

# The Three-Dimensional Logic of Media Creative Communication in the Artificial Intelligence Era

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**ABSTRACT** With the development of artificial intelligence, creativity has become an important consideration in media content production and communication. This article examines the internal logic of media creative communication in the age of artificial intelligence from three dimensions: content creativity, technological creativity, and relational creativity. It argues that content creativity, centered on topic boundary crossing, narrative reconstruction, and value resonance, constitutes the native driving force of media creative communication. Technological creativity upgrades expressive forms through the expansion of intelligent tools, human-machine co-generation, and the extension of immersive perception. Relational creativity reshapes a symbiotic communicator-audience relationship through user co-creation, scenario coupling, and emotional resonance. These three logics are mutually intertwined and jointly point toward a new paradigm of media content production and communication in which creativity serves as the core driving force.

**INDEX TERMS** Creative communication, artificial intelligence, media content production, content creativity, technological creativity, relational creativity.

## I. INTRODUCTION

In 2026, the China News Awards completed a new revision of its selection rules, and "creative communication" was listed for the first time as one of the 20 award categories. This change is an important response by Chinese journalism to the transformation of the communication ecology. With the development of artificial intelligence (AI), artificial intelligence generated content (AIGC) has shown substantial technical advantages in creative production, creative iteration, and creative dissemination, forming a mode of continuous interaction between digital content and frontier technologies [1]. The logic of content production, modes of expression, and processes of meaning construction in the communication industry have therefore undergone profound change. AI has changed the way media perceive, organize, and present the world, while creative communication has gradually become a core driving force of media content production and communication.

## II. CONTENT CREATIVITY: THE NATIVE DRIVER OF NEWS NARRATIVE

The logic of creative communication is first rooted in content itself. Content creativity with real penetrative force comes from an active breakthrough of topic boundaries, a deep reconstruction of narrative methods, and a sustained

activation of meaning and value. Together, these three aspects constitute the native power system of media creative communication. They are also the basic premise that no technological development can bypass.

### *A. Breaking Topic Boundaries: The Breakthrough Logic of Topic Creativity*

In an overloaded information ecology, the scarcity of good topics does not arise from a lack of information. It arises from a lack of innovative communicative perspectives. Conventional reporting often follows established topic routines and measures events by a standard scale of news value. Topic creativity in the strict sense is an active breakthrough of that routine. Creative communication requires media organizations to identify creative entry points that combine rapid recognition with cultural response in emergent public events and social hotspots [2].

A representative example is Jiefang Daily's creative report, "China's Future in Chinese Colors." It transformed the interpretation of the Government Work Report, a highly policy-oriented and textual issue, into a visual narrative about color aesthetics. The report selected eight traditional Chinese colors, including bright red, xiangye yellow, haitao blue, reed green, hibiscus purple, zan white, realgar yellow, and azure blue, and mapped them to eight policy areas. By using a

color wheel as a fresh visual grammar for policy meaning, it opened a communicative space for an otherwise serious political issue.

The creative breakthrough of topic boundaries is also reflected in topic selection based on cross-domain knowledge transfer. When media professionals possess knowledge reserves and cognitive flexibility that cross disciplinary boundaries, they can discover deep connections between seemingly unrelated fields. They can bring perceptual experience outside traditional topic frameworks into topic development and locate new possibilities where knowledge systems, cultural traditions, and real-world contexts collide. In this sense, breaking topic boundaries is a metacognitive capacity. Media professionals need to maintain sensitivity to reality while upholding journalistic ethics. They also need the ability to translate that sensitivity into creative communication. A topic is not merely selected from an existing pool. It is rediscovered at the intersection of social development, everyday life, and audience demand.

#### *B. Narrative Reconstruction: The Deep Mechanism of Expressive Creativity*

If breaking topic boundaries answers the question of what to tell, narrative reconstruction addresses the deeper question of how to tell it. The creativity of content expression is not limited to the novelty of form. More importantly, it is reflected in the precise correspondence between narrative logic and communicative intention. In the AI era, technological development enables media to move beyond linear narrative boundaries and build new narrative mechanisms through visual generation, spatial-temporal reconstruction, and emotional activation. Innovation in narrative form thus becomes a growth point of content creativity.

