

# The development of "AI" synthetic anchor in the context of artificial intelligence

Mei Feng

Shanxi Business College, Taiyuan, China

**Abstract:** Artificial intelligence technology has gradually matured, and new technologies are being innovated in all walks of life, and are widely used in various disciplines such as psychology, linguistics, medicine and philosophy. In the field of radio and television, the emergence of "AI" synthetic anchors has made the hosts feel the pressure and challenges, what kind of path is the future development of "AI" synthetic anchors? In this article, we will start from Xinhua News Agency's "AI" synthetic anchor "New Xiaohao" and "New Xiaowei" to discuss the development of "AI" synthetic anchors in the context of artificial intelligence. The development path of "AI" synthetic anchor in the background of artificial intelligence.

**Keywords:** Artificial intelligence; AI synthetic anchor; Development.

## 1. The emergence of "AI" composite anchor in the context of AI

Artificial Intelligence (AI) is a new technology science that researches and develops theories, methods, technologies and application systems for simulating, extending and extending human intelligence. The emergence of artificial intelligence has broken the operation mechanism in different fields such as media, justice, IP entertainment, finance, and brought new working modes for people.

On November 7, 2018, on the occasion of the 87th anniversary of the founding of Xinhua News Agency, Xinhua News Agency and Sogou released the world's first synthetic news anchor - "AI" synthetic anchor "Xinxiaohao" at the 5th World Internet Conference. The "AI" composite anchor extracts the voice, lip shape, expression, etc. of the newscaster. Not only the Chinese announcer, but also the English announcer can complete the 24-hour non-stop news broadcasting work, breaking the time limit of the newscaster and the host can only work for 8 hours a day, bringing a new sense of news viewing experience to the audience. Then, the separation technology of Sogou is integrated and implemented across the country.

## 2. Advantages and disadvantages of "AI" composite anchor

**2.1. The "AI" composite anchor image is comparable to a real person, showing many advantages in actual operation, opening the door to a new world for us.**

**2.1.1. A very reliable announcer can work continuously for 24 hours**

The traditional presenter follows the eight-hour working day, and needs to perform typesetting according to the division of labor and program style. Of course, overtime is also necessary. However, the "AI" synthetic anchors do not need to worry about this problem at all. They can work 24 hours without interruption. As long as the voice of the newscaster is recorded, they can carry out the broadcast work very realistically, and even do not need to worry about the poor quality of the broadcast caused by physical factors such

as colds and coughs. The "AI" composite anchor is a very reliable news reporter.

**2.1.2. Multi-language support to promote the development of China's external communication.**

The "AI" composite anchor can master many languages through continuous learning, which is proved by the Arabic "AI" composite anchor and the Russian "AI" composite anchor. It shows more advantages than conventional anchors. They can broadcast news in any country's language, complete the mission of "connecting China and the world", let Chinese technology go to the world, and help the development of China's external communication.

**2.1.3. Zero error news broadcast, breaking the time and space limit to reach any news scene**

As long as the input of the "AI" composite anchor is correct, there will be no mistakes. A series of low-level errors such as mispronunciation and mispronunciation will inevitably occur in the manual news broadcast, even the CCTV newscaster is unavoidable, and the "AI" composite anchor can achieve zero error. In case of sudden live news reports, it will take a long time for the live anchor to arrive at the scene, and the "AI" composite anchor can break the time and space limit and reach any place you want to go, not only in China, but also in every country on the earth, which reduces the consumption of human, material and financial resources, and reduces a large amount of costs for TV program production.

**2.2. While the "AI" composite anchor is operating in an advantageous way, it is also inevitable that there will be some shortcomings.**

**2.2.1. The text cannot be set in advance, and the mechanical interaction lacks interest.**

Interactive ability is a necessary quality for a qualified host. The host is the mouthpiece of the party and the people. How to better deliver information to the service object and how to better interact with the service object will test the host's skill. The host and guests need to increase the interest of the program and improve the audience rating during the interaction.

