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Practice, Problems and Optimization Paths of GAI Empowering Mainstream Media from News Types Perspective

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Abstract:
Generative Artificial Intelligence (GAI) technology has undergone continuous iteration and evolution, and is now deeply integrated into various practical aspects of the media industry, significantly transforming the traditional production models of mainstream media. This article focuses on five major categories of mainstream news-Political news, people's livelihood, finance, culture and sports, and international communication-as its primary research subjects. By examining the current state of industry development, it outlines the specific applications and practical value of GAI in news creation, while addressing emerging challenges such as content homogenization, technical vulnerabilities, ambiguous delineation of responsibilities, and a shortage of specialized talent during implementation. The analysis further incorporates contemporary trends in intelligent communication and media convergence initiatives. This comprehensive framework establishes a holistic optimization system across four dimensions-content refinement, technological implementation, institutional development, and talent cultivation-providing practical and actionable guidance for the industry to advance standardized and high-quality GAI-driven news production.

Keywords:
GAI, human-machine collaboration, intelligent communication, mainstream media, news innovation

1 Introduction

Generative Artificial Intelligence (GAI) refers to a technology that generates diverse texts, images, videos, audios and other content through algorithms and models. With the steady advancement of the 15th Five-Year Plan, artificial intelligence technology has achieved multiple rounds of iterative upgrades, continuously driving the intelligent transformation of the media industry. In 2026, major mainstream media continued to optimize their internal intelligent editing and production systems. A number of intelligent creation platforms, including Xinhua News Agency's Xinhua New Language 4.0, People.cn's Baize Cross-Modal Trustworthy Large Model, and China Media Group's CCTV Audio-Visual Media Large Model 2.0, have realized annual functional updates and technical optimization. GAI is no longer a simple auxiliary tool, but is deeply embedded in the entire process of news planning, content writing, post-production, distribution and communication. Different types of news possess unique content characteristics and audience groups, thereby deriving integrated media works with diverse styles and forms. At present, mainstream media at all levels actively embrace

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intelligent technologies, rely on technological advantages to enrich news product forms and expand content communication channels, and gradually mature the intelligent innovative practices of the media industry.

While intelligent technology drives the comprehensive upgrading of the media industry and facilitates news production, it also gives rise to various contradictions and operational risks. The superposition of multiple factors, including inherent algorithm limitations, extensive technological application, and lagging updates of industrial norms, continuously breeds new communication risks. These problems directly hinder the exertion of the professional value of mainstream media news and restrict the normalized output of high-quality GAI news content.

Current academic research mainly focuses on technological transformation and its participation in news production procedures. Existing studies on GAI news governance, practitioner transformation and technology empowerment paths have laid a solid theoretical foundation for the research of GAI news creation. Nevertheless, different news types differ significantly in content attributes and communication logic, and present distinct characteristics in human-machine collaborative creation, which deserves in-depth exploration. Categorized research based on news types can clarify the adaptability and application effects of GAI technology in diverse news genres and analyze the strengths and weaknesses of current industrial development. Therefore, this paper systematically sorts out GAI practical applications, explores existing dilemmas, and proposes targeted suggestions, so as to assist mainstream media in promoting the high-quality intelligent development of various types of news.

2 Implementation and Communication Value of GAI Empowering Diverse News

2.1 Political News

Political news reports on major issues such as policy issuance, important conferences and regional development, which are characterized by solemnity and macro-orientation. Traditional official press release reporting fails to narrow the distance with ordinary audiences, resulting in insufficient communication penetration. Through GAI's semantic decomposition, content reconstruction and diversified product innovation, mainstream media can continuously optimize the expression form and communication discourse of political news, effectively breaking the communication barrier between grand political narratives and mass audiences.

During the 2025 Two Sessions (National People's Congress and the Chinese People's Political Consultative Conference), the AI Creative Studio of Hebei Daily adopted the DeepSeek large model and XR virtual space technology to launch integrated media works such as Multi-Modal Interview · Answers to a New Life and To the Strivers · Speeches in Spring. It adopted immersive and interactive narrative methods to popularize macro topics including regional construction, rural revitalization and Healthy China, enhancing the affinity of news content. After one year of technological iteration and practical exploration, major mainstream media explored innovative GAI-based political news reporting forms during the 2026 National Two Sessions. For example, in the program Insight into the Two Sessions, China Media Group introduced the embodied AI observer "Zhi Xiaopu", creating a brand-new anchor-AI collaborative reporting mode and upgrading GAI technology

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application. In addition, Anhui New Media Group launched two GAI-enabled interactive products, namely Limited National Two Sessions Special | Anhui's "Blind Box" Waiting for You to Open and AI Creative Interaction | Push Open the Door of the 15th Five-Year Plan. These works effectively stimulated the participation enthusiasm of young audiences, significantly improved the communication coverage and penetration of major political themes on the premise of ensuring content accuracy, and realized the cross-circle communication of mainstream political news.

