

## Research Article

# Advantages of applying AI News in Chinese Russian Mainstream Media Cooperation

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### Abstract:

China and Russia have close cooperation in the political and economic fields. In recent years, face to the rapidly changing world and the development needs of both countries, media has become an important area of bilateral cooperation. Mainstream media from both countries have achieved remarkable results through joint events, joint reporting, and the exchange of press releases. However, language barriers and cultural differences significantly impact the efficiency of this cooperation. For this situation, AI-generated news is the most effective solution, allowing both countries to leverage its advantages to advance cooperation. It can produce news that better suits the reading habits and cultural customs of the another countries than human news, thereby strengthening the bonds between the two peoples and building a more stable bilateral relationship.

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AI-generated news has become a very important news production method. In some descriptive news, such as sports and weather forecasts, AI news is indistinguishable from human news. In certain contexts, due to the influence of "machine heuristics," people tend to trust AI news more. Although some skepticism remains regarding AI news, the strict censorship and institutional authority of mainstream media enhance its credibility. Overall, in international mainstream media cooperation, AI news can not only provide effective assistance to the language and cultural differences, but also shows great potential for development.

**Keywords:** China, Russia, media, cooperation, mainstream, credibility, AI, news, advantages, language, culture

### Introduction

In today's world, building a nation's soft power has become crucial. A key manifestation of soft power is the degree of freedom of information, giving rise to the concept of "information sovereignty"—a nation's right to independently produce and disseminate information. This is expressed through the media. On the international stage, strong media influence represents a nation's soft power and information sovereignty. Media cooperation has gradually become a form of international strategy.

The 75th anniversary of the establishment of diplomatic relations between China and Russia marks the best moment in their history. The cooperation between China and Russia in the political and economic fields is evident to the world. In recent years, media cooperation between the two countries has become a model of cooperation between major powers. Media cooperation not only allows for the sharing of policies and information between the two countries and promotes bilateral economic cooperation, but also enhances the media influence and international discourse power of both nations. The influence of the media in both countries demonstrates better cultural soft power, shapes a more comprehensive national image, and attracts more attention. Under national leadership, China and Russia have developed a high-quality cooperation model through manuscript exchanges, joint interviews, joint reporting, organizing events, and regular media forums. The typical example is the jointly held "2016-2017 China-Russia Media Exchange Year," which included the establishment of the China-Russia Media Committee, over 250 events, and the joint development of the "China-Russia Headlines" news app, marking a milestone in media cooperation between the two countries. China-

Russia media cooperation has demonstrated a multi-dimensional, multi-layered, and high-quality trend.

However, many challenges remain in China-Russia media cooperation, the biggest obstacles being language barriers and cultural differences. Significant differences exist between Chinese and Russian languages and cultures, leading to numerous communication obstacles in both international news reporting and grassroots media exchanges. These differences can have a significant impact on international news, potentially harming national images and international relations. The purpose of soft power and cultural communication is to build trust through mutual attraction. In the "Belt and Road" initiative, a key cooperative principle is "people-to-people connectivity," connecting people and establishing a framework of trust. Culture and language are crucial factors in this process. Russia possesses a wealth of valuable literature and art, and the exchange of this valuable knowledge between China and Russia is far from sufficient. Many Chinese people's impressions of Russia are still based on media-represented symbols such as "the fighting nation" and "vodka" (Wu, S., & Zhang, J.H. (2019). The Russian people's interest in China is consistently less than their interest in Western countries (Xu, 2018).

Language is the carrier of culture, reflecting national values and thought. Differences in Chinese and Russian languages make media content dissemination and translation challenging. Chinese is relatively euphemistic and subtle, especially in international discourse, while Russian is more direct, placing high demands on bilateral media cooperation. Cultural differences between the two countries are another objective challenge. On content reflecting certain values, people in both countries have different perspectives. When reporting on World War II history, Chinese media emphasize that "the War of Resistance Against Japan was the main eastern battlefield of the World Anti-Fascist War," while Russian media focuses more on the "Great Patriotic War." The "Business Guide" newspaper was launched in 1999 amidst calls from cross-strait traders and border trade enterprises. Later, due to various objective reasons, it became an independently published Chinese newspaper. However, its content and style did not suit the tastes of the Russian public, making it unpopular and leading to its closure after two years (Li, & Dong, 2019).

