

## Sports Communication and Artificial intelligence Technology Application Reform Methods

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**Keywords:** Artificial intelligence; Sports news; information technology

**Abstract:** In 2017, China issued the "New Generation Artificial Intelligence Development Plan" and proposed a major strategy for the development of artificial intelligence. In the same year, the United Kingdom, France, and Canada included artificial intelligence at the height of their national strategy, striving to become an artificial intelligence power. Most researchers analyze the influence of artificial intelligence era on sports news from the news articles written by robots. When artificial intelligence is introduced to news dissemination, the traditional news production method is broken, where will the news dissemination industry go, and where will news dissemination practitioners follow these questions It is worth studying. Robots can replace ordinary news reports, showing a new upgrade in the field of news communication, and also have an impact on the traditional journalism. On the basis of analyzing the influence of new media on sports news dissemination, this paper studies the difficulties and conditions of sports news dissemination, so as to improve the quality of sports news dissemination, meet the needs of sports news dissemination and achieve the goal of high-quality news dissemination.

### 1. Introduction

To do a good job of sports news reporting, we should improve the sports news reporting system, enrich the sports news reporting methods, and strive to improve the quality of sports news work based on the characteristics of sports news communication [1]. In 2017, China issued the new generation of artificial intelligence development plan and put forward a major strategy for the development of artificial intelligence. In the same year, the UK, France and Canada put AI at the height of national strategy, striving to become a powerful AI country. Information technology is a revolutionary force leading the current development of education, which has become a consensus in the field of education. All disciplines are skillfully trying to find countermeasures to adapt to the development of information technology [2]. Most researchers analyze the impact of the era of artificial intelligence from the perspective of robot writing news articles The impact of sports news. The application of artificial intelligence technology in the media industry has also made breakthrough progress [3]. When artificial intelligence is introduced to news dissemination, traditional news production methods are broken, where the news dissemination industry will go, and where news dissemination practitioners will go, these issues are worthy of our study. Therefore, how physical education should be reformed to adapt to the development of information technology has become an issue that cannot be ignored in the current school physical education reform and development [4].

In recent years, information technology based on 3G technology, 4G technology, Kyrgyzstan computing technology, Internet of Things technology, artificial intelligence and virtual reality is changing the communication mode and form of traditional education, bringing unprecedented opportunities and challenges to education and teaching. It strongly calls for the renewal of the thinking mode of teaching subjects and the change of teaching behavior. Graphic news mainly explains the relationship between things and people in complex news events, and data maps integrate different news together by means of electronic maps [6]. Robots can replace ordinary news reports, showing a new upgrade in the field of news communication, and also have an impact on the traditional journalism [7]. With the development of artificial intelligence and the popularization of mobile internet, the information is accelerated and personalized, and at the same

time, news information is flooded. There was prejudice and imbalance in the news field, and users were caught in the "information cocoon" and could not control themselves. At present, the development of news communication industry is facing many difficulties and needs to be reformed.

## 2. The relationship between artificial intelligence and sports news

### 2.1. The development of artificial intelligence

The application of intelligent technology in the news field is manifested in various links such as news gathering, news production, news distribution, and news consumption. Intelligent news models such as sensor news, robot writing, algorithm recommendation, and immersive news have emerged. The subject teaching knowledge of integrated technology is based on the subject teaching knowledge of integrated information technology. Figure 1 shows TPACK.