2.2 People's Livelihood News

People's livelihood news focuses on people's livelihood and urban social life, with the core characteristics of being close to the public, serving social livelihood and conveying grassroots temperature. Traditional news topic selection highly relies on journalists' offline visits and fixed beat interviews, resulting in limited topic coverage and fragmented content. Such working mode fails to accurately capture regional and group-based livelihood pain points, leading to insufficient serviceability and inclusiveness of news reports.

The Outline of the 15th Five-Year Plan proposes to "strengthen the integration of artificial intelligence with scientific and technological innovation, industrial development, cultural construction, livelihood security and social governance". With the empowerment of GAI, the shortcomings of scattered topic selection and insufficient visualization in traditional livelihood news can be effectively remedied through intelligent information collection and multi-modal creation, promoting the quality improvement and quantity expansion of livelihood news. In terms of rural livelihood reporting, Guigang City of Guangxi launched the intelligent service system "AI Social Worker Gui Xiaoshe" in November 2025, which collects villagers' livelihood demands, interprets livelihood policies and assists grassroots governance in real time. Media practitioners take this practice as an entry point to explore livelihood news materials, integrate scattered trivial rural livelihood events into complete and down-to-earth news reports, and greatly expand the topic selection dimension of rural livelihood news. At the grassroots integrated media level, Jingyuan County Integrated Media Center of Gansu Province embeds GAI tools into livelihood content production. GAI-based intelligent text rewriting transforms obscure policy documents and planting and breeding technologies into localized and popular expressions that adapt to the reading habits of grassroots audiences. Yuxi Integrated Media Center launched the integrated media work 2026 Yuxi Livelihood Projects Confirmed! AI Takes You to "Meet" a Happier Hometown. This work constructs immersive simulation scenarios through GAI, converting abstract livelihood construction plans into intuitive and perceptible living scenes, enabling the public to form concrete cognition of livelihood construction achievements.

2.3 Financial News

Financial news is created based on economic data, industrial trends and market conditions, featuring strong professionalism and data dependence. Some traditional financial reports suffer from massive data stacking, obscure expression and poor readability, which fail to realize popularized communication effects. At present, mainstream financial media can leverage GAI's capabilities in data calculation, intelligent interpretation and visual creation to explore innovative production modes of financial news and effectively solve inherent industrial pain points.

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GAI technology enables news practitioners to efficiently process massive economic data and complete visually optimized content creation, promoting content quality upgrading and communication effect optimization. In 2025, National Business Daily comprehensively promoted the construction of a full-link GAI editing and writing system, realizing human-machine collaboration throughout the whole industrial chain of "data collection – intelligent analysis – content creation – communication and distribution", and launched its core intelligent product, the financial report intelligent agent. Meanwhile, the media launched the "136 Plan" and accessed multiple mainstream large-scale models. The system can quickly capture, clean and classify financial report data, extract core information such as corporate operating revenue, net profit and operational risks, and generate visualized or dynamic news products, greatly reducing pre-production time. On the basis of its exclusive financial knowledge base, National Business Daily interprets professional financial content in popular language and cooperates with its dedicated GAI short video production platform "Swift Intelligent Promotion" to produce news products efficiently and accurately. In addition, Yicai further explored the intelligent financial creation track and upgraded its self-developed "Xingyi" large model, which can automatically capture industrial dynamics, extract core viewpoints and generate multi-dimensional news products adapted for diverse media platforms.

2.4 Cultural and Sports News

Cultural and sports news undertakes the functions of cultural popularization and sports event promotion, boosting the development of public cultural and sports undertakings. This type of news plays a vital role in disseminating mainstream aesthetic values, promoting sports spirit and enriching the public's spiritual and cultural life. Traditional news creation is restricted by single creativity and solidified expression modes: cultural reports are dominated by static graphic press releases, while sports reports are limited to competition results and conventional commentary. The popularization and application of multi-modal GAI has effectively enriched the creation forms of cultural and sports news, providing new technical support for content quality improvement and visual effect upgrading.