AI is being used to bridge language and cultural barriers. Its powerful learning capabilities allow for rapid translation of different languages, while maintaining accurate grammar and expressive conventions. This is something



that ordinary journalists cannot accomplish in a short time. Furthermore, public acceptance of AI-driven news is increasing. From automated news to AI-driven news, the application of AI's natural language processing capabilities in news production is now widespread. In summary, generative AI has wide applications in visualization. It can transform textual and data information in different languages into intuitive audio-visual content, images, and data charts. In news reporting, particularly in highly specialized fields such as data statistics and academic research, AI-generated visualizations not only help viewers understand the news more intuitively but, more importantly, break down language barriers in cross-cultural communication. Generative AI technology is becoming increasingly sophisticated, and its acceptance is high. Mainstream media outlets worldwide are utilizing AI technology to enhance news production and media influence. It has significant potential for development in international communication.

Language and cultural issues cannot be resolved overnight. Currently, a more feasible approach is to utilize AI to assist in their resolution. The main topic of this article is how to use AI-driven journalism to overcome language barriers and cultural differences in media cooperation between China and Russia.

Therefore, this article addresses three core questions: What practical functions does AI-generated news serve in China–Russia mainstream media cooperation? Are its advantages primarily technical, or do they also extend to cross-cultural communication and institutional trust? Within the existing cooperation framework, what are the boundaries and limitations of AI-driven journalism?

In the context of China–Russia mainstream media cooperation, AI-generated news is treated in this study primarily as a practical communication tool rather than an autonomous actor. The analysis does not aim to evaluate AI journalism in isolation, but focuses on how AI technologies can enhance the effectiveness of bilateral media cooperation by improving translation efficiency, reducing cultural misunderstanding, and supporting consistent narrative production. By embedding AI applications within existing cooperation mechanisms between Chinese and Russian mainstream media.

### **Literature Review**

In this study, AI-generated news refers specifically to news content produced or substantially assisted by generative AI technologies in journalistic

processes, rather than the broader application of artificial intelligence across the media industry.

Generative AI is a relatively mature function in the field of news production. News is the most mature genre that AI can generate (Wu, Mou, Li & Xu, 2020). Some scholars say “AI has become an integral part of mediated communication” (Sundar & Kim, 2019). In 2014, one of the leading NLG companies, Automated Insights, produced more than 1 billion news articles and wrote up to 2000 news stories per second (Wu, Mou, Li, & Xu, 2020).

### **AI journalism practices in China**

China Media Group's AI cloud editing platform can intelligently process 12 live broadcast input signals through three stages: "finding," "selecting," and "editing," producing a short video in about 90 seconds. In 2015, Xinhua News Agency's writing robot, "Kuai Bi Xiao Xin," could work 24/7, producing over 200 news articles daily. In 2019, the intelligent proofreading robot "Jiaozhen" was developed. It possesses 15 proofreading functions, including checking grammar, semantics, logic, and standard expressions (XinhuaNet, 2019).

### **AI journalism practices in Russia**

Yandex GPT, a well-known AI language model from Russia, is widely used in Russia. Svoyo TV broadcast a new program called "Future Prediction," the most eye-catching of which is the female weather forecaster, an AI virtual anchor named "SnezhanaTumanova" (China Media Roundu, 2023).

Specifically, the analysis focuses on how AI applications enhance translation efficiency, reduce cultural misunderstanding, and support consistent narrative production across linguistic and cultural boundaries. By embedding AI technologies within institutionalized cooperation frameworks, this study emphasizes their instrumental value in facilitating cross-cultural communication and strengthening bilateral media collaboration.

Theoretically, this article applies AI technology to the fields of communication studies and cross-cultural research. Practically, using AI-driven journalism can address the biggest and most pressing issue in Chinese-Russian media cooperation: language and cultural differences. This approach can improve the accuracy of information exchange and the efficiency of media dissemination between China and Russia, and also enhance the high-quality bilateral relations facilitated by the media.

### **Research Methods**

This study employs a qualitative research approach, with a focus on case study methodology supplemented by textual analysis, to systematically examine how AI-generated news is applied in China–Russia mainstream media cooperation and its effects on communication.

The core of the research relies on case studies, selecting representative mainstream media organizations from China and Russia as the primary subjects, including Xinhua News Agency, China Media Group, All-Russia State Television and Radio Broadcasting Company (VGTRK), Russia Today (RT), and RBC (Russian Business Consulting). These institutions were chosen because they possess clear national characteristics, hold significant influence in international communication, and have relatively mature applications of AI technologies, making them suitable for reflecting the practical forms of AI-driven journalism in bilateral media cooperation.

