

A Study on the Advantages, Dilemmas and Development Strategies of Artificial Intelligence Presenters

Wang Shenghan

*Cangzhou Normal University, Cangzhou, China
18833752888@163.com*

Abstracts: *With the rapid development of artificial intelligence, AI presenters are gradually becoming the new favourite in the media industry. This paper will provide an in-depth study of AI presenters from three perspectives: strengths, dilemmas and development strategies. By analysing the advantages of AI presenters in four aspects, namely working status, business ability, intelligence and technology application, we can understand the connotation of AI presenters; at the same time, we also need to recognise the dilemmas faced by AI presenters, so that we can better put forward some development strategies to help AI presenters achieve better development.*

Keywords: *artificial intelligence (AI) presenter; dominance; dilemma; development strategy*

1. Introduction

The rapid development of artificial intelligence technology is changing the landscape of the media industry. Artificial intelligence presenters are emerging as one of the applications of AI technology in the media sector. Compared with traditional presenters, AI presenters have some unique advantages, such as not being limited by time and space and having strong language skills. However, AI presenters also face some dilemmas, such as the limitations of voice synthesis technology and the lack of emotional expression. This paper will provide an in-depth study of AI presenters from three perspectives: strengths, dilemmas and development strategies.

2. Advantages of Artificial Intelligence presenters

2.1. Work status aspects

2.1.1. No need to take a break

While traditional presenters need to take breaks, AI presenters can work non-stop for 24 hours, making them ideal for hosting 24/7 TV and radio programmes. Whether it's a morning news show, entertainment programme or late night talk show, AI presenters are able to deliver consistently efficient and high quality.

2.1.2. Unaffected by mood swings

Traditional presenters are often subject to mood swings in their work, which can affect their performance and professionalism; the AI presenter, on the other hand, is not affected by mood swings and always maintains a stable working state. Whether faced with provocation, criticism or the unexpected, AI presenters are able to respond calmly and maintain a professional image.

2.2. Operational capacity aspects

2.2.1. Strong language skills and efficient work

AI presenters have strong language skills. Through natural language processing technology, AI presenters are able to accurately understand and interpret linguistic information with fluent verbal expression. Whether conducting interviews, moderating discussions or giving presentations, AI presenters are able to communicate with the audience in accurate, fluent language and deliver high

quality programme content. AI presenters can analyse large amounts of data and information to quickly generate scripts and content, greatly improving efficiency. In addition, AI presenters can participate in multiple programmes simultaneously, further improving efficiency.

2.2.2. Not limited by time and space

Artificially intelligent presenters are not constrained by time and space and can present anywhere at any time, allowing AI presenters to be more flexible and responsive to audience needs. Whether in a live or pre-recorded programme, an AI presenter can present at a set time and place, regardless of the time and space constraints that a traditional presenter may face.

2.3. Intelligence

Artificial Intelligence presenters can access a large amount of information in real time and have powerful information processing capabilities that can access a large amount of information in real time. By connecting to the Internet and databases, AI presenters are able to quickly access the latest news, data and other information, which can be analysed and interpreted in the programme. This enables AI presenters to provide more accurate and comprehensive information, increasing the credibility and appeal of the programme.

2.3.1. Automated production and content generation

Artificially intelligent presenters can automate the production of programme content. With speech synthesis technology, presenters can generate lines and content more efficiently and improve production efficiency. In addition, AI presenters are able to create novel programme content, provide unique ideas and topics, and deliver an engaging programme experience to viewers.

2.3.2. Data Analytics and Personalised Recommendations

Artificially intelligent presenters can perform in-depth analysis of audience data to understand their interests and needs. Based on this data, AI presenters are able to provide personalised recommendations to viewers, enhance interaction and connection with viewers, and increase the attractiveness of the programme and viewer satisfaction.

2.4. Technology applications

2.4.1. natural language processing (NLP) technology

Artificially intelligent presenters can achieve speech synthesis and speech recognition through natural language processing technology, thus enabling natural verbal communication with the audience. The application of this technology allows AI presenters to better understand the needs of their audience and provide personalised hosting services.

2.4.2. Sentiment analysis techniques

Artificially intelligent presenters can determine the audience's emotions and reactions through sentiment analysis technology and respond accordingly. The application of this technology allows AI presenters to better connect emotionally with their audience, enhancing audience engagement and satisfaction.

2.4.3. image recognition technology

Artificially intelligent presenters can visually interact with the audience by enabling face synthesis and character simulation through image recognition technology. The application of this technology allows AI presenters to better mimic the image and expression of a traditional presenter, providing a more realistic and vivid hosting experience.

3. The Dilemma of the Artificial Intelligence Presenter

3.1. Lack of emotion and human touch

One of the dilemmas of the AI presenter is the lack of emotion and human touch. A traditional presenter can convey emotions through expressions, tone of voice and body language to create an emotional connection with the audience. And AI presenters have some limitations in this regard. While AI technology can mimic human language and behaviour, it still struggles to fully express emotions.

This makes the AI presenter a bit thin when it comes to the emotional needs of the audience. For example, the famous programme host Dong Qing interviewed 96-year-old Xu Yuanchong in *The Reader*, choosing to kneel down for the interview. When she communicates with an elderly gentleman, she tends to adjust the speed of her speech according to the state of the elderly gentleman and adjusts the angle of communication according to the perspective of the elderly gentleman in order to achieve the effect of looking at him flatly or looking up. Artificial intelligence presenters do not have a certain degree of emotional perception and will not make appropriate interpersonal activities through careful observation and judgement in the field.