In the field of cultural communication, GAI has become a core tool for revitalizing traditional culture. In the April 30, 2026 episode of People.cn's program Daily Painting Appreciation, the production team adopted AI image generation technology to dynamize the flowers and birds in the traditional painting Prosperity of Peonies and Jade Hall. This innovative creation mode transforms profound traditional calligraphy and painting works into novel audio-visual content, revitalizing traditional cultural relics in front of audiences and narrowing the cultural distance between traditional art and young audiences. In addition, the work Radiance · Return of the Twelve Animal Heads launched in the 2025 China AI Gala reconstructs the original appearance of cultural relics through GAI and builds a virtual-real integrated immersive communication effect, serving as an excellent case of intelligent high-quality cultural news creation. In terms of sports news reporting, GAI also injects new momentum into industrial development. AI intelligent broadcasting, material screening and real-time data analysis effectively solve the problems of insufficient production capacity and content homogenization in sports news. For instance, during the integrated media coverage of the 2026 Chongqing Marathon, Chongqing TV built a standardized human-machine collaborative production system. The platform adopts AI to capture real-time competition dynamics and screen highlight moments, greatly shortening post-production cycle. On the basis of original competition materials, GAI generates exclusive highlight videos for individual

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participants, innovatively realizing audience-oriented differentiated communication of sports news.

2.5 International Communication News

International communication news undertakes the core functions of external discourse output, cross-cultural exchange and China-related public opinion guidance, serving as a key carrier for telling Chinese stories and spreading Chinese voices. In the early stage, restricted by insufficient manual translation capacity, rigid cross-cultural expression and delayed public opinion response mechanisms, traditional international communication failed to adapt to the complex and volatile international public opinion environment. With the improvement of GAI's text recognition, translation efficiency and intelligent public opinion judgment capabilities, the inherent shortcomings of traditional external communication have been effectively compensated, promoting the high-quality development of international communication systems.

In practice, GAI translation technology has been widely embedded into news production to improve editorial efficiency. As a core platform for global communication of Chinese narratives, China Daily has independently developed the Luoshu International Communication Intelligent Agent Platform and the Hetu International Communication Large Model. Trained with massive professional bilingual corpus, the model supports rapid manuscript translation and discourse optimization, effectively avoiding cross-cultural communication barriers in international dissemination. In addition, Xinhua News Agency promotes the construction of an "intelligent editorial department" and "media brain" to build a standardized human-machine collaborative editing and review mechanism. In emergency scenarios requiring rapid external response, such as international event reporting and China-related rumor refutation, the system can quickly produce high-quality external publicity manuscripts, significantly improving the emergency response speed of mainstream media. In the field of Belt and Road cross-cultural communication, The Paper launched the serialized integrated media report Grand Silk Road. The series transforms international cooperation achievements into vivid visualized content through GAI animation. It not only optimizes the narrative perspective but also mitigates audience cognitive biases, making the concept of a community with a shared future for mankind more readily accepted by overseas audiences and better realizing its intended journalistic value.

3 Practical Dilemmas of GAI Intervention in News Creation

3.1 Algorithm Homogenization Shackles: Convergent Content Erode Media Recognition

Current intelligent news creation of mainstream media mostly relies on general large-scale models. Without customized prompt settings, such tools tend to generate convergent and rigid production paradigms, thereby triggering prominent homogenization risks and undermining the quality of OGC (Occupationally-generated Content). Meanwhile, some editors and reporters exhibit excessive technological dependence. In pursuit of rapid news release, they mechanically adopt fixed GAI generation frameworks for manuscript writing without in-depth thinking and innovative polishing, leading to severe homogeneity among news works. This dilemma is frequently criticized by audiences in livelihood, cultural and sports news with extensive visual content output, where AI-generated characters are often stereotyped with identical appearances and rigid painting styles, lacking innovative expression. Furthermore, insufficient aesthetic literacy among individual practitioners results in inadequate control over GAI-generated content, frequently causing unbalanced composition, incon-

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sistent tone and rough texture of visual works. The widespread aesthetic convergence and low-quality presentation of integrated media productions weaken the unique brand recognition of mainstream media, degrade the artistic quality and communication grade of news products, and reduce audience willingness to engage, constituting a critical obstacle that must be addressed during the intelligent transformation of the media industry.

3.2 Inherent Technical Defects: Pressing Risks of Factual Inaccuracy

Built on probabilistic computing logic, generative large-scale models possess inherent and non-negligible technical defects, most typically the “AI hallucination”. This phenomenon refers to the model’s generation of seemingly reasonable but essentially meaningless content or information that seriously contradicts objective facts and user instructions. As journalistic authenticity serves as the fundamental principle of news communication, AI hallucination poses fatal risks to news production and profoundly challenges journalistic professionalism. For news genres centered on authoritative information delivery, including political policy interpretation, financial data announcement and overseas public opinion rumor refutation, factual errors will severely damage the public credibility of mainstream media. Immature GAI technologies also lead to visual distortion in cultural and sports news, such as malformed AI-generated character images with distorted limbs. In addition, malicious generation instructions may induce GAI deepfake behaviors and produce falsified audio and visual materials, continuously breaking the bottom line of journalistic authenticity and objectivity. Beyond technical algorithm flaws, data poisoning targeting GAI big-data crawling and training further exacerbates factual risks in intelligent news creation.

