

# The Impact of AI-Generated Content on China's New Media Visual Creative Practitioners

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**Abstract.** This article mainly focuses on the impact of the current AIGC applied to the film and television or media industry on the work content or form of work. Based on the work characteristics of AIGC, the commonalities and differences between visual creative workers are analysed from a realistic perspective, and the main impact of the two on workload and work efficiency is discussed. The research method is mainly based on in-depth interviews with industry insiders, focusing on the current employment environment and work content, and the media industry is mainly divided into two parts: business and documentary according to the direction of employment. The perspective of discussion is from multiple perspectives from the individual to the society. From shallow to deep analysis, it is found that although the relevant applications of AIGC can provide some convenience for visual creators at work, they still need to control the proportion of labour and technology in the finished product when applied to creation or commercial marketing.

## 1 Introduction

John McCarthy first put forward the concept of Artificial Intelligence at the Dartmouth Conference in 1956. The Dartmouth Conference determined that the goal of artificial intelligence is to "realise a machine that can use knowledge to solve questions like human beings". AIGC (Artificial Intelligence Generated Content) is an important symbol of the cross-era upgrading of artificial intelligence. AIGC first appeared on China was Internet in July 2021. The core idea of AIGC technology is to use artificial intelligence algorithms to generate content with certain creativity and quality. Through the training model and the learning of a large amount of data, AIGC can generate relevant content according to the input conditions or guidance. For example, by entering keywords, descriptions or samples, AIGC can generate articles, images, audio, etc. that match them. AIGC first appeared on China was Internet in July 2021. At this time, AIGC is still in the embryonic stage of development in China and has not yet developed a breakthrough application. But in the following year, the birth of Chat GPT and Stable Diffusion made a major breakthrough in the development of AIGC. Since then, it has been put into production by major industries. The development of

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technology has made AIGC, a way of generating content by artificial intelligence, become the mainstream.

One of the industries most affected by artificial intelligence-generated content in various industries is New Media, which is also a hot industry with rapid development in China in recent years. Under the background of the tertiary industry, the new media economy emerged as a brand-new economic model. In the current market environment, the new media economy has become a new economic model. At the same time, China's new media market has expanded on a large scale. According to statistics, by 2021, the number of enterprises in China's new media field has exceeded 4,000, marking a new stage in the development of the industry. By 2023, this number jumped to 4,723, indicating the strong growth momentum and broad development prospects of the new media economy in the Chinese market.

Taking the relatively popular emerging form of new media in recent years. Short Video as an example, the fast-paced and efficient media means have won the attention of major media companies and the love of major enterprises. Get public attention through clicks, likes, fans, etc., so as to promote them or their business to achieve the purpose of profit or marketing. At this stage, AIGC also acts mostly on the media and the Internet, which causes the two "top-level" to collide with each other. Make the development situation of new media more technological and intelligent. After manually inputting certain instructions, more rich videos or digital images can be generated through the calculation and processing of AIGC. At the same time, it also makes it more difficult for visual creators to create, and it becomes difficult to measure the authenticity of "originality" in media communication. In response to the different creative content of the media, the system interviewed workers engaged in two professional directions, business direction and documentary direction, for in-depth interviews. The addition of AIGC has opened up a new track for China's new media and has also brought great changes and challenges to the working methods, creative concepts and industry ecology of Chinese visual creators.

## 2 Literature review

First of all, from a positive perspective, compared with the creation process and concept of human beings, artificial intelligence does not need to consume too much time to think about problems and mobilise emotions but only needs to extract key information from a large amount of information data of human input method for reasonable analysis and output. The templates and creation schemes generated by AIGC are more objective, specific and logical than practitioners, which is the further upgrading and processing of many enterprises with the help of AIGC's software. At the same time, in the creative projects of the film and television industry, more creative shots or scripts can be generated through the refinement of keywords [1]. From the analysis of the relationship between "media" and "creation", scholar James Weber Young believes that creation itself is information in "The Generation of Creativity". The phenomenon of division and reorganisation. "Today was Media: Understanding, Interpreting and Affecting the Audience" written by Joseph Tallow also mentioned that the media is also a platform to provide more data integration and dissemination for the public, so it also allows the media to realise more value [2]. Creative workers can reduce repetitive work through AIGC to improve work efficiency and reduce the cost of the creative industry and enrich the diversity of workers [3].