3.2. Limitations of Speech Synthesis Technology

Speech synthesis by AI presenters, although becoming more advanced and able to simulate very natural human speech, still has some limitations. For example, an AI presenter may not be able to accurately convey emotions when faced with complex emotional expressions. In addition, the voice synthesis technology of AI presenters is not yet able to fully simulate human voice characteristics and intonation variations, which may affect the audience's understanding and acceptance of their expressions.

3.3. Lack of subjective judgement

Another dilemma for AI presenters is the lack of subjective judgement. Traditional hosts can evaluate and guide the views of their guests based on their experience and judgement. The AI presenter, on the other hand, simply works according to pre-determined rules and algorithms and lacks subjective judgement. This makes AI presenters a bit stiff and mechanical when dealing with complex discussions and debates, and unable to be as flexible as traditional presenters. For example, when singer Zhang Xinzhe was in the programme "Open Talk", a student representative questioned Zhang Xinzhe as an over-the-top singer, leading to an incredibly awkward atmosphere at the scene. Host Sabine said to save the day, "It's unscientific that you have to have Jordan go back to the basketball court to fight with the 20-somethings now for the NBA title, but that doesn't take away from the fact that Jordan is still a god in the NBA." The passage cleverly maps Zhang Xinzhe using examples of other characters, and then leads to an opinion on the issue that resonates emotionally with the audience, before ending the question with a joke. Host Sabine's on-the-spot response, which both fit the scene and fully defused the embarrassment, demonstrated that real-life hosts are able to fully mobilise their own abilities to make on-the-spot responses.^[1]

3.4. Limitations of information access and organisation

Although AI presenters can quickly acquire and collate large amounts of information through technologies such as big data analytics and machine learning, there are still some limitations in their information acquisition and collation. For example, when faced with complex problems and situations, an AI facilitator may not be able to accurately understand and process the information, resulting in inaccurate or incomplete information.

3.5. Privacy and ethical issues

The development of AI presenters also raises a number of privacy and ethical issues.^[2] Artificial intelligence presenters need a lot of data support to learn and work, which involves user privacy. In addition, the development of AI presenters has also raised some ethical issues, such as whether AI presenters can replace the work of human presenters, and whether AI presenters will have an impact on the traditional media industry.

4. Development Strategies for Artificial Intelligence presenters

4.1. Enhancing Research and Development of Emotional Expression Skills

Artificially intelligent presenters can improve their ability to express emotions by researching and developing emotion recognition and emotion generation techniques. For example, deep learning and emotion recognition technology can be used to enable AI presenters to accurately recognise the emotions of the audience and express them accordingly. Emotion generation technology can also be

used to enable AI presenters to automatically generate speech that meets the emotional needs of the audience.

4.2. Collaboration and complementarity with traditional presenters

Artificial intelligence presenters can collaborate and complement traditional presenters to jointly enrich the content and format of programmes and provide a better audience experience. Traditional hosts can form a good interaction with AI hosts by cooperating with them and giving full play to their advantages of emotional expression and interpersonal communication. At the same time, AI presenters can provide more accurate and comprehensive information by cooperating with traditional presenters and giving full play to their advantages in information acquisition and organisation.

4.3. Promoting technological innovation and application of artificial intelligence presenters

With the continuous development of AI technology, the intelligence level of AI presenters will continue to increase.^[3]The AI presenter of the future will have higher intelligence and automation capabilities, and will be able to more accurately understand the needs of the audience and provide more personalised and precise presenting services. Artificial intelligence presenters can continue to improve their capabilities and performance through technological innovation and application. For example, the voice of an AI presenter can be made more natural and realistic by researching and developing more advanced speech synthesis techniques. AI presenters can also be enabled to more accurately understand and address audience questions and needs by researching and developing more advanced natural language processing technologies.

4.4. Personalised image construction to create personal IP

Artificial intelligence presenters, need to create a characteristic, three-dimensional image, so as to avoid the problem of homogenisation of the image of artificial intelligence presenters. Instead of aiming for the ultimate imitation of the human figure, the AI presenter should set up more personalised image constructions with characteristics. Enhancing the unique style of AI hosts by creating personal IP, future AI hosts will be able to personalise their services through big data analytics and machine learning technology. Artificially intelligent hosts will provide hosting content relevant to their interests based on viewers' historical data and preferences, enhancing viewer engagement and satisfaction.

5. Conclusions

Artificial intelligence presenters, as one of the applications of AI technology in the field of media, have some unique advantages, such as in terms of work status: they are not affected by mood swings and do not need to take a break. In terms of operational capacity: linguistic competence, efficiency, lack of time and space constraints, etc. However, AI presenters still face some dilemmas in terms of speech synthesis technology, emotional expression ability, subjective judgement and information acquisition and organisation. In order to achieve better development, AI hosts can strengthen the research and development of emotional expression ability, cooperate and complement with traditional hosts, promote the technological innovation and application of AI hosts, establish personalised image construction, and create personal IP. Through the implementation of these development strategies, AI presenters are expected to make greater breakthroughs and developments in the media industry.

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