3.3 Ambiguous Production Ownership: Compliance Gaps in Collaborative Creation

While intelligent communication technologies achieve rapid iterative upgrading, the supporting industrial compliance systems fail to update synchronously. The unified industrial standards for right ownership definition and liability investigation concerning human-machine collaborative news creation remain absent, giving rise to digital ethical risks caused by unintentional normative violations and intentional regulatory loopholes. In accordance with the Interim Measures for the Administration of Generative Artificial Intelligence Services, preliminary normative guidance has been formed for the copyright of GAI materials, the authorship of GAI-participated manuscripts and communication-related rights and liabilities. Nevertheless, most news institutions have not formulated refined, categorized compliance processes tailored to different news types. General large-scale models imply latent infringement risks in material crawling and data acquisition. Once copyright infringement occurs, the responsible subject remains ambiguous, creating obstacles for accurate liability identification and punishment. Mainstream media urgently need to optimize internal management standards and regulatory norms to remedy compliance deficiencies in intelligent creation, standardize intelligent news innovation, and ensure the professionalism and normative nature of news production.

3.4 Structural Talent Shortage: Inadequate All-Media Professional Competency Adaptation

Consistent with Schramm’s "Last Seven Minutes" theory, the iteration speed of contemporary media technologies far exceeds the cultivation speed of industrial practitioners. The shortage of interdisciplinary

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compound talents has become a core bottleneck restricting the high-quality intelligent transformation of mainstream media. Although front-line editorial and journalistic practitioners possess solid professional foundational skills, most lack in-depth and refined GAI application capabilities. Most practitioners can only implement basic model generation operations but cannot conduct innovative creation to produce high-quality news works or effectively avoid technical and content risks. Meanwhile, distinct institutional barriers exist between editorial departments and technical departments, restricting production efficiency and lowering the overall quality of human-machine collaborative creation. The traditional talent cultivation system updates sluggishly and lacks systematic training mechanisms, resulting in insufficient supply of all-media compound talents that cannot meet the industry's demand for high-quality, refined intelligent news creation across diverse news genres.

4 Optimization Paths for the Intelligent Development of News

4.1 Anchoring Content Orientation to Construct Differentiated Human-Machine Collaborative Creation Paradigms

News innovation in the intelligent era must adhere to the core principles of "content supremacy and human-oriented governance" to optimize human-machine collaboration logic, alleviate algorithm-induced content homogenization, and consolidate the foundation of journalistic professionalism. As mainstream Chinese media features both political attributes and public communication attributes, it prioritizes social benefits, undertakes core functions of public opinion guidance and public service, and does not take traffic profit as the operational orientation. Such institutional attributes determine that the intelligent transformation of mainstream media must uphold the principles of integrity, innovation and beneficial technology application. In terms of political and financial news production, media institutions can rely on massive data captured by GAI and audience preference analysis to enrich and elaborate communication content, making professional and policy-related information more rigorous and accessible for the public. For livelihood, cultural and sports, and international news, practitioners can further innovate content presentation and communication forms on the basis of audience-oriented news value, so as to better satisfy the public's demands for information acquisition and cultural entertainment. Furthermore, media institutions should conform to the intelligent development trend of the industry and establish a scientific working paradigm of "human dominance and algorithmic assistance". Since GAI large-scale models lack emotional cognition and value judgment capabilities, all value-related judgments should be undertaken manually by practitioners. The entire news creation process must adhere to the standard of human-led and technology-assisted operation, and algorithms are prohibited from intervening in core news planning and value positioning. Targeting different news categories, media institutions shall build exclusive intelligent creation systems for diverse news types, refine creation standards and optimize model corpora to reduce homogenized content output. Meanwhile, media organizations need to adjust internal performance assessment mechanisms, increase the weight of original high-quality works, weaken the single traffic-oriented evaluation standard, and guide editorial teams to return to in-depth and high-quality news creation.

