

Challenges and Opportunities Presented by AI Anchors to Hosts

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Abstract: As artificial intelligence is used more and more in broadcast hosting, the concerns of related practitioners are also growing. At this time, the emergence of AI anchors has brought new opportunities and challenges to traditional announcers and hosts. This article will analyze the advantages of AI anchors and compare the responsibilities and tasks of hosts at this stage, demonstrate that the emergence of artificial intelligence has gradually led the broadcasting work to the stage of “crisis coexistence”, objectively look at the limitations of the broadcasting field, and explore the new definition of hosts, so as to turn crisis into opportunity and advocate the harmonious development of man and machine.

1. Introduction

The emergence of AI anchors has redefined the meaning of the host. Therefore, it is necessary to face the severe challenges that AI anchors bring to hosts. And based on the distinguishing characteristics of the two, the respective advantages and disadvantages should be analyzed, the future development direction can be grasped, and hosts need the correct advocacy to face the crisis, so as to provide corresponding theoretical guidance for the promotion of artificial intelligence in the field of verbal language and the integration and innovation of human beings.

2. Facing the Crisis-the Challenge That Ai Anchors Bring to Hosts

2.1 Application of Ai in the Field of Broadcasting and Hosting

Since entering the 21st century, artificial intelligence can be said to have achieved explosive development. In the application scenario of broadcasting hosting, virtual anchors are emerging in an endless stream.

2.1.1 Ai Anchor Field

In December 2015, in the news program “Morning” launched by Dragon TV, it was no longer the

former female host who broadcast the weather at the beginning of the news, but the artificial intelligence assistant developed by Microsoft China—the 17-year-old AI girl: Microsoft Xiaoice. Xiaoice’s weather forecast is entirely formed by the system’s network in real time, not recorded broadcasting. In addition to real-time monitoring to deal with some emergencies, the relevant technicians do not interfere with other tasks. Xiaoice uses her fresh and lively language style to make appropriate comments and reminders according to the weather conditions in the program. At that time, the naturalness of its voice and the closeness of the human voice have reached the highest level in the industry.

2.1.2 The Field of Sound

In the field of sound, speech evaluation and speech synthesis are the two parts that have a strong connection with broadcast hosting. In terms of speech technology, take HKUST Xunfei Company as an example. In 2018, they cooperated with the Spring Festival Gala, the audience can fill out their own blessing words and then they can hear the words sending by the voices of Kang Hui and Ouyang Xia Dan. From “re-engraved voice” to “Yaya with reading” and then to “sound skin”, it is not difficult to see that news information, and audiobooks of humanities, economics and management can basically be replaced by intelligent voice if it is only for information transmission. For novels, documentaries, and other artistic creations that need to incorporate emotions, it is difficult for machines to replace humans.

2.2 Information Dissemination Characteristics of Ai Anchors

Starting in 2019, the appearance of AI anchors can be said to have reached a “blowout” frequency. Comparing the yearly audio and video materials, it can be seen that AI anchors have been changed from 3D to personifying image, and have achieved year-round work, zero wages and zero mistakes in the function, and at the same time, have been improved in the term of the look and expression, voice and mouth fit, voice intonation, etc. Through analysis, AI anchors mainly present the following characteristics:

2.2.1 Concreting Personification to Create a Strong Sense of Presence

After sampling and learning the language, mouth and posture of the announcer host, the AI anchor can complete the news broadcast according to the human working state and narrative style. This extremely high degree of personification can make the audience immerse in when watching the news, and these human-like anchors are often more persuasive than robots.

In addition to the outline, the machine logic that is infinitely close to human thinking also makes the AI anchors infinitely simulate reality. AI anchors can automatically generate videos of the corresponding content from the input language text, and simulate human brain scenarios to construct speech logic, which is much more real and smoother than the “machine translation” and “machine configuration” that many people criticize. The authenticity is the first effect of spread, and such a high degree of virtual reality simulation makes the information more accurate and effective when it is disseminated.

2.2.2 Timely Information and High Dissemination Efficiency

Low cost, high efficiency, and standardization are the main advantages of current AI synthesis anchors. The main feature of the AI anchor is accurate and never-ending. It can achieve zero error during broadcasting, and it does not have to work according to the process of the host’s script recitation, on-camera, recording, and broadcasting. This timely efficiency of broadcasting is suitable

for dealing with breaking news.

In addition to reporting on information news in an efficient and orderly manner, AI anchors can achieve close integration of data, audio, pictures and other content. In terms of dissemination effects, AI-synthesized news broadcasts will be compiled in advance by the team to ensure the accuracy of information dissemination.

2.2.3 Mining Data to Integrate Smart Solutions

Artificial intelligence has a huge database and intelligent media reserves, and has collection, storage, and integration capabilities that human cannot match. Big data can help AI to broadcast news consultation, weather, traffic, finance and other fields, and clearly present historical data, time statistics, evaluation and comparison in the report. The plans and suggestions optimized by AI are not only conducive to the understanding of the audience, but also can achieve good effects.

