

Original Paper

The Development of Virtual Media People and the Impact on Journalism and Communications

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Abstract

Virtual media personalities, as products of the convergence of technology and media, have begun to make a significant impact in the field of journalism and communication. Their development stems from the evolution of the concept of virtual characters, accompanied by breakthroughs in artificial intelligence and virtual reality technologies. Virtual media personalities not only enhance the efficiency of content production and transform audience interaction experiences but also play crucial roles in various applications such as news reporting, entertainment advertising, and educational training. However, the rise of virtual media personalities has brought about profound changes in industry structures and professional models, raising ethical and legal concerns regarding authenticity, credibility, and data privacy. In the future, with continuous technological advancements, virtual media personalities will persist in exerting a profound influence on the journalism industry, sparking broader social and cultural transformations.

Keywords

virtual media, journalism and communications, impact

1. Introduction

The emergence of virtual media personalities is the result of a dual impetus from technological advancement and media demand. With the rapid development of artificial intelligence and virtual reality technologies, traditional media is increasingly exploring and leveraging these burgeoning innovations to address the challenges posed by accelerated information dissemination and diversified audience needs. Virtual media personalities have evolved from rudimentary animated characters to highly interactive and personalized virtual personas, heralding the dawn of a new media era. This evolution not only reflects technological innovation but also signifies a profound transformation in

modern news dissemination models. The application of virtual media personalities in journalism serves both as a supplement to traditional media forms and as a transformative force. In news reporting, virtual journalists can deliver real-time updates around the clock, unrestricted by time or space. In entertainment and advertising, the advent of virtual idols and spokespersons not only disrupts the monopoly of real-life celebrities but also introduces novel creativity and possibilities into brand marketing. In the realm of education and training, virtual media personalities offer a new learning experience by simulating real-world scenarios for professional training in news editing and other fields. However, the widespread use of virtual media personalities also sparks numerous controversies and challenges. From ethical issues in content production to audience acceptance of virtual figures, and extending to legal concerns over privacy and copyright protection, the development of virtual media personalities undoubtedly presents new demands and tests for the existing news dissemination system. In the future, with further technological advancements and refinements, virtual media personalities are poised to play an increasingly significant role in journalism, with their impact becoming more profound and complex (Davis, 2009).

2. The Evolution of the Virtual Media Person

2.1 Evolution of the Concept of Virtual Media People

The concept of virtual media personalities originated from virtual characters and idols, with early virtual images primarily used in entertainment and gaming. These virtual characters engaged audiences through animation and basic interactions within the virtual realm. With advancements in technology, particularly in artificial intelligence and virtual reality, virtual characters have gradually evolved into more sophisticated and intelligent virtual media figures. Virtual media personalities are not merely digital images with appearances and voices; they embody real-time interaction, a degree of autonomy, and personalized traits. The evolution of virtual media figures reflects the profound impact of technology on the media industry. While traditional media relies on human broadcasters for news delivery and information dissemination, the advent of virtual media personalities has broken this limitation. Through deep learning and natural language processing technologies, virtual media figures can perform news gathering and broadcasting, providing continuous 24-hour news service. This transformation has not only enhanced the efficiency of news production but also offered audiences a novel interactive experience. Throughout this process, the image and functions of virtual media figures have continuously expanded, evolving from simple virtual anchors to emotionally intelligent and personalized virtual reporters and commentators. The evolution of virtual media personalities is not only a triumph of technology but also a significant marker of the media industry's adaptation to the demands of the new era and its exploration of future developments. Through ongoing innovation and breakthroughs, virtual media figures are reshaping the way information is consumed, establishing a

new paradigm for news dissemination.

