



## Emerging media and new models of journalism

Should the journalist adapt to new media or should new media adapt to traditional journalism?

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[www.fijet.it/?s=NEWS/240312-Giornalismo-e-nuovi-media](http://www.fijet.it/?s=NEWS/240312-Giornalismo-e-nuovi-media)

For many years, print media has been losing ground to the Web and Multimedia domains, but the real change is happening now with the emergence of AI and AI-managed Avatars.

In the past a journalist would write and sometimes appear in TV interviews. Then with the spread of the Internet, newspapers began to lose ground and TV also aroused less interest, as people became more and more accustomed to reading information on the web and seeing the news of the day on the Internet.

Today the scenario is changing again: artificial intelligence writes even meaty articles with a few essential pieces of information as input and is able to guide the avatars that run the news.

Has the world totally changed? No, AI is not walking around collecting news. But it does enable a bridge between those who find the news and those who read or hear about it. So, there is no point in wasting time writing the articles. Just give the essential information to an AI system that makes it much more suitable for the general public, albeit in a somewhat flat style for now. Then it only takes a little to liven them up with a few corrections here and there.

In practice, if quantity rather than excellence is the objective, artificial intelligence saves 80-90% of the time needed to create content and deliver it to those who read or see it. But the speed with which these technologies evolve gives us confidence that good content will soon be published by artificial intelligence systems or presented on Web TV by avatars.

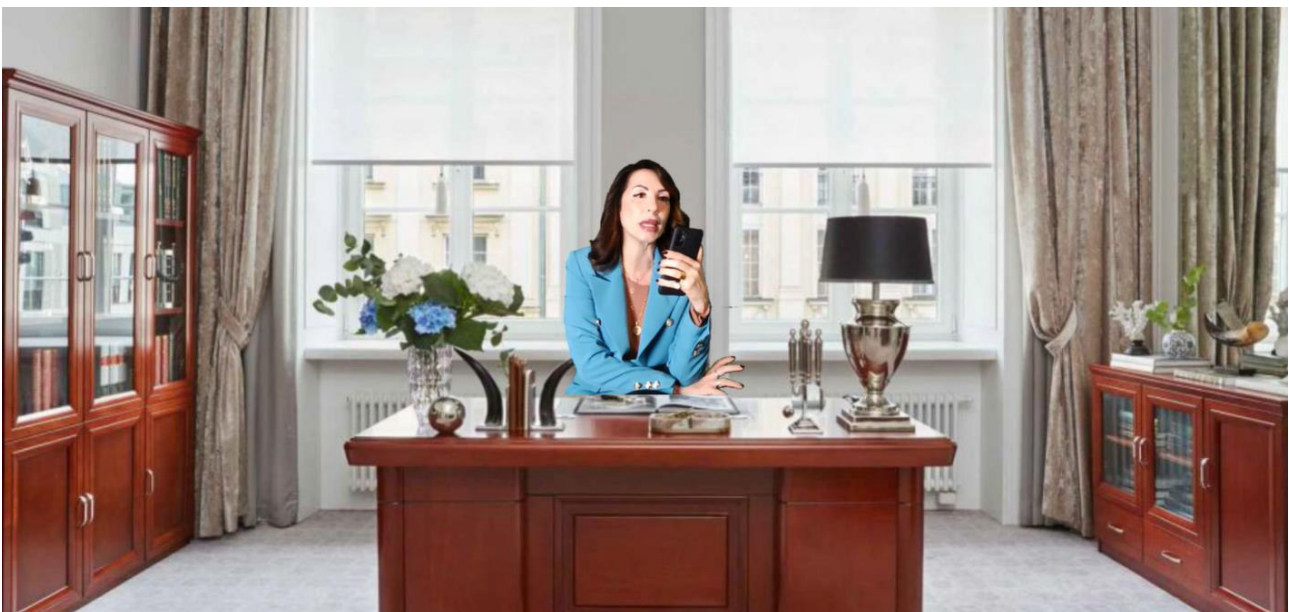
This is a trend that is not without risk, but it is unstoppable, so it is foolish to hold ourselves up as champions of print media, which in reality now only interests those who have remained tied to a nineteenth-century culture. It is necessary to learn how to manage innovation, both to avoid being overwhelmed by it and to pave the way for new opportunities.

The biggest problem is perhaps for the recipients of information, because with new media it is increasingly difficult to distinguish the true from the false.

We know well how politicians and journalists know how to distort information or invent it out of whole cloth, thanks to the ignorance and gullibility of the recipients, who have often also sold their brains to a party: just read the newspapers or watch TV. But now it's also possible to create photos of facts that never happened. And soon the last barrier will fall, making it possible to have excellent videos that are totally fake: faces can already be replaced using current techniques, but soon it will be possible to create entire, very realistic videos from nothing.

On the other hand, as for the benefits, we can emphasize the rapid development of new media and the ease with which information can be spread and communication managed even internationally, thanks to the Internet and its technologies.

Many years ago, well before traditional TVs, some Web-TVs began to broadcast programs and round tables in which all the participants, including the host, are connected remotely, but are displayed in real time on the screen, even better if inserted in a virtual studio.



As an example, we can mention ReteNeTVision, which created this technology many years ago and uses it successfully in all its channels, such as “Justice on the Net” ([www.retenetvision.com/netvision.php?p=@ATTUALITA/Giustizia-in-Rete](http://www.retenetvision.com/netvision.php?p=@ATTUALITA/Giustizia-in-Rete)) where two lawyers, sitting in their home in Rome, appear in a virtual studio created in Milan by the streaming platform. Even more surprising is to see them handling an interview or giving a bon-ton lecture sitting in virtual offices that are hardly distinguishable from reality as seen in the photo at the top of the article and in the attached video clips.

ReteNeTVision has also created a new type of media that is unique in the world so far: live video streaming with real-time translation.

This means supporting conferences and seminars where the speaker can use a different language from the audience without having to depend on traditional simultaneous translators, which slow down communication and make the event more expensive and complex.

The Polytechnic University of Milan, with a remarkable spirit of innovation, has already adopted this technology for its international master courses.

But this technology goes even further: used bi-directionally, it makes it possible to connect two remote meeting rooms where two different languages are spoken, as seen in this image.



Examples of broadcasts based on these new technologies can be seen in the following links. Obviously, the summary is presented by an avatar!

**WebTV in virtual studios >> [www.fijet.it/NEWS/240312-ReteNeTVision-demo.mp4](http://www.fijet.it/NEWS/240312-ReteNeTVision-demo.mp4)**

**Lesson in etiquette >> [www.fijet.it/NEWS/240312-LEZIONE-DI-BONTON.mp4](http://www.fijet.it/NEWS/240312-LEZIONE-DI-BONTON.mp4)**

**Word of lawyer >> [www.fijet.it/NEWS/240312-PAROLA-DI-AVOCATO.mp4](http://www.fijet.it/NEWS/240312-PAROLA-DI-AVOCATO.mp4)**

**LiveTransate avatar simulation >> [www.eteam-ltd.com/AI/2X2.mp4](http://www.eteam-ltd.com/AI/2X2.mp4)**