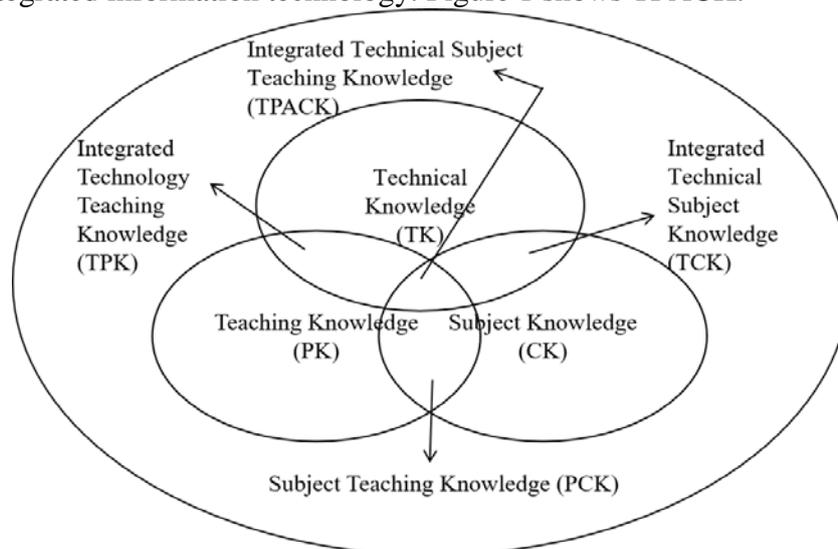


Fig. 1 Schematic diagram of tpack

China's sports communication has gone through the communication stage of newspapers, magazines, radio, television, Internet and mobile Internet. Compared with the traditional media era, the rapid development of artificial intelligence and other cutting-edge technologies is reconstructing the sports communication pattern, leading to multi-dimensional changes in communication concept, platform and content. The existing sports news talents often only master the working mode of sports news in the traditional media environment, and do not have a good thinking of we media, do not have the ability to spread sports news in different media space, and fail to achieve a balanced state of news reporting based on different media. In a broad sense, information technology refers to the sum of tools, skills and methods that can be fully utilized by people and expand the functions of human subject information organs, emphasizing the elucidation of the essential relationship between information technology and people from the philosophical category. In the mobile new media environment, audiences have increased their initiative to obtain sports news, and sports competitions are no longer only capable of attracting information from specific groups. Therefore, we must address the main problems in sports news communication under the background of the new media era, fully consider the demands and characteristics of sports news communication, innovate sports news communication, and lay a solid foundation for realizing the goal of sports news communication.

### 2.2. Development of Sports News in the Age of Artificial Intelligence

At the Rio Olympics, the Washington Post sent a robot team to report the event [8]. We can conclude that facts are the source of sports news, and sports news is the report of facts, but the treatment of "reality" requires the journalists to keep improving their work attitude. From this perspective, artificial intelligence has more advantages in dealing with complex things [9].

"Immersive news" is based on artificial intelligence technology, with the help of virtual reality technology, augmented reality technology and hybrid reality technology, and the integration of VR and AR technology. It must be noted that sports communication can not be realized There is still a big gap between meeting the people's growing demand for diverse sports culture and the goal of building a healthy China and a sports power. When users put forward resource service requirements, the "small building blocks" flow quickly, and the combination converges to restore the complete information needed by the resource user to meet the individual needs of the resource user. Figure 2 shows the process of acquiring sports learning resources

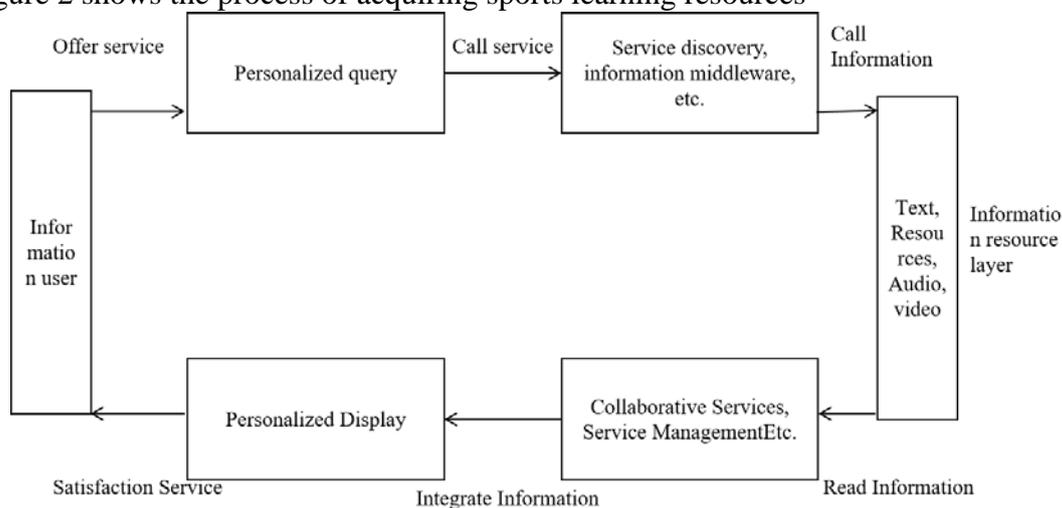


Fig. 2 Acquisition process of sports learning resources

Mainly reflected in the communication, guidance, influence and credibility of traditional media, and the deep integration of traditional media and emerging media is not deep enough [10]. The ideas, methods, means, channels and forms of communication should be innovated in combination with new technical conditions. In sports news reporting, we should improve the humanistic attribute of sports news, increase the cultural factors of sports news, and report sports news in a comment and forecast way.