2.2 Technical Support

The rise of virtual media figures is fundamentally supported by advanced technologies, with artificial intelligence and virtual reality playing particularly crucial roles. Artificial intelligence endows virtual media figures with cognitive and learning abilities through natural language processing, enabling them to comprehend and generate fluent human language. This breakthrough allows virtual media figures to excel in news gathering and interaction, performing almost as if they were real individuals. Virtual reality technology provides virtual media figures with realistic three-dimensional appearances and immersive interactive experiences, enhancing their sense of authenticity and approachability in the eyes of the audience. The application of deep learning and big data analytics enables virtual media figures to process and analyze vast amounts of information in real time, thereby rapidly generating high-quality news content. This not only boosts the efficiency of news production but also ensures the accuracy and diversity of news content. Furthermore, advances in image and voice recognition technology allow virtual media figures to replicate human expressions and voices, conveying information in a more vivid manner and enriching the viewing experience. The introduction of blockchain technology safeguards the copyright and data privacy of virtual media figures. In an era of information overload, ensuring the authenticity of content and the reliability of sources is paramount. Blockchain technology, through its decentralized approach, records and verifies the origin of each piece of information, preventing the spread of misinformation (Pavlik, 2015). The technological support for virtual media figures is reflected not only in advancements in hardware and algorithms but also in the integration of technology and creativity. This fusion drives innovation and transformation in the media industry, making virtual media figures an indispensable part of news dissemination and heralding limitless possibilities for the future of the media industry.

3. Application Scenarios of Virtual Media Man

3.1 News Reporting

In the realm of news reporting, virtual media personalities exhibit distinct advantages and potential. Their characteristic of continuous, round-the-clock operation significantly enhances the timeliness and continuity of news. Virtual media personalities can provide real-time updates and convey the latest developments immediately, catering to the audience's demand for instantaneous information. Supported by artificial intelligence technology, virtual media personalities possess efficient information processing capabilities, enabling rapid filtering, integration, and broadcasting of news content, thereby greatly improving news production efficiency. The application of virtual media personalities in news reporting signifies not merely a formal innovation but a profound transformation in the production and dissemination of news content. They can tailor news content to the interests and needs of the audience,

increasing the relevance and appeal of the news. This personalized service not only enhances the audience's experience but also amplifies the influence and reach of news dissemination. The image and linguistic expression of virtual media personalities continue to evolve, transitioning from initially mechanical broadcasting to today's vibrant interaction, thereby becoming increasingly lifelike. This advancement makes news reporting more engaging and attracts greater attention from younger audiences. Simultaneously, the use of virtual media personalities has significantly reduced the costs of news production, enabling more small and medium-sized media outlets to produce high-quality content and promoting diversification within the media industry. However, the rise of virtual media personalities also presents new challenges to news authenticity and ethical standards. Moving forward, ensuring the accuracy and reliability of information conveyed by virtual media personalities and balancing technology with ethics will be ongoing challenges for the news industry.

3.2 Entertainment and Advertising

In the realms of entertainment and advertising, virtual media personas are emerging as an undeniable new force. Their adaptable imagery and highly customizable nature enable them to shine brilliantly in entertainment shows, concerts, and film productions. The rise of virtual idols has introduced a novel entertainment experience, where these virtual entities can deliver lifelike performances in virtual concerts, engage with fans, and even host online and offline events, blurring the boundaries between reality and the virtual world and capturing the attention of a vast young audience. Similarly, the advertising industry has reaped substantial benefits from the application of virtual media personas. These digital figures can precisely target specific audiences, tailor advertising content to individual preferences, and enhance the accuracy and effectiveness of ad campaigns. Their appearance and style can be flexibly adjusted according to brand needs, creating highly appealing and distinctive advertising images. Virtual media personas can also interact in real-time with audiences through social media platforms, strengthening the connection and engagement between brands and consumers. The use of virtual media personas has not only elevated the creative standards of entertainment and advertising but also generated significant economic benefits. These virtual entities, unfettered by the need for rest, can promote and advertise around the clock, greatly extending the exposure time of advertisements. Moreover, their efficient content production capabilities and low maintenance costs enable more brands to afford high-quality ad production, thus propelling the growth and widespread adoption of advertising. However, the extensive application of virtual media personas in entertainment and advertising has sparked discussions about authenticity and deceptive practices. In the future, balancing the innovative advantages of virtual media personas with transparency and credibility will be a crucial challenge for the industry, determining whether these virtual entities can continue to harness their potential and make a lasting impact in the entertainment and advertising sectors (Deuze, 2020).