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4.2 Building an Intelligent Risk Control System to Consolidate the Bottom Line of Factual News Communication

To address the urgent problem of inherent GAI defects represented by AI hallucinations and other derived risks in intelligent communication, mainstream media must adhere to the Party spirit principle and firmly consolidate the main position of public opinion guidance. Factual deviation caused by GAI errors poses the most prominent hidden danger in intelligent news creation, especially for political interpretation, financial data release and international public opinion dissemination, where factual accuracy is the primary premise of news communication. In view of this, mainstream media should build a full-process and all-round intelligent risk prevention and control mechanism. Media institutions can cooperate with technology enterprises to develop vertically customized media large-scale models, build exclusive authoritative corpora based on official policy documents, standardized financial data and verified public opinion materials, and reduce probabilistic generation errors at the source. A systematic intelligent fact-checking mechanism should be deployed throughout news production, which cross-verifies GAI-generated content with official authoritative databases to automatically identify false information, distorted data and abnormal visual content. In addition, media organizations need to formulate algorithm risk response norms, establish algorithm circuit breaker mechanisms and full-process content traceability systems, and reserve manual emergency intervention links. Once factual errors, deepfake content and misleading information are detected in GAI-generated works, practitioners can timely rectify and eliminate risks, so as to permanently safeguard the authenticity, accuracy and authority of news communication.

4.3 Improving Industrial Regulation Systems to Clarify Compliance Boundaries of Intelligent Creation

Against the background of rapid iterative upgrading of intelligent communication technology, the lagging construction of industry norms has led to blurred compliance boundaries for human-machine collaborative news creation. To solve this problem, relevant regulatory authorities and media institutions need to jointly improve the industrial regulatory system and form standardized compliance procedures adapted to diverse news types. Based on the Interim Measures for the Administration of Generative Artificial Intelligence Services, the industry should further refine detailed implementation rules for GAI application in news scenarios, clarify the copyright ownership, content review standards and liability identification mechanisms of human-machine collaborative works. For potential hidden risks such as implicit infringement in model data crawling and unregulated content generation, unified industrial filing standards and content labeling specifications should be established. At the institutional level, mainstream media need to optimize internal management systems, set up special ethical review and compliance inspection departments, and formulate differentiated review processes for political, livelihood, financial, cultural and sports, and international news. Standardized pre-review, in-process supervision and post-event accountability mechanisms can effectively avoid copyright disputes, directional deviations and ethical risks in intelligent creation, fill the normative loopholes in GAI news production, and ensure the standardized and orderly development of news intelligent innovation.

4.4 Optimizing Talent Training Systems to Forge Compound All-Media Creation Teams

The rapid iteration of intelligent media technology far outpaces the traditional talent cultivation cycle, and

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the structural shortage of compound all-media talents has become a key constraint on the high-quality development of intelligent news creation. To break through this bottleneck, mainstream media need to comprehensively optimize the talent training system and build a professional team that integrates journalistic literacy and intelligent technology capabilities. Media institutions should carry out regular internal special training, focusing on GAI tool application, algorithm risk identification, content aesthetic optimization and intelligent creation specification, so as to improve front-line practitioners' comprehensive capabilities of standardized and innovative utilization of intelligent tools. Meanwhile, media organizations should break the institutional barriers between editorial departments and technical departments, set up full-time all-media intelligent creation posts, and promote in-depth collaboration between journalism practitioners and technical personnel to improve the overall efficiency of human-machine collaborative creation. In terms of school-industry talent cultivation, universities and colleges should update the curriculum system of journalism and communication disciplines, add cutting-edge teaching modules of GAI intelligent news creation, and realize the docking of academic education and industrial demand. Through school-enterprise cooperation and industry practice exchanges, the industry can continuously reserve high-quality compound all-media talents, so as to fully meet the demand for high-quality and personalized intelligent creation of diverse news types.

5.Conclusion

As a core representative of new quality productive forces in the media industry, GAI has profoundly reshaped the production logic and communication mode of mainstream media news. Empowered by GAI, mainstream media have realized innovative breakthroughs in the whole process of news planning, creation, production and distribution across political, livelihood, financial, cultural and sports, and international communication news, effectively enriching news product forms and improving communication effectiveness. Nevertheless, the integrated application of GAI in news creation still faces multiple practical dilemmas, including algorithm homogenization, technical factual risks, ambiguous compliance norms and structural talent shortages. To promote the standardized, refined and high-quality development of news intelligent transformation, mainstream media must take content optimization, risk control, institutional improvement and talent cultivation as the core optimization paths. By constructing differentiated human-machine collaboration paradigms, improving full-process intelligent risk control mechanisms, clarifying industrial compliance boundaries, and forging compound all-media talent teams, the media industry can maximize the empowering value of GAI technology, avoid technological application risks, and continuously consolidate the communication power, guidance power, influence and credibility of mainstream media in the intelligent media era.

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