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# AIGC as a New Factor of Productive Forces: Reshaping the Organizational Logic of the Media Industry

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## Abstract:
The production of traditional media content heavily relies on individual creative intelligence and professional skills, with the industry's organizational structure, collaborative processes, and value distribution all centered around this core element. However, the widespread application of AIGC has substantially altered the core driving force of content production, bringing data, algorithms, and computational power to the forefront and forming a new type of productive force that integrates human creativity with machine intelligence. This paper primarily analyzes how AIGC reshapes the organizational logic of the media industry.

## Keywords:
AIGC, Media Industry, Organizational Logic, Reshaping

## 1. Introduction

For a long time, the media industry has established a set of established patterns in content creation, information dissemination, and user communication. However, the intervention of AIGC has disrupted this stable state. Leveraging its exceptional data processing and intelligent generation capabilities, AIGC has revolutionized the content creation process, making information production more efficient and diverse. This transformation not only affects the internal operational mechanisms of the media industry but also profoundly influences its interactions with the external environment.

## 2. The Reshaping of the Organizational Logic of the Media Industry by AIGC

### *2.1. Intelligent Content Production Process*

Artificial intelligence-generated content (AIGC) technology has profoundly transformed the fundamental methods of content production in the media industry. Under traditional models, content planning, production, and review processes were relatively independent. However, with the intervention of artificial intelligence technology, these three stages have begun to integrate closely. Media organizations can utilize intelligent systems to analyze user preferences and generate preliminary conceptual directions based on this analysis. Simultaneously, the initial phase of content production, which involves material collection, has achieved automated information capture and preliminary screening. Intelligent systems can autonomously

identify hot topics and complete the organization of basic materials. These fundamental changes in the production process have objectively led to adjustments in the focus of resource allocation within media organizations, laying the groundwork for improved efficiency in subsequent dissemination phases [1].

### *2.2. Reconstruction of Dissemination Channels and User Relationships*

Media convergence should ideally be a process of technological integration. However, in reality, media convergence often manifests as platform integration, such as the integration of information from newspapers, television, self-media platforms like WeChat public accounts, and short-video platforms like Douyin. The integration of virtual reality, artificial intelligence, and other technologies remains relatively low, which is essentially a result of a lack of profound understanding of networked and digital development. Traditional media relied on single or limited channels for content distribution, with a relatively fixed direction of information flow [2]. Today, driven by AIGC technology, the path of information dissemination exhibits highly intelligent and networked characteristics, enabling content to be precisely allocated to diverse touchpoints based on user preferences and contexts. This transformation in channels is directly linked to a fundamental shift in user roles. Users are no longer merely passive recipients of information; their participation has become increasingly dynamic and in-depth.

### *2.3. Adjustment of Division of Labor in the Industrial Value Chain*

The application of AIGC tools has empowered individual creators and non-professional organizations to fully unleash their creative potential, demonstrating stronger content production capabilities. They can now directly participate in content creation tasks that previously required division of labor to complete. Furthermore, for professional media organizations, their value focus has gradually shifted towards higher-level content creation. They need to place greater emphasis on preliminary content planning, in-depth editing, and quality control to ensure the delivery of more unique perspectives.

## 3. Optimization Paths and Development Strategies for the Media Industry Based on AIGC

### *3.1. Establish a Full-Cycle AIGC Content Production System to Enhance Production Efficiency and Content Quality*

Currently, the application of AIGC technology is relatively widespread in the development of the media industry, fundamentally transforming content production models. In response, relevant sectors need to construct an AI application system that covers the entire content generation chain, thereby improving the overall efficiency and quality of works within the industry, enabling the media sector to maintain high output capabilities amidst the increasingly prevalent use of artificial intelligence [3].

For instance, Guangzhou Broadcasting Network has launched the “AI Dream Workshop” project, which primarily aims to establish an AI application system that spans the entire content production process. This system does not merely incorporate AIGC tools at specific stages but systematically integrates artificial intelligence into every aspect, including creative conception, content production, post-production optimization, and dissemination and promotion. For example, during the creative

conception phase, AIGC tools can assist creators in generating diverse topic directions and script frameworks, providing them with a richer source of inspiration.