3.3 Education and Training

The application of virtual media personas in education and training is revolutionizing traditional teaching methods, offering unprecedented learning experiences. Through virtual reality and augmented reality technologies, virtual media personas can create immersive learning environments that allow students to engage deeply in the educational process. Whether recreating historical scenes or simulating scientific experiments, virtual media personas vividly materialize abstract knowledge, stimulating students' interest and creativity. In terms of personalized learning, virtual media personas exhibit unique advantages. Utilizing artificial intelligence, virtual teachers can tailor individualized instructional plans based on each student's learning pace and interests, providing precise guidance. This personalized teaching approach not only enhances learning efficiency but also effectively addresses the challenges of differentiated instruction in traditional settings. In corporate training, the use of virtual media personas also stands out. By simulating real-world work scenarios, virtual trainers can offer practical exercises and emergency response training, enhancing employees' operational skills and adaptability. Virtual training also reduces costs and increases flexibility, enabling companies to swiftly adapt to market changes. Although the prospects for virtual media personas in education and training are vast, they also face a range of challenges. Ensuring the scientific accuracy and correctness of virtual teaching content, as well as maintaining humanistic care and emotional interaction in virtual environments, are issues that the educational and technological sectors need to address collaboratively. The development of virtual media personas not only brings new opportunities to education and training but also presents new challenges to traditional educational models.

4. Impact of Virtual Media People on the News and Communication Industry

4.1 Content Production and Distribution

The advent of virtual media personalities has instigated a revolutionary shift in the production and dissemination of news content. Firstly, virtual media personas harness artificial intelligence and big data technologies to swiftly sift through and analyze vast amounts of information, thereby delivering high-quality news content within the shortest possible timeframe. This remarkable efficiency not only enhances the timeliness of news but also ensures its accuracy and richness. In terms of dissemination, virtual media personalities possess the advantage of cross-platform and multi-channel broadcasting. Capable of delivering news updates around the clock without rest, they make news dissemination more continuous and extensive. Furthermore, these virtual entities can tailor personalized news delivery based on diverse audience preferences and needs, significantly enhancing the impact and user engagement of news distribution. Through various channels such as social media and news apps, virtual media personas can rapidly convey news to a global audience, thus broadening the reach and influence of news. The application of virtual media personalities in content production and

dissemination has also brought about a transformation in the media industry. Their efficient and precise methods reduce reliance on human resources and lower production costs, enabling smaller media outlets to generate high-quality news content. Simultaneously, the innovation and flexibility of virtual media personalities have fostered the development of diverse news formats, such as interactive and data-driven journalism, enriching the means and expressions of news reporting (Raycheva, Velinova, Miteva et al., 2021). However, the utilization of virtual media personalities also raises new concerns, such as ensuring news authenticity and avoiding algorithmic biases. Balancing the advantages of virtual media personalities while maintaining fairness and transparency in news reporting will be a crucial issue for the future of the news industry.

4.2 Audience Experience

Virtual media personas are profoundly transforming the audience's news experience. Their intelligent and personalized characteristics have shifted news dissemination from a one-way transmission of information to a highly interactive exchange process. Virtual media personas can deliver tailor-made news content based on the audience's interests, reading habits, and geographical locations, allowing each individual to enjoy personalized news services. This precise targeting not only enhances the relevance of news but also amplifies the audience's sense of engagement and satisfaction. Moreover, the application of virtual media personas has diversified and enlivened the form of news dissemination. Through virtual reality and augmented reality technologies, audiences can immerse themselves in the scenes of news events, gaining an immersive experience. This novel method of presenting news makes the content more vivid and intuitive, while also evoking emotional resonance and increasing the impact and effectiveness of the news. Virtual media personas also possess robust interactive features, enabling audiences to engage with virtual hosts through various means such as voice and text, pose questions, and express opinions, thereby enhancing the interactivity and appeal of news dissemination. This bidirectional interaction not only makes audiences feel valued but also fosters the diversification and richness of news content. However, while virtual media personas improve the audience experience, they also present challenges concerning privacy and data security. Ensuring the protection of privacy and data security while providing personalized services will be a crucial issue for the future of news dissemination. Through technological innovation and the refinement of regulatory frameworks, virtual media personas are expected to further enhance the quality and efficacy of news dissemination while safeguarding audience rights.

4.3 Industry Structure and Careers

The rise of virtual media professionals is reshaping the structure and career landscape of the news industry. Traditional media institutions are gradually transitioning to digital and intelligent formats, with virtual media professionals emerging as a new force, replacing some human positions. Professions such as news gathering and broadcasting are being impacted, and many practitioners face the pressure