For example, when CCTV News commemorated the 80th anniversary of victory in the War of Resistance, it released "Searching for Deputy Platoon Leader Liu." The work used AI facial restoration to bring the image of a martyr back into a contemporary communication scene. When the restored face appeared on screen, it formed an emotional connection across life and death and linked individual narrative with national memory. In addition, the rise of nonlinear narrative, fragmented narrative, polyphonic narrative, and other narrative forms has provided media content with richer creative possibilities.

The creative value of narrative reconstruction is ultimately embodied in the emotional density of content. Media organizations need to plan narrative structures creatively and clarify the communicative intention served by each narrative choice. Internal consistency in narrative logic and precise control of emotional rhythm are the key conditions for narrative creativity to become effective in practice. Media professionals need the creative ability to manage diverse narrative structures, make evidence-based judgments among

abundant formal options, and implement the narrative mode best suited to the intended communication effect.

#### *C. Value Resonance: The Creative Path of Meaning Production*

The final direction of content creativity is the generation of value resonance. The value propositions carried by media content must produce deep echoes within the emotional and cognitive frameworks of audiences. Value resonance refers to the meaning-production mechanism through which abstract public values gain emotional perceptibility in communication. Its core lies in finding resonance points where value propositions fit the deeper psychology of audiences.

Meaning production in media content is essentially a two-way process of value construction between content and audience. This process requires communicative nodes that allow a specific value to become affective in a specific situation. Through the sustained resonance of audience emotion, value expression acquires real communicative force. The AI promotional film "Young People Carry the Aspiration; the Flame Continues," produced by Yeah! Brand Innovation Marketing and Xing Creative for China Youth Daily, chose historical depth as its path of meaning production. The film begins with the four great inventions of ancient China and connects the historical continuity of civilization with contemporary achievements in innovation. By using the image of passing the flame, it activates young people's identification with the national spirit of innovation. The creative core of this approach is the extension of time. It gives young people a macro-level position within a historical mission and gives contemporary struggle a deep historical endorsement.

The creative logic of value resonance also requires media to attach full importance to situational construction in meaning transmission. Value identification is formed within concrete situations of experience. Through carefully designed content situations, media provide audiences with specific entrances into value expression, allowing value propositions to grow naturally through perception. The innovative path of value resonance is therefore a capacity for situational adaptation. By understanding the value-cognition structure of a specific audience group, media can find expressive forms that resonate with that group, allowing communicative intention to complete meaning construction through the audience's active identification.

### **III. TECHNOLOGICAL CREATIVITY: THE ENABLING LOGIC OF INTELLIGENT TOOLS**

Generative AI has stimulated innovative imagination about the technological transformation of journalism [3]. The influence of technology on communication has always been bidirectional. It expands the boundaries of possibility while continuously reshaping the logic of creative production. As AI becomes deeply involved in media content production and

communication, the core issue of technological creativity has shifted from what can be done to how it can be done better. Tool expansion, human-machine collaboration, and perceptual extension constitute three levels through which technological creativity empowers communication practice.

#### *A. Tool Expansion: Creative Proliferation Through Intelligent Enablement*

AI technology promotes innovative behavior among news practitioners and has corresponding mechanisms of influence [4]. As a communication tool, its most direct contribution is the expansion of the capacity boundary of content production. With the continued evolution of generative AI models such as ChatGPT and Midjourney, many creative concepts once difficult to realize because of technical constraints have become practically feasible with the support of AI tools. The significance of this capacity expansion lies in the release of creative potential previously suppressed by technical bottlenecks.