By analyzing concrete applications of AI in news production—such as multilingual translation, automated content generation, virtual anchors, data visualization, and content review mechanisms—the study evaluates the practical role of AI-generated news as a supportive tool in China–Russia media collaboration.

In addition, this research incorporates textual analysis to systematically review relevant national policy documents, mainstream media reports, and academic studies, exploring how AI-generated news is embedded within national strategies, media institutions, and dominant discourses, as well as its relationship with media credibility, cultural differences, and international communication issues.

It is important to note that AI-generated news is not treated as an independent actor in this study, but as an instrumental communication tool integrated within existing media cooperation mechanisms. Through the combination of case analysis and theoretical interpretation, this research aims to demonstrate how AI technologies can alleviate language barriers, reduce cultural misinterpretation, and enhance the overall effectiveness of cross-cultural communication in China–Russia media cooperation. The focus is not on whether AI is transforming journalism, but on how it is institutionally applied within a specific international communication context.

## **1. Theoretical Foundation and Empirical Research on AI News Applications**

### **1.1 Theoretical Foundation**

Generative AI has shown significant advantages in news information collection and data processing. Under the trend of globalization, the international discourse framework is being reshaped, and the influence of the media on the country is becoming increasingly important. The media has become an inseparable part of life. The more complex the environment, the more people rely on media information. Whether in domestic or international media operations, media technology and influence are important symbols of national strength. At present, AI has gained high recognition in the media field. In the context of the integration of AI and big data technology, it can quickly locate and collect content related to the news topic from massive amounts of Internet information. Especially in breaking news events, generative AI can obtain relevant reports and new media videos from the entire network in the first instance, process information efficiently, and transform complex data into valuable news clues, thereby greatly improving the efficiency of news production. In order to improve the efficiency of cross-language content dissemination, mainstream media in China and Russia have actively explored the field of AI news.

#### (1) Media Credibility Theory

Media credibility theory reveals that "trust" is the core element in the relationship between the media and the audience. Media credibility is people's evaluation of the credibility of information published by a specific media outlet. Media trust is related to many factors and usually takes a long time to form. People evaluate a media outlet's information sources, content quality, error correction system, and the resulting media brand, thus forming media trust. Long-established and reputable media outlets (such as the BBC and Xinhua News Agency) are often considered more credible. The core of media trust is institutional guarantees. Mainstream media establish the legitimacy of truth through strict journalistic principles, source verification, and expert knowledge verification (Hameleers & Yekta, 2025). An experiment conducted among University of Ibadan undergraduates found that people trust mainstream media more than digital media. Reasons cited included advantages such as professionalism in news production, content quality, and institutional safeguards (Salaudeen & Onyechi, 2020). Mainstream media, with their professional gatekeepers, always gain more trust.

#### (2) Cultural Discount Theory



Cultural discount is a term in the field of cultural communication, first proposed by Canadian scholars Hoskins and Mirus in 1988 in their article "The Reasons for the US Dominance of the International Television Market" (Ma, 2025). Cultural discount is directly related to language differences. In the translation and cross-cultural communication of cultural products (books, movies, TV series), due to differences in language understanding and textual expression and cultural differences, content is lost or changed, resulting in a reduction in the effectiveness of cultural communication. Such communication effects can affect a country's image, reduce economic benefits, and deepen stereotypes. This is an important influencing factor for national communication and the development of international relations. Edward Said, a representative figure of cultural colonialism, believed that culture has become a stage where various political and ideological forces compete (Yu, 2021). The effect of cultural communication reflects a country's soft power.

Traditional translation is one of the main bottlenecks in cultural communication. However, artificial intelligence translation models based on big data and deep learning can achieve near real-time, large-scale translation of text, subtitles, and even speech. This not only significantly reduces translation costs and time, but also continuously improves translation quality, helping to more accurately convey the semantics and style of the original text and reducing direct information loss caused by language barriers.

### (3) "Machine Heuristic" Theory

"Machine Heuristic" is a psychological shortcut in the digital age (Sundar, & Kim 2019). This heuristic is triggered when people discover that they are interacting with machines rather than humans. In comparing AI news with human news, if readers discover that the author of a news story is AI, they are more likely to believe its content. The main reason for this cognitive process is that machines are processes of precise calculation and rigorous execution. People believe that machines are error-free, fair, objective, and accurate, thus placing more trust in content analyzed by machines than in content written by humans (Henestrosa, Greving & Kimmerle, 2023). Because AI lacks political stance and subjective consciousness, it is more favored by people in certain situations. Sometimes, due to the influence of "machine heuristics," people blindly trust certain content.