of career transformation. This shift is prompting the news industry to place greater emphasis on technological innovation and interdisciplinary collaboration, leading to an increased demand for multifaceted talents. Driven by virtual media professionals, the division of labor and collaboration methods within the media industry have undergone significant changes. Traditional news production processes are progressively being replaced by intelligent systems, with automation significantly enhancing each stage from news collection and editing to publication. Virtual media professionals, capable of working around the clock, have substantially improved the efficiency and quality of news production. This transformation not only alters the content and methods of news work but also enables media institutions to respond more flexibly to market changes and audience demands. The application of virtual media professionals has also led to the emergence of new professions, such as virtual anchor development, artificial intelligence news editing, and data analysis. These new roles require practitioners to possess dual skills in technology and journalism, thus enhancing the professional competence and competitiveness of news workers. Concurrently, media institutions are increasing their efforts to attract and cultivate technological talent, advancing the overall level of the industry. Despite the numerous changes brought about by virtual media professionals, discussions on professional ethics and social responsibility have arisen. The professional judgment and humanistic care of journalists are aspects that virtual media professionals cannot fully replace. Maintaining the fairness and authority of news while relying on technology remains a crucial challenge for the industry. In the future, collaboration between virtual media professionals and human reporters will become mainstream, with each complementing the other's strengths to enhance the quality and impact of news dissemination. In this context, media practitioners need to continuously learn and adapt to new technologies, improving their digital literacy and interdisciplinary skills. Simultaneously, media institutions must explore new business models and operational strategies to accommodate the industry changes brought by virtual media professionals. This represents not only a challenge for news practitioners but also an opportunity for the entire media industry's transformation and upgrade (Raycheva, Miteva, Velinova et al., 2021).

4.4 Ethical and Legal Issues

The widespread application of virtual media figures, while bringing numerous conveniences and innovations, has also given rise to profound ethical and legal issues. Firstly, the content production of virtual media figures relies on vast amounts of data and algorithmic models. This mode of news generation lacks the professional judgment and ethical considerations of human journalists, potentially leading to biased and distorted news content. Issues such as algorithmic bias and data manipulation directly threaten the fairness and objectivity of news. As the news media serves as a public utility, maintaining its credibility amidst the process of intelligent transformation is a pressing ethical challenge. Privacy protection is another prominent legal issue. Virtual media figures provide personalized news services through big data analysis and user profiling, which makes user privacy and

data security highly vulnerable. Especially in the absence of transparency and inadequate regulation, personal information may be misused or leaked, resulting in serious privacy risks. Thus, safeguarding user privacy while enjoying intelligent services requires a dual approach of legislative and technological measures to establish a comprehensive privacy protection mechanism. The issue of intellectual property rights concerning virtual media figures is also noteworthy. The copyright ownership of news content generated by virtual media figures remains unclear. This ambiguity is likely to trigger copyright disputes, particularly when virtual media figures imitate human journalists' styles or reference other works, making infringement definitions complex. The legal framework urgently needs updating to address the new challenges posed by virtual media figures, clarifying copyright ownership and usage regulations to ensure effective protection of intellectual property in the new media environment. Moreover, the application of virtual media figures could lead to a wave of unemployment, as traditional news professionals face the risk of job displacement. This issue is not only economic but also social and ethical. Society needs to provide reemployment opportunities and vocational training for those displaced by technological advancements to ensure social fairness and stability. The continuous advancement of virtual media technology necessitates simultaneous progress in ethical and legal systems. Only under a robust legal and strict ethical framework can virtual media figures continuously infuse the news dissemination industry with new vitality while upholding the integrity and fairness of the field. The balance between technological development and ethical and legal considerations will determine the future role and impact of virtual media figures in news dissemination.

5. Conclusion

The evolution of virtual media personalities is not only a product of technological advancement but also a catalyst for transformation within the journalism and communication industry. Through relentless technological innovation, virtual media personalities have made a profound impact on content creation, audience engagement, and industry structure, showcasing their immense potential and promising applications. However, the accompanying ethical and legal issues cannot be overlooked. Moving forward, balancing technological innovation with societal norms will be crucial for the continued development of virtual media personalities. As virtual media personalities advance, technological progress will undoubtedly unveil further possibilities. They play a pivotal role not only in enhancing news production efficiency and enriching audience experiences but also in reshaping industry structures and professional models. At the same time, challenges such as data privacy and content authenticity must be addressed through appropriate policies and regulations to ensure their healthy development. In the future, virtual media personalities will continue to explore and innovate within the journalism sector, infusing the industry with renewed vitality and drive. As technology evolves and society continues to change, virtual media personalities are set to become an indispensable

component of the journalism industry, steering it towards a more intelligent and diverse future.

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