For example, the CCTV animation video "Tianshan Miracle! A Story of the 'Superpowers' of Megaprojects" transformed eight megaprojects in Xinjiang into animated characters. It made it possible to design distinct animated personalities for eight large engineering projects while maintaining a unified narrative style. Before AI tools were available, the production cost of such creative work would have been high. The value of AI-assisted expansion is that it moves such ideas from the state of being worth doing but difficult to do into the practical state of being doable and well executed.

Another dimension of tool expansion is the improvement of production efficiency and precision. In data visualization, multilingual translation, material retrieval, audio-visual editing, and other production links, the deep embedding of AI tools has substantially reconstructed the workflow of media content production. Creators can devote more energy to the design and iteration of creativity itself, rather than being trapped in repetitive technical execution.

The creative proliferation brought by tool expansion does not mean that the threshold of creative production has been lowered in a general sense. Rather, it means that the path of creative realization has been systematically reorganized. The continuous enrichment of technological tools provides more diverse ways to realize creative ideas, while also requiring content producers to exercise stronger creative judgment. Creators must choose the tools that best fit communicative intention among many technical possibilities and maintain the central driving role of content creativity under technological enablement. More importantly, media organizations must retain creative subjectivity in tool use. The expanded capacity of AI tools should be anchored in serving content creativity, so that the purpose of technological use does not drift.

#### *B. Human-Machine Collaboration: The Generative Mechanism of Creative Fusion*

The deeper value of technological creativity does not lie in AI replacing humans through expanded tools. Human-machine collaboration is what creates the possibility of continuously generated creativity. The rapid development of AI and big data is reshaping the human communication ecology and the global communication landscape. Human-machine collaboration is gradually becoming a core driver of deep media convergence [5]. When human judgment, emotion, and intention are nested with machine computation, generation, and optimization, the creative production mechanism changes significantly. The core of this change is that AI is moving beyond the role of tool and becoming an important partner in human creative generation.

People's Daily's animated video "Upward" used a combination of manual creation and AI technology to realize data visualization and present China's achievements in reaching the sky and exploring the sea. On one hand, AI was needed to support image reconstruction, scene generation, and visual-style consistency. On the other hand, human judgment remained necessary in expressive nodes and value orientation. Human-machine collaboration therefore constituted a deep creative fusion. The generative capacity of AI amplified human creative imagination, while human creative intention gave specific direction to AI output.

More importantly, the creative mechanism of human-machine collaboration introduces a continuously iterative creative dynamic into media content production. AI greatly compresses the iteration cycle of creative plans and lowers the cost of trial and error, allowing media professionals to conduct larger creative explorations within shorter periods of time. Limited cognitive resources can then be concentrated on creative judgment, value orientation, and communication design, all of which require deep human subjectivity. Human-machine collaboration thus becomes a systematic mechanism for improving both the efficiency and the quality of creative production. It requires media organizations to develop a new type of creative thinking: creativity grows through dialogue and matures through iteration in the continuing interaction between humans and AI.

#### *C. Perceptual Extension: The Creative Boundary of Immersive Forms*

Another path of technological creativity is the extension of perceptual dimensions at the receiving end, which further expands the creative boundary of communication. Traditional media content mainly relies on audio-visual channels, and audiences usually receive content from the cognitive position of observers. When media content intervenes through a first-person perspective, immersive reconstruction of touch, space-time perception, and other sensory dimensions becomes possible. The perceptual boundary of communication experience is substantially extended.

When audiences can enter a reconstructed historical scene from a first-person perspective, the position of outside observer in conventional media content is replaced by the position of participant within the scene. This transformation changes the relationship between audiences and media content. Greater perceptual participation directly affects the communicative depth of content and the retention of audience memory. For example, People's Daily released the AI-assisted video "Chasing Light! Keep Up!" for Youth Day in 2026. The video combined an immersive first-person perspective with AI-generated historical scene reconstruction, guiding audiences to experience the historical atmosphere of the May Fourth Movement in an embodied way. Through continuous narration, it crossed the gap between past and present and attempted to bridge represented reality and experienced reality, creating a deep immersive experience [6]. Virtual reality (VR), augmented reality (AR), mixed reality (MR), interactive narrative, gamified journalism, and other creative forms will likewise further alter the relationship between audiences and media content and push technological creativity into new perceptual dimensions.