The institutional guarantees provided by mainstream media offer a safeguard for the development of AI news. The current maturity of AI



technology and people's acceptance of machines determine their psychological journey when accepting AI news. The collaboration between mainstream media in China and Russia reflects a shared trend of applying AI news.

## 1.2 Empirical Research on AI News Applications

The development of AI is one of the most widespread topics worldwide. Various countries are vigorously promoting the development of AI in military, economic, medical, and public welfare sectors, achieving varying degrees of success. As the media's influence on society increases, AI is being applied to the entire news production process, including intelligent news gathering and interviewing, intelligent production and converged media content creation, intelligent distribution and personalized push notifications, and intelligent review and proofreading.

China is vigorously developing AI in its media industry. Generative AI is naturally well-suited to the media sector. In recent years, China has also achieved some successes in AI within the media field. In 2022, the People's Daily app released a short video titled "Future China," created using AI-generated imagery. Based on keywords from the 20th National Congress of the Communist Party of China, the video showcased a beautiful vision of "future China" through advanced technology, detailed image quality, vibrant colors, and creative inspiration. In the area of major political reporting, the People's Daily provided its reporters with an "AI assistant" during the Two Sessions to process multimodal content such as text, images, and videos, analyze hot keywords from the government work report, and generate rich content formats including paintings, videos, and creative text (Shen, 2023). During the 2022 Beijing Winter Olympics, CCTV News launched the AI anchor "Yang Xiaochu". Initially, it served as a sign language anchor to provide live broadcasts of the games for the hearing-impaired. Later, in the special program "The Blueprint for the Opening Year", it was upgraded to an all-around anchor, realizing studio broadcasting, on-site reporting and even cross-time and space interaction, bringing a brand-new news experience to the audience in a virtual and real way. During the 2023 National People's Congress and the Chinese People's Political Consultative Conference, CCTV News fully applied AIGC technology and launched "The Blueprint for the Opening Year" and the vertical short video "AI Data Reading the Two Sessions". Through AI-generated vision maps of the future in the fields of ecology, agriculture and technology, it provided authoritative interpretations of hot topics and realized the innovation of the

reporting model under the empowerment of technology (Zhang, 2024). On December 15, 2023, Shenzhen Evening News launched the first AI-integrated media newsprint in China (Xu, 2023). Xinhua Zhizhi's sports reporting robot can assist in event management, intelligently segment live broadcasts, and automatically package video highlights. For example, during the 2018 FIFA World Cup in Russia, the system worked continuously, producing more than 37,000 short videos of the World Cup through both machine production and human-machine collaborative production modes. The average production time was 50.7 seconds, and the fastest video was produced in just 6 seconds (XinhuaNet, 2019). Russian IT giants and mainstream media outlets are also actively promoting the application of AI technology in the news field, including Интерфакс, РИА «Новости», Russian Business Consulting Daily (РБК), and Sports.Ru (Grebennikov, 2023). According to data from the Russian government's National Center for the Development of Artificial Intelligence, an increasing number of media companies developed AI strategies and recruited technical talent in 2024. It is projected that by 2028, 74% of media operations will utilize AI tools in their daily work (HSE University, 2025). At the All-Russian State Television and Radio Broadcasting Company (ВГТРК) and the Russian Business Consulting Daily (РБК), neural networks have been used for tasks such as video editing, illustration generation, and text-to-audio-video conversion, as well as assisting in data collection and analysis to optimize content recommendation systems. At ВГТРК, AI is also being used for archival restoration, restoring the visuals and audio of old films, and for automatically translating news content using neural networks, significantly reducing the cost of producing content in 57 languages. From 2022 to 2023, several Russian local television stations launched virtual presenters generated by neural networks. For example, in March 2023, "360" television launched weather forecasts delivered by the GPT-4-generated text and voice robot "Максим". The Stavropol Krai's "Свое ТВ" launched the virtual presenter Snezana Tumanova, whose appearance, expressions, and broadcast text were all generated collaboratively by different neural networks. On RT's Chinese microblogging platform, presenter Mini also has a virtual avatar. When Mini returns to China for vacation, her virtual avatar broadcasts the weekly "Mini News" on her behalf.