The current scientific and technological comparison has been relatively mature before. It is not strange for media practitioners and creators to have several positions. The heaviness of things will bring a lot of pressure and emotions to workers, which may cause mistakes in work or emotional breakdowns. However, for AIGC, there is no emotion. It can work for a long time and reduce the error rate, and use big data algorithms to find the core of the problem. The two can complement each other's strengths and complement each other's strengths

to better give full play to their respective advantages to complete the work [4]. For commercial film and television practitioners, especially film directors. It will be more widely used in its aspects. French film theorist Lon Moussinac believes that the most important thing in movies is the rhythm, especially for metric films that are more rigorous, and the rhythms of movies are different in different periods, countries and types. At this time, the relevant AIGC technology can be used for further measurement and calibration [5]. At the same time, contemporary industrial films pay more attention to the expression of film aesthetics and the integration of economic benefits, which can further analyse the interests of the public in the early stage of work creation by quantitative data statistics of the target people and the market, so as to effectively reduce shooting costs [6]. Since the development of AIGC software has also raised the threshold for users who make animation in recent years, animators need to imagine and express the picture and then operate it professionally through the application software to generate more emotional and visual quality of the picture, which is also a technical challenge for workers [7]. Some non-commercial Practitioners, such as documentary photography, reporters or directors, can also use AIGC-related software to retrieve and analyse information when screening materials, which can further provide more valuable information and ideas for creators [8].

From a more negative perspective, relying too much on AIGC on related software will reduce creators' enthusiasm for creation, and the popularisation of creative models will lower the threshold of creation, making the industry more competitive. At the same time, some phenomena of "infringement" and "follow-up imitation" will become more and more fierce. At the same time, it also poses a certain threat to public aesthetics [1]. In addition, the style of the film is the main feature of expressing the thoughts and connotations of the film. If the creator is unable to create a unique sense of style, the created work may lack uniqueness and even lead to ordinary. This method can only be called imitation, not creation, which violates the concept of creation itself. There are many excellent directors in contemporary times who are pursuing the artistic nature of film style consciousness, which requires human subjectivity. If it is replaced by some technology, it may also lose the true meaning of film expression [9]. When dealing with AIGC technology, the screening and analysis of the authenticity of the news industry must take into account the existence of "algorithm news", but the pursuit of a certain news effect and communication efficiency without considering the true discrimination of the news will lead to the phenomenon of falsifying the information received by the public. In the long run, it will influence the influence of social media and social order [10].

### **3 Methodology**

According to the analysis of the research topic, the object of this interview and research is a deeper discussion according to the three major aspects of visual creativity practitioners or students' employment experience, academic level and professional direction. In addition, for the different creative content of the media, in-depth interviews were conducted by practitioners engaged in two professional directions: business direction and documentary direction. Separately from: For the current employment environment, how to view the current AIGC's entry into the film and television industry. This question mainly studies the impact of current artificial intelligence on the technical work of practitioners and extends to discussing how to see practitioners' future work projects or positions threatened by AIGC in the face of such problems. In addition, from the professional perspective of the employed, analyse the current correct application of AIGC in film, television, media and other projects, so as to judge the proportion of artificial and artificial intelligence in the current visual creative media. At the same time, analyse its pros and cons, and whether the influence of AIGC in visual creativity will affect public aesthetics or public preferences.

## 4 Result

For the results of this interview and research, this study will summarise it in two aspects. On the one hand, through the analysis of the employment direction, the commercial film and television direction is greatly affected by AIGC, which is mainly reflected in the emergence of relevant AI application software. Although it brings some convenience to practitioners, the relevant scientific and technological means upgrade the video and picture creation model quickly, which lowers a certain standard on the threshold of users, but also increases the pressure on creators to create works, and the finished products produced by related software are less interesting. The key point is that the author's creative views cannot be expressed correctly and in detail in the output expression. Although the spontaneous use of relevant finished products generated by the software for commercial purposes does not the original intention of creation, the relevant copyright issues and legal awareness should be further studied and improved. Secondly, for the visual creation of the current documentary photographer or documentary director engaged in the news or documentary industry, the emergence of AIGC has not made a breakthrough change in its work content and work form. Just as the interviewer said, "After all, the facts are not influenced by the outside world or technology to change or be created. However, AIGC-related software can be used for colouring in video or movie copywriting.

In the operation, AIGC can only simply expand or process the input text, and the generated program still needs to be further rationalised manually. On the other hand, from an academic point of view, the current pre-entry education and pre-job training of visual creative workers directly affect the development and trend of this industry. At present, relevant media colleges and institutions have added the relevant teaching content of AIGC software to the syllabus. Practitioners can systematically learn relevant skills, such as: using Midjourney to generate animation or character posters; using Stable Diffusion to modify picture parameters or create images, etc. The school encourages students to contact more relevant software for optimisation and creation. The purpose is also to experience the scientific and technological model and basic use methods in advance before entering the industry.