The creative space opened by perceptual extension requires media professionals to rethink the basic questions of communication design. What physical and psychological activity is an audience actually engaged in when receiving information? How can creativity locate an intervention point in that activity and transform the perceptual possibility offered by technology into an effective communication experience? Answers to these questions will continue to drive the evolution of media creative communication forms in the AI era.

#### IV. RELATIONAL CREATIVITY: THE SYMBIOTIC LOGIC OF COMMUNICATOR-AUDIENCE INTERACTION

Beyond the media themselves, user interaction and participation also profoundly affect the realization of creative communication. Wendy Willems's concept of "relational affordances" clarifies the interactive relationship among technology, users, and environments [7]. It shows that the boundaries of communication are continuously constructed through relational interaction among technology, users, and environments, and that communicative action is always embedded in concrete relational structures. Communication effects are therefore not determined by content alone. They are also shaped by communicative relations.

When extended to creativity, the importance of relations is equally clear. The full realization of creative value depends closely on whether media can establish stable, sustained, and sticky connections in the communication process. Relational creativity has gradually become the external and ecological layer of media content creative communication. It is mainly reflected in the creative value generated through connections and interactions among communicators and receivers, platforms and users, and media and society. No matter how excellent the content is or how refined the technology is,

creative value cannot be fully realized if the communication process cannot generate a real relational connection between media and audiences. In the AI era, the deep reconstruction of communicative relations provides media creativity with a driving force that goes beyond content and technology.

##### *A. User Co-Creation: Activating Creativity Through Audience Participation*

The first dimension of relational creativity is the transformation of audiences from content consumers into content co-creators. This transformation requires media to provide entry points for participation at the level of content design and to build co-creative spaces at the level of communication mechanisms. Audience agency can then move from a latent state into an actual creative contribution.

Henan Daily's "Amazing Oracle Bone Script" offers a practical example. The design of the game "Oracle Bone Script Match-3" embedded user participation into the logic of content communication. Through the interactive operation of a matching game, players simultaneously encountered the evolution of oracle-bone script characters. The dialogue design with the digital human "Fu Hao" further allowed users to conduct a cross-temporal exchange. This simulated, personified interaction enhanced the audience's sense of participatory immersion.

The deeper significance of user co-creation is that it changes the mode through which communication effects are produced. In traditional communication logic, effects are the result of media content acting on audiences. In co-creative logic, effects are co-produced by media and audiences. When audiences transform participation experience into sharing behavior on social media, the energy of co-creation is further released and diffused through community networks, generating effects beyond the boundary of the original content.

The design depth of a user co-creation mechanism directly affects whether co-creative behavior can be converted into user stickiness. Surface-level interaction, such as liking and reposting, is not enough to form co-creation in a substantial sense. Deep co-creation requires media to reserve space for users to make creative contributions. AI and related technologies provide technical feasibility for scaling personalized interaction paths and releasing co-creative energy across broader audience bases. Therefore, activating user co-creation requires media to integrate audience participation routes into the overall communication plan at the creative-design stage. Entry design, difficulty control, feedback mechanisms, and other details all require careful creative consideration.

##### *B. Scenario Coupling: Creative Connection in Platform Ecologies*

The second dimension of relational creativity is the ability to design scenario adaptation and connection for content across multiple platform ecologies. Platform products are essentially

means through which platforms manufacture hot topics, rather than direct manifestations of professionalism [8]. In a communication landscape dominated by mobile Internet and algorithmic distribution, the same content can produce different effects across different platforms and scenarios. The creativity of scenario coupling lies in accurately aligning content communication design with users' habits, psychological expectations, and interaction modes in specific platform scenarios, so that communication occurs naturally within the logic of that scenario.