2.3 The Impacts on Hosts by Ai Anchors

AI has the potential to replace human work; in sign language translation work with database support, AI can quickly identify sign language symbols without fatigue. Compared with sign language teachers, the translation difficulty and speed are actually very high and AI basically replaces the job of interpreter of sign language: In the face of some disaster reports that endanger the personal safety of hosts and reporters, AI can quickly arrive on duty, quickly write news messages, and enter dangerous special scenes to broadcast in time.

AI anchors can not only improve the production efficiency of TV news and reduce costs in normal reports, but also can quickly generate news videos in unexpected reports to improve timeliness. In various scenarios, AI anchors have a promising future.

3. Turning Crisis into Opportunity-Comprehensively Play the Active Role of Hosts

AI may replace hosts who enjoy technological dividends. The emergence of AI anchors can liberate a large part of the productivity of a large portion of hosts. If not vigilant about technology at this time and not investing more energies and time to learn new knowledge and new abilities, anyone will become the first person to “beat down” by the machine.

3.1 Focusing on Thinking about Creation to Win by Contents

One of the important reasons why machines cannot replace humans is the unique thinking ability of humans. In addition to the solid basic skills of broadcasting, speaking, commenting, and presentation, more attention should be paid to the expansion of thinking, the improvement of comprehensive learning ability for the creation of programs. In the era of globalization, only by cultivating international literacy and enhancing the ability to communicate in foreign languages can TV news go international. “Broadcast characteristics, broadcast humanity, broadcast resonance” is the key to the success of a host.

3.2 Strengthening the Ability of Thinking and Adapting to Changes

In the post-truth era, people have certain emotions and stances before the start of information dissemination. Hosts must strengthen the ability to screen, think and distinguish information, choose from multiple and redundant information, and achieve effective integration to deliver clear information. And hosts must rethink the truly valuable information, provide the audience with comprehensive and accurate information, and correctly guide the trend of public opinion. At the

same time, as a public figure, hosts should always pay attention to the words and deeds.

3.3 Establishing Brand Image and Positioning Role

Most AI anchors lack a personal image on the screen. Just a very small number of AIs have personalized character designs, and most of the rest are operated by sampling existing anchors. In interactive TV programs, the host is not only the transmitter of the program content, but more often a listener. Embodying affection in listening and conversing to position a certain role for themselves in the program, hosts combine their own characteristics and program styles to create an image that the audience loves. It is more common in the host of children's programs. And the hosts dialogue with children in an equal and gentle tone, and impress the audience with personality charm. Such a guiding and appealing style manifestation and a highly branded program appearance are the advantages of a host in the human-computer competition. Whether it is emotional value or social effect, it has a good response effect.

3.4 Grasping the Needs of the Audience and Developing Innovatively

Language can be substituted, temperature cannot be copied. Pay close attention to the needs of the audience, strengthen the sense of communication and interaction, and be a people-friendly host who correctly grasps the audience's psychology. The host must learn to innovate the way of interpersonal communication, to make personalized and targeted interactions, and to use warm and thoughtful expressions to narrow the distance with the audience, so that the information delivered can go to the ears, the brain and the heart of the audience.

4. Coexistence of Man and Machine-Positioning the Relationship between Hosts and Ai Anchors

Announcer host and AI anchor promote and complement each other, but also pay attention to people-oriented and man-machine cooperation.

4.1 Promoting and Complementing Each Other

Since AI anchors and hosts have differences in reasoning, cognition, aesthetic expression, self-awareness, etc., it can be said that the two have a competitive relationship, but this competitive relationship can be transformed into a mutually reinforcing and complementary thrust. Looking closely at the relationship between humans and machines, the emergence of AI anchors undoubtedly makes the work of hosts gradually move towards the stage of "crisis coexistence", with the danger of "whether it will be replaced" and the opportunity of "innovative development and unlimited vitality".

4.2 People-Oriented and Man-Machine Collaboration

At this stage, hosts need to consider two points: how much can be done by themselves that AI cannot do; what problems can AI help themselves to solve. For example, in interviewing work, interviewee often feeds back a lot of information, however, people do not have sufficient memory and the sense of on-site interaction may become worse, at this point human-computer collaboration can be used. AI can refine and sum up sufficient information, and hosts can make position selection and reasoning process with the help of AI feedback, forming a man-machine hybrid coordination mode.

5. Conclusion

The emergence of AI anchors is the inevitable development of science and technology. In the face of this technological “revolution”, hosts must have the courage to face the crisis: intuitively understand the development status of artificial intelligence in the field of voiced languages, and know the repetitive nature, standardization and technical advantages of AI anchors, recognize the impact and challenges that the emergence of AI anchors have brought to the broadcasting and hosting industry, and analyze the advantages and disadvantages of the professional capabilities. The so-called knowing oneself and the enemy can survive all battles. At the same time, hosts should enhance the ability to turn crisis into opportunity: give full play to their unique aesthetic, ideological, and creative characteristics, show inspiration in creation, calm down in crisis, find a precise position in the program, and bring audiences into the audiovisual experience of both rational and perceptual levels. Finally, hosts should recognize the importance of human-computer collaboration and mutual communication, realize the combination of human intelligence and artificial intelligence through human-computer interaction, make up for the shortcomings of existing AI anchor technology, continue to play the active role of humans in the field of broadcast hosting, and form a virtuous circle. This kind of human-computer interaction process is an inevitable trend and an important topic that hosts will face soon.

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