Simultaneously, AIGC tools can automatically generate text, images, and video materials during the content production process, thereby shortening production time and allowing creators to focus more on artistic expression and creative refinement. Furthermore, during the final content review phase, AIGC can enhance overall compliance and guidance, analyze user preferences, and offer more precise dissemination strategies [4].

Thus, this AI-driven process essentially continuously improves content production efficiency. Tasks that traditionally required significant human input can now be swiftly completed with the aid of intelligence, freeing up a substantial amount of human resources. Creators no longer need to be confined to repetitive tasks but can instead focus more on creative and strategic work, ultimately elevating the overall quality of their.

### *3.2. Strengthen Data-Driven Approaches and Precise Distribution to Optimize User Reach and Dissemination Effectiveness*

In today's information age, a key challenge for the development of the media industry is ensuring efficient dissemination of content amidst a vast sea of information. Therefore, greater emphasis should be placed on data-driven creation and distribution in content production, leveraging the powerful data processing capabilities of AIGC technology to achieve more precise content distribution [5].

For instance, Changjiang Media Group has integrated AIGC with deep learning algorithms to establish a comprehensive intelligent distribution system that covers content screening, matching, and delivery. During operation, this system considers various multi-dimensional signals from users to analyze their behavior, such as the frequency of clicks on certain types of content, reading time across different content categories, as well as comments, favorites, and shares.

By integrating these data points, the system can form precise user behavior profiles, enabling it to accurately determine users' interests and potential needs. In practical operation, this intelligent recommendation mechanism, based on multi-dimensional behavioral data, has proven effective in helping users access content that aligns with their interests, thereby increasing their willingness to click on recommended content.

This approach not only extends users' effective dwell time on the platform but also encourages them to spend more time reading and interacting, ensuring the depth of disseminated content and enhancing user engagement. Evidently, combining AI technology with data-driven approaches can significantly optimize user reach and improve dissemination effectiveness, thereby better responding to the trend of intelligent development.

### *3.3. Accelerate Talent Structure Upgrades and Technological Fusion Innovation to Build Core Competitiveness*

Driven by the wave of Artificial Intelligence Generated Content (AIGC), the media industry is undergoing profound transformation, with the reshaping of talent structures and deep technological integration serving as its core aspects. Traditional media practitioners face an urgent need to update their skills, as mere content gathering and

editing capabilities are no longer sufficient to sustain future competition. A deeper understanding of content creation principles and dissemination logic is now essential.

In the digital context, the media industry must continuously innovate, leveraging modern technologies to drive sustained economic growth. By fully utilizing big data analytics, the industry can achieve precise positioning, gain a clear understanding of its economic landscape, and continuously reform and innovate. In response, mainstream media organizations need to actively establish internal intelligent assistance platforms, integrating advanced algorithmic models into daily news gathering and editing processes. Taking People's Daily as an example, its comprehensive intelligent assistant system incorporates various deep learning-based text generation frameworks, providing reporters and editors with assistance in multiple stages, including topic discovery, material organization, draft writing, and style adaptation [6].

Such deeply embedded intelligent tools within the workflow have significantly altered the speed of information production. Reporters and editors can now devote more energy to in-depth investigations, opinion refinement, and creative ideation, while basic information integration and draft writing tasks are efficiently shared. Technology is no longer an external tool but has become an integral part of content creation capabilities.

During this process of fusion and innovation, the dissemination efficiency of the media industry will continuously improve. Intelligent systems will offer more precise analysis and processing capabilities for vast amounts of data, enabling news gathering teams to more efficiently identify potential hotspots and trends, thereby enhancing the accuracy and foresight of topic selection. Meanwhile, AIGC technology boasts exceptional text production capabilities, allowing for rapid adaptation to different platform styles and requirements, thus making dissemination more targeted. This approach of technology empowering content and content feeding back into technology optimization forms a more virtuous interactive cycle, enabling the media industry to stand invincible in the era of intelligence.

## 4. Conclusions

In conclusion, the transformation of organizational logic brought about by the integration of AIGC into the media industry is an ongoing and increasingly profound process, presenting both new opportunities and challenges. In response, the media sector should achieve the reshaping of organizational logic and sustainable industry development by constructing a full-cycle AIGC content production system, strengthening data-driven approaches and precise distribution, and accelerating talent structure upgrades alongside technological fusion innovation. Through these efforts, the media industry can contribute significantly to information dissemination and social progress.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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