### 3. Reflection on the reform of news communication

#### 3.1. Opportunities brought by artificial intelligence technology to news communication

The application direction of artificial intelligence in sports communication The rapid development of artificial intelligence and other cutting-edge technologies is reconstructing the pattern of sports communication. However, at present, the school is still the main position to enter the physical education, and the implementation of the education information strategy is also based on the school branch as a platform, and is carried out around the teaching of physical education courses. With the continuous development of news technology, new media is developing rapidly in the direction of popularization. In the news content editing session, robots can write articles to make new Journalists don't need to edit a lot of news, just modify the manuscripts written by robots. From the audience's point of view, because of the fast production speed and low cost of robot news, the content homogenization tends to weaken the story of sports news, so readers' reading taste declines. Machine algorithm will not produce any tiredness, but also reduce human factors and subjective emotions in manuscript review, and improve the fairness of manuscript review. Through the robot audit, we can find out the unsmooth places in the text expression, instead of a large number of manual screening.

#### 3.2. Challenges brought by artificial intelligence technology to news communication industry

In the application of artificial intelligence technology, the news dissemination industry has achieved rapid development, but it also faces certain challenges. User media literacy is an important

link between technology and social ethics. The use of intelligent media, the re-creation of sports information, the selection and re-dissemination of information and other aspects require attention from sports users and even the entire Internet population in the era of artificial intelligence. In the era of intelligence, the media is updated rapidly, and scientific literacy is improved to avoid credulous false information passing through loopholes. The form of news dissemination adopted at each stage is directly related to the development of "technology" at that time. From a certain perspective, the first factor in the ethical and social issues of sports news is not the technology itself, but the developers of sports news artificial intelligence technology. The developers should be aware of their corresponding responsibilities in information dissemination Technology and ethics should be compulsory courses for researchers to explore the intelligent road. The research advocates the combination of information technology and traditional means, and gives full play to the characteristics and functions of information technology in physical education to improve the effect of physical education. Using intelligent algorithm to recommend the personalized distribution platform of sports information service, we pay more attention to the timely capture and intelligent push of individual physical exercise and service demand by sketching user portraits. Learning resources are constantly enriched and improved in the process of being utilized, and their contents are constantly increasing like snowballs, forming new renewable resources and realizing self-growth. Fig. 3 is a model of utilization and regeneration of sports learning information resources.

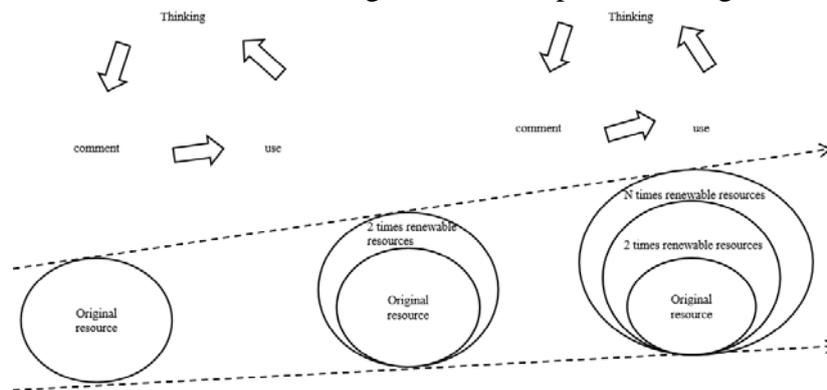


Figure 3 utilization and regeneration model of sports learning information resources

Realize the precise matching of sports information and services and individual needs in the user's individual characteristics, environmental comprehensive characteristics, and the sports information content characteristics of interest. The new intelligent communication media ecology will promote the transformation of values in the traditional ecological environment to new values in the intelligent communication ecological environment. Users come to use this as a basis for their judgment and believe that other people are also paying attention to social news. In the long run, users will have a wrong perception of society and human values. Artificial intelligence technology is developing rapidly, and robots can write manuscripts very quickly, but its quality is worrying.

#### 4. Conclusions

Regardless of the development of artificial intelligence technology, the combination of artificial intelligence technology and news dissemination is the general trend. The development of technology and science and technology undoubtedly brings infinite possibilities to sports media industry, and helps the media industry to explore the future development trend under the theme of media convergence. Every subject of communication and acceptance should not become a symbol porter under language intelligence. Sports news communicators should adhere to their own algorithm intelligence and imagination intelligence, and the audience should cultivate them Cultivate humanistic intelligence and social responsibility intelligence. Technology development restricts product content and affects product visualization. Build a technical data platform, enhance the value of content products, improve the communication relationship with the development of technology, and further enhance the interaction between media. Strangely, whether in ancient times

or in the present, or in the future, human beings have full passion to cultivate and create. In the near future, the news industry should seize the opportunity, give full play to the effect of artificial intelligence, realize the fine operation of artificial intelligence, and make artificial intelligence better serve the news communication.

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