Xinhua's AIGC creative video "Can't win it? Just spin it" is a typical example of scenario-coupled creativity. In the ecology of overseas social media platforms, a short music-video format with a humorous and satirical tone fitted the browsing habits and interaction preferences of platform users. The report chose the familiar MV format as its carrier and embedded the expression of China's position into localized audio-visual grammar. The 46-second video generated nearly one million views, showing the communicative explosive force of scenario coupling.

The creative value of scenario coupling is therefore rooted in media organizations' understanding of and adaptation to platform ecologies. User groups on different platforms differ in browsing habits, emotional triggers, and social interaction modes. These differences form the basic coordinates of scenario-coupled creative design. Media organizations therefore need not only content creativity, but also a deep understanding of platform ecological rules. They must build the capacity to transform content forms creatively according to platform features in multi-platform communication layouts, making scenario transformation a routine choice in media content communication design.

### *C. Emotional Resonance: The Creative Bond in Communicator-Audience Relations*

The third and most fundamental dimension of relational creativity is emotional resonance. The relationship between media and audiences ultimately rests on emotion. Communication without emotional connection may achieve reach and clicks, but it is unlikely to produce communication effects in a substantive sense. The pursuit of emotional resonance in creative communication is a return to the essence of communication.

CCTV.com's animated work "Takaichi, Stop Making Trouble" provides an example. Facing a serious political issue, it attracted audiences through satirical animation and an original song, completing position transmission and value confirmation through laughter. The effectiveness of this emotional strategy lies in its precise capture of the common psychological feelings of audiences toward a specific discourse phenomenon. Through exaggerated artistic deformation, it amplified and externalized those feelings and created an outlet for collective emotion.

More importantly, creative communication based on emotional resonance has the feature of community diffusion.

When content touches audience emotion, audiences' spontaneous sharing becomes a secondary force in content communication. For media organizations, AI provides data support for identifying emotional triggers in content creation. Through data analysis of audience emotional feedback, media can optimize creative strategies of emotional resonance during content iteration and strengthen the emotional mobilization capacity of content through continuous learning.

The establishment of emotional resonance depends on media organizations' deep understanding of audience emotional structures. It also depends on cultivating and maintaining an emotional community composed of shared life issues, emotional structures, and practical goals [9]. What kind of story can touch people's hearts? What kind of image can awaken resonance? There is no fixed answer, but there are regularities: truthfulness, concreteness, warmth, and alignment with the value cognition of audiences. Creative communication's pursuit of emotional resonance is a humanistic foundation that must be upheld beyond technological rationality.

## **V. CONCLUSION**

Generative AI, with its creative technological logic, has brought a leap in the capacity of content production, deepened the production process of value co-construction between intelligent machines and practitioners, and greatly increased the practical potential for driving deep media convergence [10]. In an era when AI is deeply involved in media production, the three-dimensional framework of content creativity, technological creativity, and relational creativity is not a set of independent parallel dimensions. It is an organism in which the dimensions are deeply intertwined and mutually activated in communication practice. Content creativity provides the value core of narrative, technological creativity expands the formal boundaries of media content, and relational creativity ensures the effective release of content energy. Their coordinated resonance forms the complete mechanism of media creative communication in the AI era.

At the same time, the three-dimensional integrated mode of creative communication places new demands on the creative capacity system of media organizations. The capability structure of media teams needs to evolve toward a more composite form. From the broader perspective of media transformation, the paradigm of creative communication in the AI era is rewriting the basic proposition of media value. In a time of extreme information abundance, the core competitiveness of media is shifting toward the comprehensive expressive ability to integrate content creativity, technological creativity, and relational creativity around specific issues. It is the ability to create communicative content with recognizability, appeal, and lasting influence within massive information flows.

The intensive explorations of Chinese media in creative communication in recent years show that creativity is a systematic expression based on a deep understanding of communication laws. As algorithmic driving and AI collaboration become infrastructures of communication, preserving the humanistic foundation of creativity is the fundamental condition for media to retain subjectivity in the technological wave.

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