

Editorial

Communication: From the Internet to the Intelligent

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According to contemporary history of new technologies, today's Internet age is inevitably going to the terminal point of its first half, and then the Internet of Things has been formed in this stage. Following the Internet and the Internet of Things, the Internet of People is coming. In the new stage, the intelligent communication will still keep the previous concern about fresh information and network technologies along with their influences on the one side, and on the other side it will focus on the connection between human and intelligent technologies. This brings three dimensions taken into consideration.

The primary issue is the way that intelligent technologies reshape the forms of communication and media, and the relations among technologies, media, the public and societies. The development trends and rules of communication and media forms correlate with the latest and also the future information technologies, such as big data, VR, AR, MR, AI and machine learning, 5G and 6G, wearable devices, and some unknown new stuff. In the future, intelligent technologies will probably have a broad and profound influence on the production and consumption of journalism [1]. So far many media organizations have taken advantages of 5G and AI in creating better journalism at a time, just like what they did during the Tokyo Olympics. They can also help the public work with overload information and access to credible content globally in a more convenient way. Further, 6G, and metaverse will introduce completely new communication paradigms by building developer-friendly tools and practicing their disruptive concepts [2]. And with smart data, smart media can simplify and enrich human activities and experiences [3]. In the world of the Internet of People based on these technologies, human-machine interaction sight system will gain a benefit of higher immersion and more imaginations but lower interference and permeability. The impact of this virtual media world is uncertain but is surely accelerating the transformation towards more diverse societies and independent digital identities.

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Facilitated by the crash and convergence of intelligent devices, intelligent communication activities will certainly develop by strides, and then generate pluralistic industries of intelligent communication. In the field of culture, the application of energetic smart technologies, such as big and smart data, AI and VR, can lead to the intelligentized revolution of industries of artistic creation, distant education, and intelligent real-time information. AI interaction, MR and holography, highlighting the interactive immersive experience, expand the boundless, stereo and vivid cultural spaces by providing virtual scenes in tourisms, exhibitions, games and performances. These initiations of the intelligent industry can develop smarter cities full of dreams and creativities. In this case, those industrial explorations need detailed thinking about how the intelligent media industry change, what the relationship between intelligent and other industries is and what impacts on culture and society.

Along with the speeding-up development of intelligent media and industry, value, ethical and social issues would be emphasized in the smart communication era, although some of them have existed for decades since the period of mass media. In news production, institutionalization of algorithms can result in new ethical challenges and shifts of responsibility for the technical potential of Algorithmic Journalism [4]. From the aspect of information security, the data may be stolen, falsified or deleted by internet companies or other authorities; besides, neural network computing may also cause memory errors and data security risks when it is able to produce and save information. From human's aspect, as individuals are increasingly equipped by smarter machines, the new cyborgs that integrate human beings and robots have caused debates on technology and virtue ethics, social morality and legitimacy. Meanwhile, intelligent technology gaps upgraded from digital gaps will still challenge the public cultural service system.

Finally, as editorial board members, we greet submissions based on the three perspectives of discussion, including smart technology and communication, how new tech change the ways of communication, new forms of journalism, media art and other cultural contents, cultural industry in the era of intelligent media, new media advertising and problems in all-media communication. By compiling these articles, we hope to enrich our readers and researchers with recent trends. Certainly, all intelligent communication topics could be accepted to publish on this journal.

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