Lu Yu interviewed Ye Jiaying, a 92-year-old grandmother, at Hainan Internet Television Station. The interview content

was as follows:

Lu Yu: "Mr. Ye, at this stage of life, when it comes to death, will you be taboo? Are you afraid?"

Ye Jiaying: "Of course not, I have seen through death and life."

Lu Yu: "Will people do this when they reach this level?"

Ye Jiaying: "I think everyone is different. For me, death and life are no longer important. We should do everything we can. There is no need to worry about it alone. That's what Tao Yuanming said."

Lu Yu: "We should do everything we can, and we should do everything we can"

In this dialogue, the host Lu Yu responded immediately to the reply of the guest Ye Jiaying, and repeated the famous sentence, "You should do everything you can, and you can't worry about it alone."

The anchor who can reduce human labor has many advantages, but his shortcomings are also obvious. For example, in the host of the Spring Festival Gala, the host Sabenin can interact with the audience at any time through humorous language. In the Spring Festival Gala in 2023 and 2022, the host Sabenin sent the New Year's blessing to everyone by wearing a tiger hat and a rabbit hat. The language is humorous and humorous, bringing infinite joy to everyone. The host Dong Qing can interact with the magic performer, and can bring the story of the sketch into the host, which is impossible for the AI host. If the AI host, it will make the party less vitality and vitality.

In the process of the host's on-site report, the host needs to read a large number of written materials in advance according to the situation of the scene, especially the materials related to the subject, and know the background of the interviewee from the insiders. Seize the opportunity to improvise questions or comment on people, things, scenes and the associations that arise from what you can see, hear, and feel on the spot. When the reporter arrives at the reporting site, the first task is to observe the scene, understand the scene, grasp the basic situation, and establish the interview idea. For example, when the reporter received a news clue, a major accident occurred on the Dayun Highway, and the bus collided with the truck, causing serious death and injury. When the reporter arrived at the scene, he should quickly observe the various conditions on the scene: the two vehicles collided, the bus was seriously damaged, the passengers were squeezed in the car, and the rescue personnel carefully rescued the seriously injured from the window, and quickly sent to the hospital for treatment. This is the first situation on the scene. Here is another crossroad and the main road of traffic. Hundreds of vehicles are blocked at once, and there are long queues on both sides. The traffic is seriously blocked. The traffic police try to clear up the traffic, operate the slow lane, drive in one-way turns, and solve the traffic problem. This is the second situation. At the scene, it was also reported that the truck turned forcibly in violation of the traffic rules, and the speed was too fast, which collided with the straight bus, causing serious death and injury. This is the third case. These situations need to be quickly observed by reporters, quickly adapted to the scene, highlighted the key points and reported. This is also what AI hosts can't do.

### **2.2.2. Unable to emotionally excavate and organize the key points of the site, and unilateral hard-core information transmission.**

The host uses language, posture, expression, etc. for communication. The posture and expression are used as

paralanguage, and can also transmit information that cannot be transmitted from the mouth. In the process of communication, the host should pay attention to any changes in the scene at any time, and use language, posture, expression, etc. to connect the situation on the scene in an organized way.

In the professional examination of broadcasting and hosting art, there is such a content, which is organized and connected on the spot according to the situation and the vocabulary given. This topic examines the examinee's language organization ability and the ability to connect all the things seen, heard and felt according to the situation on the spot. It requires human perception to make the audience feel the same.

In the second season of the program "Actors Please Be in Place", the host Dapeng will immediately complete the show when the actors and directors have different opinions, and will also mediate in time to ensure the program effect. This is what the "AI" composite anchor can't do. It can't timely organize and deal with all kinds of unexpected situations on the scene. Another example is that Zhao Wei and Huang Yi, the two generations of swallow, are on the same stage in the program. Dapeng will stir up the audience's memory of the age and set off the warm and nostalgic scene of the program, while the "AI" composite anchor cannot do the same.