AI news has shown different development trends in both China and Russia. As its application becomes more widespread and public acceptance increases, it lays the foundation for media cooperation between China and Russia. While



cross-cultural news generation remains a challenge for AI, this is precisely where its potential for future breakthroughs lies. Currently, international and global communication is increasingly intertwined with everyone's lives, and language and cultural differences in cross-cultural communication have become urgent issues to address. AI's rapid learning capabilities offer a significant advantage in tackling this problem. Through AI news cooperation, mainstream media in China and Russia will overcome language and cultural barriers and build a higher-level model of cooperation between major powers.

## **2. Development Advantages of AI News in Chinese-Russian Media Cooperation**

### **Case Analysis Framework**

This study adopts a case study approach, examining representative applications of AI-generated news within mainstream media in China and Russia. The purpose is not to provide an exhaustive account of AI usage across all media organizations, but to focus on cases that are exemplary in terms of institutional characteristics, technological maturity, and practical relevance to China - Russia media cooperation. This approach enhances the study 's practical relevance and explanatory power.

The cases analyzed include major media organizations such as Xinhua News Agency, China Media Group, All-Russia State Television and Radio Broadcasting Company (VGTRK), Russia Today (RT), and RBC (Russian Business Consulting), specifically regarding their use of AI technologies in news production. The analysis emphasizes concrete applications, including multilingual translation, automated content generation, virtual anchors, data visualization, and content review mechanisms, illustrating how AI-generated news operates within real-world production environments.

Through these cases, the study aims to demonstrate how AI-generated news functions as an instrumental tool embedded within mainstream media institutions, contributing to greater production efficiency, alleviating language barriers, and supporting stable media cooperation between China and Russia.

### **2.1 Practical Application Directions of AI News in Chinese-Russian Media Cooperation**

Generative AI demonstrates broad application potential throughout the entire news production process. To fully leverage its technological advantages and achieve a comprehensive improvement in news production efficiency and

quality, Chinese and Russian media organizations should promote the deep integration and collaborative innovation of generative AI in key areas such as manuscript writing, video generation, virtual hosts, and content review.

(I) Manuscript Writing: In the manuscript writing stage, generative AI can automatically supplement and expand the content based on news materials provided by editors and combined with publicly available internet information. Editors only need to input writing standards and common structural requirements into the AI system, and the system can quickly generate a first draft of the news based on rich information sources, significantly improving the efficiency of news gathering and editing and helping media seize the initiative in reporting. After the first draft is completed, generative AI can further detect the language expression and logical structure of the manuscript, provide suggestions for modification, and deeply polish the content in combination with media positioning and historical manuscript style, thereby continuously improving the quality and readability of the manuscript.

(II) Video Generation: Generative AI has video simulation capabilities. Editors can input specific scene descriptions into the system, and the AI will automatically generate video content with a certain degree of realism through analysis, which helps to restore news scenes that cannot be filmed on location. It should be noted that due to current technological limitations, the generated videos still have a sense of disjointedness and are insufficient in terms of consistency between physical logic and reality. Therefore, in Chinese-Russian cooperation, its scope of application should be clearly defined, such as its cautious use in small-scale scene restoration and simulation, avoiding over-reliance, and ensuring the authenticity and rationality of the content (Chang, 2022).

(III) Virtual Hosts: In recent years, virtual hosts have gradually become popular in new media news broadcasting. They can not only serve as an auxiliary tool for real hosts and enrich the form of reporting, but also enhance the attractiveness of news and audience participation in a more vivid and anthropomorphic way, providing a new display window for Chinese-Russian bilingual news dissemination.

(IV) News Review: Generative AI can identify common patterns of misinformation and exaggerated statements in news, significantly improving content review efficiency. Regarding compliance review, AI can comprehensively screen articles based on relevant laws, regulations, industry standards, and media guidelines, promptly identifying potential violations.

Furthermore, the organic integration of AIGC and data journalism production will further stimulate the creativity of "AI + Big Data" in the news field. Currently, advanced large-scale language models can handle multiple types of data in large volumes, supporting tasks such as keyword extraction, correlation analysis, trend identification, time series analysis, and cluster modeling, thereby assisting in revealing patterns and predicting development trends.

For most journalists with a humanities background, efficiently processing and interpreting massive amounts of data is often difficult. Introducing natural language processing and generative technologies into data journalism production can not only lower the data processing threshold but also enhance the expressiveness of content and audience comprehension, expanding the application space of data journalism.

Xinhua News Agency's AIGC Studio has deployed a multimodal review system capable of conducting comprehensive risk detection on AI-generated text, images, and video content. It can not only identify policy deviations in articles through natural language processing technology, but also detect sensitive elements in images (such as landmarks and portraits) through image recognition algorithms, ensuring that content complies with review standards and accurately intercepting problematic articles (Ding, 2022). This provides a useful reference for the joint construction of content security in Chinese-Russian cooperation.

