

## THE INNOVATION OF OPERATION MODE OF JOURNALISM AND COMMUNICATION INDUSTRY IN ARTIFICIAL INTELLIGENCE ENVIRONMENT: CASES FROM MAINLAND CHINA

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Technological innovation has been providing a strong driving force for journalism and communication industry ranging from printing, broadcasting, television, and film technology to internet information technology. Similarly, the new information computing technology represented by artificial intelligence is causing profound changes in in this field. From the perspective of affordance created by James Jerome Gibson (1977), this paper expounds the rationality and operability of artificial intelligence technology applied in journalism and communication industry. It also explores the current situation of the application of artificial intelligence in the flow of news and communication in Mainland China, and holds the view that the new information computing technology represented by artificial intelligence is promoting the formation of the intelligent communication ecological chain. In the future, the boundary of journalism and communication industry will be further blurred, and agents in the industrial chain will be more diversified and complex.

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