer personalized and interactive content, and the one-way communication mode of traditional media cannot achieve real-time interaction. Young audiences do not like unilateral information implantation, while traditional media mostly adopt the form of recording and broadcasting, which cannot be interactive in real time, and lack of technical support to assist live broadcasting.

4.2. Talent shortage

The combination of traditional media needs and AIGC. The requirements put forward by the new media era for broadcasting and hosting practitioners apply to all media practitioners: which requires practitioners not only to possess solid professional skills and profound cultural heritage but also to embrace and use advanced technological means. (4) Only by integrating the two can the advantages of the two be well integrated. Therefore, compound talents who understand both media business and digital technology have become an important force urgently needed by traditional media. But today's traditional media staff, most of them lack the knowledge of digital technology, in the case of years of work to form a pattern, it is difficult to keep up with the pace of the digital wave to update their own knowledge system. However, the training system of media talents in major universities rarely contains educational content about digital technology, and the lack of emphasis on interdisciplinary training leads to the young power of the new input media system is not enough to help the integration of traditional media and digital technology.

At the same time, with the vigorous development of new media, a small number of talents with interdisciplinary ability are more willing to choose the new media industry with good prospects. Compared with the effort to integrate traditional media and digital technology, the digitalized new media is obviously more attractive. Moreover, the audience is more inclined to the propaganda content and information form of new media. Compared with long news reports, young audiences are more willing to accept fast information such as short videos or live broadcasts. However, in traditional media, new talents with new media content creation ability and platform operation knowledge are scarce, and emerging businesses cannot adapt to the output, which also makes traditional media staggers on the road of digitalization.

5. Possibility of symbiotic development of AIGC and traditional media

5.1. Complementary advantages

It has been demonstrated above that AIGC can realize "information sharing". AI anchors can only convey the literal meaning of the text in the broadcast manuscript, and cannot convey the deep meaning behind the language and text. (5) It can be seen that there are two levels of "cognitive consensus" and "pleasant resonance", which more needs the unique ability of professional hosts to realize. Such as commentary, interview and other programs, what the audience needs is the humanistic care and empathy from the host, and the same frequency resonance of thinking and consciousness can be realized through verbal communication. This series of high requirements cannot be realized by AIGC technology. It is obvious that AIGC can not directly replace the host and exist independently.

In terms of news content output, although AIGC has been able to integrate a large amount of information and write output in a very short period of time, the lack of ethics and emotion of AIGC leads to the failure of AIGC to control the accuracy and quality of information sources when integrating information, and there is a probability of misconceptions and fake news output: AIGC relies on big data on the Internet for analysis. The quality of text data on the Internet is uneven, including a large number of errors, false and misleading information. These inaccurate information will be learned by the model and added to its knowledge base, thereby affecting the accuracy and reliability of the model in generating news. (6) It can be seen that AIGC still needs professional chief editors to conduct auxiliary screening and professional review.

According to the above discussion, AIGC can quickly generate news content to ensure the timeliness of information, and can complete the information distribution functions such as personalized push that traditional media cannot achieve, so as to help traditional media improve production capacity, retain a large number of young audiences, and maintain its authority and vitality. This is exactly the pain point that traditional media needs to solve at present.

Traditional media and AIGC have advantages and disadvantages in different aspects. AIGC pays attention to personalization and timeliness, while traditional media prefers accuracy and humanistic

care. The two have complementary advantages, integration and symbiosis, learn from each other's strengths, and have better effects on each other's development.

5.2. Diversity of audience needs

As the mainstream media, the content generated by traditional media is analyzed and generated by professionals, which more often expresses the views and concepts of elites in a general sense, representing individual thinking, or elite thinking. The knowledge system built by AIGC based on big data condense thousands of ideas and thoughts, and then create concrete results, representing the collective or multi-faceted thinking of the public, and more on behalf of collective wisdom.

Traditional media rely on human experts such as hosts, reporters and editors to analyze and transmit information, and rely on the knowledge and experience of elites to achieve further in-depth value judgments. Through the details of the event, and associate with all possible similar events in the past, in order to achieve absolute conceptual output. The news that emerges from analysis in this way will involve more specialized, deeply dimensional content. The essence of AIGC is the creation and utilization of AI models. AIGC collects a lot of shallow information to learn and imitate, so as to create content that is broader in scope and more likely to integrate cross-disciplinary knowledge to achieve more comprehensive and diversified content.