## 2.2 National Policy Support

China actively promotes the intelligent development of mainstream media and continuously deepens the strategic framework of "5G+4K/8K+AI". It explores the application of AI in news gathering, production, distribution, reception, and feedback, using mainstream values to guide algorithms (Ruijin Municipal People's Government, 2023).

While actively exploring the application of AI, China Media Group also calmly considers and guards against potential risks, formulating the first standardized set for the use of artificial intelligence in media in China, the "China Media Group Artificial Intelligence Use Standard (Trial)," which initially clarifies the themes, scope, and processes for the use of artificial intelligence. It also released the "China Media Group Artificial Intelligence Development White Paper," aiming to provide a guiding framework and practical direction for promoting the healthy and orderly development of artificial intelligence (China Broadcasting Network, 2025). Russia has placed

the development of artificial intelligence at the national strategic level. In 2019, Putin approved the "Russia's National Artificial Intelligence Development Strategy until 2030," aiming to accelerate the development and application of artificial intelligence in Russia, seek world leadership in the field, and ensure national security, enhance economic strength, and improve the well-being of the people (Defense Technology New, 2019).

On November 1, 2025, Russian Deputy Prime Minister Alexei Overchuk stated at the APEC summit that Russia is one of the few economies in the world possessing the technology, infrastructure, and human capital necessary for the comprehensive development of artificial intelligence (Sputnik, 2025). Putin also stated that artificial intelligence helps enhance the country's defense capabilities, promote high-quality development in the economic and social fields, improve public administration, and foster innovative growth. Therefore, Putin instructed the Russian government and Sberbank to ensure cooperation with China in the field of artificial intelligence (China News Network, 2025). Russian Deputy Prime Minister Chernyshenko, who accompanied Putin on his visit to China, also emphasized that AI is "one of the most promising areas for cooperation" (Zhang, 2025). These high-level statements have laid a solid policy foundation for cooperation between the two countries.

### **2.3 Foundation of Chinese-Russian AI News Cooperation**

Currently, Chinese-Russian cooperation in AI news has made some progress. In terms of technological research and development, the cooperation between Sberbank of Russia and China revolves around three key areas: scientific research, education and talent cultivation, and commercial technology application. Regarding scientific cooperation, both sides are committed to jointly improving and adapting open-source large language models to ensure their safe application in the Russian market (Zhang, 2025). This not only helps Russia improve its capabilities in core AI technologies but also provides new opportunities for the expansion of Chinese technology in the international market (Science and Technology Daily, 2025). In terms of platform co-construction, the two countries are actively promoting the construction of high-level joint laboratories and research platforms. On November 3, 2025, the "China-Russia Digital Economy Intelligent Computing Joint Laboratory" was unveiled in Xiamen, China. This laboratory, jointly built by the China-Russia Digital Economy Research Center, Xiamen University, and Moscow State University, aims to create a "China-Russia Cross-Media Content Analysis and



Trusted Data Interaction Platform" (Zhang, 2025) Its core application, the "China-Russia Document Assistance Assistant," is dedicated to solving challenges such as high costs of multilingual public opinion analysis and cross-cultural communication barriers in the cross-border digital economy field. In terms of talent cultivation, both sides promote academic exchanges and the reserve of professional talents through various channels. For example, the forum "AI and New Trends in Global Development: China-Russia Strategic Dialogue" held at Renmin University of China brought together Chinese and Russian experts to discuss AI and the new trends in global development; a special session on "AI Journey" was set up at the 2025 World Artificial Intelligence Conference (WAIC) in Shanghai, becoming an important platform for collaborative innovation in the AI ecosystem between China and Russia and globally. Sberbank of Russia and its Chinese partners plan to create joint projects and conduct student exchange activities to cultivate a new generation of AI experts.

In conclusion, China and Russia are comprehensively promoting the development of artificial intelligence, regarding it as an important area of national strength, and have introduced relevant laws and policies to protect it. Meanwhile, Chinese-Russian AI news cooperation has formed a systematic collaborative framework encompassing technology research and development, platform construction, and talent cultivation, laying a solid foundation for in-depth cooperation between the two countries in the field of intelligent communication. Breaking down language and cultural barriers through the application of large language models between China and Russia is just around the corner.