## 5 Discussion

First of all, the detailed discussion on the commercial media sector, and the current impact of AIGC on commercial visual creators is mainly divided into film and television and short videos, as well as digital images. The main reason is that a lot of intelligent software has been derived in the continuous development of AIGC. The diversity of software functions reduces the work pressure of workers, and the software can be continuous and repetitive to know the completion of the work. For human workers, they can have more time and energy to create logical or formal content. In this way, the work efficiency can be greatly increased. Moreover, with the help of AIGC, TV pictures and special effects that were once impossible to complete can be presented on the screen, which not only promotes the development of film special effects in China's film and television industry but also a great leap for China to the international market. At the same time, the media projects in which AIGC participates have high objectivity, and reduce the work cost and the work threshold of employees. At the same time, it also enhances the relevant business ability of workers for software use. For example, visual creators can use Midjourney to make promotional videos of products or regions, which can either form videos from text or create videos by creating pictures. People often have many ideas or opportunities when thinking about a certain theme for creation, and it also takes a lot of time and energy for every inspiration to be practised. Giving such repetitive content to Midjourney can reduce the cost of money and time.

However, its disadvantages are also very obvious. After all, AIGC creates data models through the big data calculation of the Internet, which will involve the copyright issues of some templates or content, especially for commercial publicity or profit, for which countries have different restrictions and regulations in relevant laws. In order to maintain the market stability of new media commercialisation, major media departments and companies should also abide by the law and avoid the frequent occurrence of infringement cases as much as possible. Although AIGC has brought convenience to practitioners' creation and media communication, it should also carefully abide by relevant laws and regulations. In addition, the current development trend has also shown that human beings rely too much on AIGC to solve creative problems, which not only reduces the author's enthusiasm for creation, but also weakens the more emotional part of the work that should express, and if a large number of "visual technology products" are over-produced, it will affect the aesthetics and preferences of the public. Therefore, in the process of creation, creators should also arrange the proportion of technology and manual operation to avoid such situations.

In addition, directors or workers in documentaries or documentaries do not have too much interference and differences in the nature and content of their work in the face of AIGC participation at work. However, when writing scripts or scheduling shots, AIGC can find the most suitable solutions with a large number of calculations. However, the drawback still lies in the fact that artificial intelligence cannot break through the limitations of human emotions. The document information produced after the input and output of keywords cannot be directly applied to the work, and it still needs to be processed manually again. In this way, it may limit the expression of the author's emotions or the content does not match the meaning of the author's expression when creating. The situation arises. On the basis that reality cannot be created and changed, it is unrealistic to apply it to journalism. The emergence of "algorithm news" will make the public lose the ability to distinguish the truth of things, which will make the news media and online media distrust the masses. Therefore, when using AIGC for news manuscript writing and film and television script creation, the accuracy of the information should also be identified in a timely manner, and rigorous information screening and content creation should be done in visual or information dissemination.

## 6 Conclusion

Through further research and discussion, whether from a commercial or documentary perspective, it is not advisable to use frequently or use AIGC and other scientific and technological means in the current media creation. This not only shows that the creator exerts his subjective initiative to create works subjectively, but also reduces the creator's enthusiasm for creation. However, relying on this view cannot deny the convenience and inspiration that AIGC-related applications bring to media communication and creation. From a personal point of view, as a visual creative worker, relevant software and tools can be used to handle some repetitive tasks through systematic learning such as inspirational model attempts and other mechanised operations. However, attention should also be paid to the frequency of use of AIGC-related applications for the creation of works. If the work loses the exclusive creative thinking or ideological depth of the creator, it will lose the logo of the creator.

From a social perspective, the popularisation of AIGC provides more inspiration for creators and makes great contributions to the further development of media communication in China. However, there are many derivative software applications of AIGC at present, which has led to a gradual increase in the number of infringement cases of related models and copyrights, which seriously affects the current media environment and social order. As practitioners of visual creation, they should abide by the relevant laws and regulations and use AIGC-related applications within the restricted conditions. On the other hand, the working mode of AIGC-related applications is calculated through big data. There is no

subjective basis for how to guide the values of the public through media communication, and the creators need to be further screened. The emergence of "Algorithm News" is undoubtedly a wake-up call for practitioners. When creating relevant media works, more consideration and analysis should be done. The calculation of big data will only get a result that cannot be used as an objective basis for the media. When doing visual media creation, the creative content should be highly reviewed and reasonable judgement should be made.

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