In the live host, whether it is the studio broadcast or the location host, the simple hard-core information transmission is very necessary, and is also the main way of information transmission, but there is no emotion in the process of transmission. For example, in the program "Hello Saturday", the host He Jiong holds the platform book in his hand, and in the platform book, he transmits the program information that the program planning must allow to be transmitted, For example, the introduction of this program, the guests of this program, the process of this program, and so on. As an old variety entertainment program, the host He Jiong is more about the improvisation of the scene, the atmosphere of the scene, the interaction between the guests and the host in the program, and even He Jiong has integrated into his own singing and dancing performance, which is beyond the ability of the AI host. Such a host is a living person, and can convey emotions, People who convey important information and emotions can make the audience feel the same and be infected by the atmosphere of the host. However, AI hosts can't emotionally excavate and organize the key points of the site. Unilateral hard core information transmission is a disadvantage. Moreover, there will be many unexpected situations at the scene, such as the sudden departure of guests, the sudden loss of props, and the inability to play the screen, which will lead to the need for the host to improvise. Emotion, organization and improvisation are the basic skills of the host. If the AI host can improve and integrate emotion and improvisation through technical means, it is perfect, but this step seems to be very difficult. When we set the program of AI host to what we want, it must be perfect. Ma Fanshu, the host of the Spring Festival Gala in 2022 and 2023, showed extraordinary temperament and hosting skills in the hosting of the Spring Festival Gala for two years. Ma Fanshu's appearance meets the aesthetic needs of young people. With some hosting skills, we can see the feeling of peace and security in the Spring Festival Gala, and let the audience feel different surprises and moves in the annual Spring Festival Gala, This is the great advantage of the host over the AI host. News programs have a sense of the times. The news anchors from generation to generation show an extraordinary sense of

the times. If it is an AI host, it is the same in each year's reincarnation. This cannot make the audience have an image of the times, nor can it create anchors that can distinguish different sense of the times. The situation makes heroes, and heroes make the situation. This will produce different anchors, so that the news anchors can use their eyes Expressions, gestures, clothing, etc. convey different experiences to the audience. In addition, the anchors of variety entertainment programs in the 1970s, 1980s and 1990s are different. Their clothing, language and host words are all very characteristic of the times. If the AI hosts are unable to explore and organize the key points of the scene in an emotional way, they will lack the sense of the times if they are unilateral hard core information transmission.

### **2.2.3. The development path of "AI" composite anchor.**

"AI" composite anchor has its advantages and disadvantages for traditional hosts. In the creation of the host program, if it is a program similar to the news program that does not require too much emotion and interactivity, it can completely use the "AI" composite anchor, so that there will be no broadcasting errors such as forgetting words and misreading, and the advantages of the "AI" composite anchor will be maximized; If it is a social life program, a variety entertainment program, or a character interview program, it still needs a traditional reality host to express the true feelings, bring the audience into the program, and play the impromptu hosting skills. At this time, the "AI" composite anchor cannot be realized.

The emergence of "AI" composite anchors is inevitable for the development of the times. With the innovation of technology, the technology of the media industry is also evolving. We hope that more and more new technologies will emerge to jointly promote the development of the media industry. But at the same time, traditional anchors should also accept such a technological innovation, transform technology into a better tool for serving the audience, and improve their professional quality, consider co-hosting with the "AI" composite anchor in the program, and play their respective parts to bring better audio-visual feast to the audience.

In the context of artificial intelligence, we believe that the technology of "AI" synthetic anchors will become better and better. "AI" synthetic anchors and traditional anchors complement each other to create a brilliant future for the host industry.

## **References**

- [1] Yan Lichao. Reconstruction of news anchors' presence in the context of AI anchors [J]. Northern Media Research, 2021, (02): 76-81.
- [2] Gao Guiwu, Yang Hang. Personality evolution in AI anchors and hosts [J]. Young Journalist, 2019, (22): 51-52.
- [3] Liang Yaning. Research on the application of AI anchors in news communication [J]. News lovers, 2021, (09): 47-50.
- [4] Wu Xiaoyan. Analysis of short video transmission of surging news "AI broadcast" [D]. Shenyang: Liaoning University, 2021.