### **3. Potential Risks and Future Recommendations**

AI has undoubtedly achieved tremendous success, especially in the field of content generation, where it possesses significant advantages. Generative AI has received widespread acclaim for its rapid retrieval, writing, and proofreading capabilities. However, AI always carries inherent risks such as fabrication, unclear accountability, and privacy violations.

In Chinese-Russian media cooperation, AI-driven news has clear application potential from a technological standpoint, considering national importance, relevant laws, and the existing foundation of media cooperation between the two countries. However, potential risks cannot be ignored.



Otherwise, the inability to overcome language and cultural differences could lead to new problems and impact bilateral relations.

### **3.1 Limitations of Technological Maturity and Content Quality**

AI technology demonstrates relatively mature performance in news production, but it still faces significant limitations in areas involving in-depth investigation, background analysis, and value judgment. For example, Russian media investigative reporting often involves local politics, energy interests, and complex social networks; this unstructured background information exceeds the current understanding and processing capabilities of AI.

The operation of AI models is highly dependent on user instructions and the massive amounts of data used for training, and the quality of this data directly determines the reliability of the generated content. Without comprehensive corpora and media think tanks in China and Russia, the training data itself may be biased, incomplete, or contain false information. This makes the generated news content prone to factual distortion, misleading the audience and causing them to receive information that deviates from the truth.

Furthermore, the "black box" nature of algorithmic models exacerbates content risks. The internal mechanisms of AI are complex and opaque, and the logic and reasoning paths it uses in content generation are often difficult to trace and explain. This lack of explainability makes the content production process lack effective supervision and control, significantly increasing the potential risk of news inaccuracies.

### **3.2 False Content and Ethical Responsibility**

Generative AI still has certain limitations in logical reasoning, reliability, robustness, accuracy, and security (Zhou, & Qiu, 2023). For example, the Norwegian media group Schibsted found in its experiments with generative AI-assisted news summaries that one-tenth of the content contained "illusions" or fabricated information (Gorset, 2023), reflecting the inadequacy of AI in terms of factual consistency. The issue of liability arising from AI-generated news is particularly prominent. When errors occur, the responsibility—whether it lies with the media organization, the technology developer, or the editor—remains unclear. This issue is even more sensitive in cross-border collaborations; a lack of traceability in the translation and content generation process can exacerbate trust crises between partners. In early 2023, the US technology media CNET

published 41 AI-written articles without explicit attribution (Farhi, 2023). More than half of these contained factual errors, ultimately forcing CNET to correct them and suspend its AI writing project. This action was criticized not only for inaccurate content but also for the lack of transparency regarding the algorithm's authorship, highlighting the public's failure to establish a stable trust relationship with generative AI.

On an ethical level, due to differences in culture and values, generative AI has sparked controversy on some issues of humanistic concern because it lacks human compassion. Currently, the public tends to evaluate automated behavior from an anthropocentric perspective, believing that machine-generated information lacks "aura," and prefers unmediated reporting on life-related issues involving human participation.

### **3.3 Algorithmic Bias**

In the process of generative AI supporting news production, algorithmic bias has become a potential risk that cannot be ignored. If the AI tools applied to Chinese-Russian media cooperation inherently possess specific external narrative biases, it may affect the shared expressive stance and discourse consistency of the two countries in international reporting.

Algorithmic bias mainly stems from the historical, cultural, and ideological biases implicit in the training data. Currently, most large language models use English data as their primary training corpus, which may lead them to unconsciously reflect a "Western-centric" narrative framework in international issues, especially in reporting involving political, regional, or cultural conflicts, where they are prone to bias towards certain pre-set positions.

Furthermore, when dealing with sensitive issues such as race, gender, and religion, generative AI often generates discriminatory or biased content due to stereotypes present in the training data. Such outputs not only damage the objectivity and fairness of news reporting but may also exacerbate social group antagonism and even intensify misunderstandings and conflicts in international communication. More importantly, AI often struggles to accurately grasp the context and deeper meaning when dealing with expressions with cultural specificity or political veiled meanings. This limitation in semantic understanding not only affects the accuracy of reporting but may also lead to misinterpretations in cross-border communication, negatively impacting international relations and cross-cultural trust.

### **3.4 Recommendations**



Applying AI to the news production process is the best way to overcome the language and cultural differences faced by Chinese and Russian media. Although it faces many risks, it still demonstrates significant developmental advantages.