Audiences have different needs for news content. Those who pursue professional and in-depth content analysis need more news information from traditional media. While the audiences who need different perspectives and diversified information prefer the information integrated by AIGC. Because of the diversity of audience demands, neither AIGC nor traditional media can fulfill the audience's needs independently, which further promotes the integration of the two.

5.3. Policy support and industry trends

General Secretary Xi Jinping pointed out that efforts should be made to strengthen the construction of the all-media communication system, and shape a new pattern of mainstream public opinion. He called for accelerating the integration of traditional media and new media, forming an all-media communication system, and ensuring the mainstream public opinion status of traditional media. The strong support and guarantee of national documents make the integration between traditional media and new media represented by AIGC become the strategic direction of current and future development, and it is also an inevitable requirement for future development.

At the same time, the traditional media is also actively seeking change, and the development and improvement of AIGC technology has never stopped. In the modern media environment, the diversification of young audiences leads to public opinion more inclined to multi-type information channels. It can be seen that the integration of the two has become the development trend of the industry.

6. AIGC and traditional media symbiotic development path

6.1. Content creation collaboration

The primary purpose of the symbiotic development of AIGC and traditional media is to complement each other's advantages and create content required by the audience. Through the experience and knowledge of traditional media personnel, coupled with humanistic care and ethical review, information sources are screened, and basic output content is generated by AIGC system integration and analysis, which is then polished, evaluated and broadcast by professional hosts or chief editors. Traditional media and traditional media personnel should actively expand their own knowledge system, organically integrate with the AIGC system, and carry out "double audit" on the output content in two aspects. Only in the current rapid development of digital trend, can they output more effective and professional information to the audience, and realize the deep integration of traditional media and AI technology. In this way, traditional media can combine the advantages of AIGC technology, avoid the risks brought by AI technology to a certain extent, and maximize the interests of communication.

6.2. Communication channel sharing

Traditional media mostly use traditional radio, television, radio and other channels to transmit information, which meets the needs of traditional audiences, while today's young audiences are more willing to use mobile phones, social media and other quick access ways. Professional content is exported by traditional media, and then accurately pushed to target users point-to-point through new media channels such as AIGC with the help of big data algorithm analysis, so as to realize personalized push of professional content, which not only meets the needs of traditional media for young communication, but also improves the professionalism and accuracy of personalized push information. Through the sharing of communication channels, the construction of the all-media communication system is realized, and the mainstream position of traditional media in public opinion is stabilized in the digital era. At the same time, the content generated by AIGC can also be passed to the traditional audience through the radio and television channels of traditional media after being reviewed by professionals, so as to make the information more diversified and increase the interest and interaction of the output content of traditional media.

6.3. Cooperation in talent cultivation

AIGC needs the assistance of media personnel in non-basic communication, and traditional media also needs the technical assistance of AIGC. Only by integrating the knowledge of the two sides can it be accurately integrated. Therefore, cultivating talents with interdisciplinary ability is an effective way to realize the collaborative development of AIGC and traditional media. Digital media technology is an emerging technology that rises with the development of the era and social progress. (7) Digital media technology is an emerging technology that rises with the development of the era and social progress. The media professionals who can help the development of the media industry should be interdisciplinary talents with good artistic innovation ability and professional knowledge in the fields of information communication and AI technology.(8) Universities should add the application of AIGC to the training process of media personnel, and add the relevant theories of communication to the training process of AI communication talents, so that future talents can have various theoretical knowledge and promote new possibilities of innovation and development.(9)

7. Conclusion

Against the backdrop of rapid artificial intelligence development and digital transformation, this article examines the impact of AIGC on traditional media and explores their symbiotic development.

Analysis reveals that AIGC outperforms traditional media in audience acquisition, content production, and dissemination. (10) Its precise push and efficient information screening attract young users, while its big data-driven writing shortens production cycles. (11) In broadcasting, AIGC offers error-free, low-cost, and standardized information delivery, further widening the gap. These challenges expose traditional media's technical limitations and talent shortages.

Despite these impacts, AIGC and traditional media are inherently complementary. AIGC benefits from traditional media's expertise in content ethics and emotional resonance, while traditional media can leverage AIGC to boost productivity and engage younger audiences. (12) Audience diversity, with traditional media providing professional content and AIGC offering variety, along with policy support, drive their integration.

In conclusion, although AIGC disrupts traditional media, their integration is inevitable. Collaborative content creation, shared channels, and joint talent cultivation can meet diverse audience needs, benefiting the media industry. However, this study has limitations, including sample bias and insufficient exploration of emerging integration issues. Future research should expand sample sizes and delve deeper into new challenges to facilitate their deep integration and promote media innovation and socio-economic growth.

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