人机协同背景下

新闻生产流程再造研究

摘 要

5G 时代的来临，人工智能技术的蓬勃发展，机器新闻写作伴随着这股浪潮，也将占据着越来越重要的作用，它所具备的“数据处理“”自主学习“的能力，使得它拥有着巨大的发展潜力，它必将会在未来的媒体界占据的重要地位，得到越来越广泛的应用。它拥有着很多的优点，但是由于目前的技术限制与自身的局限，它也存在着许多的缺点。它的存在不会淘汰掉新闻从业者，但是也会对新闻工作者提出更高的要求，互相弥补优缺点。实现人机协同，从而提高新闻生产的效率。新闻生产过程的也将逐渐发生改变，算法生产（AGC）也将与专业生产（PGC）和用户生产（UGC）实现三足鼎立。这些改变必将会为媒体界带来一些极其长远的影响。

本文就人机协同背景下的新闻生产方式做出探讨，对其生产流程进行重构再造，提出优化策略。机器新闻写作作为人工智能技术与新闻界结合产生的一个典型案例，其具有很大的研究价值与探讨的空间。

关键词：人机协同 机器新闻写作 新闻生产

Abstract

The advent of the 5G era, the vigorous development of artificial intelligence technology, and machine news writing will also play an increasingly important role along with this wave. Its ability to "data processing" and "self-learning" makes it have With huge development potential, it will surely occupy an important position in the future media industry and be more and more widely used. It has many advantages, but due to current technical limitations and its own limitations, it also has many disadvantages. Its existence will not eliminate news practitioners, but it will also put forward higher demands on journalists to make up for each other's advantages and disadvantages. Realize human-computer collaboration, thereby improving the efficiency of news production. The news production process will also gradually change, and algorithm production (AGC) will also achieve a three-legged relationship with professional production (PGC) and user production (UGC). These changes are bound to bring some extremely long-term effects to the media industry.

This article discusses the news production method under the background of human-computer collaboration, reconstructs its production process and proposes optimization strategies. As a typical case produced by the combination of artificial intelligence technology and the press, machine news writing has great research value and room for discussion.

Key words: Human-computer collaboration　machine news writing　news production