The development of AI journalism can be further improved in the following three aspects. First, it should not rely entirely on AI to produce news, but rather on "human-machine collaboration." Human journalists should always act as gatekeepers, preventing the infinite replication and amplification of AI errors. Human and AI journalists should have clear divisions of labor: AI should be responsible for rapid translation, content generation, and accurate proofreading, while human journalists should be responsible for emotional connection and value judgment. Second, Chinese and Russian media should establish and strengthen media think tanks and corpora. This will provide linguistic and cultural ground for AI journalism, enabling more accurate and vivid application of Russian and Chinese. Content should be published that better aligns with each other's cognition, values, and expression habits. This approach will not only reduce misunderstandings but also bring both sides closer together. Finally, the application of AI in news by Chinese and Russian media should be expanded to international issues, promoting the Belt and Road Initiative and the Eurasian Economic Union, and playing a role in more diverse and stable bilateral relations and international discourse power.

### **Discussion**

Unlike much of the existing research, which tends to examine AI-generated news from a technological determinism or efficiency-oriented perspective, the analysis in this study suggests that within the specific context of China - Russia media cooperation, the significance of AI-generated news extends beyond mere productivity gains. Its value is more fully realized as an institutionalized, cross-culturally adaptive communication tool. This finding broadens the analytical lens of current research on AI in journalism.

First, from the perspective of media credibility, the integration of AI-generated news with mainstream media institutions establishes a trust structure grounded in institutional authority. Prior studies often interpret audience trust in AI content through "machine heuristics" or assumptions of technological neutrality. In contrast, this study emphasizes that in the China-Russia media cooperation context, the credibility of AI-generated news derives not from the

technology itself but from its embedding within authoritative media organizations that bear political responsibility. Such institutional endorsement helps alleviate public concerns regarding the accuracy and value positioning of algorithmically generated content.

Second, at the level of cross-cultural communication, AI applications in translation and content generation can mitigate, to some extent, the “cultural discount” in media exchange between China and Russia. Compared with conventional human translation, AI systems trained on large-scale corpora are better able to align linguistic expressions and discourse structures with the target culture, thereby reducing direct semantic misinterpretations and narrative misalignments. While cultural differences cannot be completely eliminated, AI’s ability to adjust language offers a more stable technical foundation for mutual understanding among audiences in both countries.

Third, this study underscores that AI-generated news should be regarded as an auxiliary tool in China-Russia media cooperation rather than a replacement for human journalists. In human-machine collaborative production models, AI primarily handles efficiency-driven, standardized, and technical tasks, while human journalists continue to play an irreplaceable role in value judgment, agenda-setting, and ethical oversight. Such a division of labor supports enhanced production efficiency while preserving cultural sensitivity and political responsibility in the content.

It is worth noting that this study has limitations. Relying on qualitative case analysis, its conclusions are primarily based on the practices of representative mainstream media and cannot yet quantify the reception effects among different audience groups. Additionally, AI-generated news technologies are evolving rapidly, so some findings may reflect the current developmental stage. Future research could incorporate audience surveys, experimental studies, or data-driven methods to further examine these issues.

### **Conclusion**

This study examined the application of AI-generated news within China–Russia mainstream media cooperation, employing qualitative case analysis and textual analysis to systematically explore the practical role of AI technologies in news production, translation, and institutional operations. By analyzing representative practices in both countries, the research highlights the functional

positioning and real-world impact of AI-generated news in bilateral media collaboration.

The findings indicate that the value of AI-generated news extends beyond technical aspects such as improving production efficiency or reducing labor costs. More importantly, it functions as an institutionalized communication tool embedded within mainstream media, playing a positive role in cross-linguistic dissemination, cross-cultural understanding, and the construction of media credibility. Guided by mainstream media institutions and national communication strategies, AI-generated news can partially mitigate language barriers, reduce cultural discount effects, and enhance stability and consistency in China–Russia media cooperation.

Theoretically, this study situates AI-generated news within the specific context of China–Russia cross-cultural and cross-institutional collaboration, supplementing existing research that tends to focus on technological determinism or efficiency logic. It emphasizes the significance of institutional embedding and human–machine collaboration in AI news practices. From a practical perspective, the results offer guidance for mainstream media in both countries regarding the use of AI technologies: under the premise of adhering to core journalistic values and professional norms, AI can be leveraged as an effective tool for technical support and workflow optimization.

Overall, AI-generated news should not be regarded as a driving force in China–Russia media cooperation; rather, it serves as a tool that supports existing communication mechanisms and collaborative objectives. Looking ahead, as AI technologies continue to evolve and China–Russia media cooperation deepens, future research could integrate empirical audience data and cross-platform dissemination analyses to more systematically investigate the long-term impact of AI-generated news in international communication.

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