

《未来我来》中的AIGC叙事、具身智能科普与全球科技传播实践



中国传媒大学
COMMUNICATION UNIVERSITY OF CHINA

"The Future Is Ours" TV Program:

AIGC Storytelling, Embodied AI and Global Technology Communication

未来我来

中央广播电视总台 2026五四青年节特别节目

该作品为刘桢2026年4月赴中央广播电视总台实习创作成果



Project Overview & Scope of Submission

Work Identity

2026

CMG Youth Special Program

2026 5 4 Published on May 4, 2026

/ Assistant to Chief

Director / Executive Director

Selected Segments

AIGC

- 1
- 2
- 3
- 4

CENTRAL ARGUMENT

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How can emerging technologies be translated into audiovisual narratives that young publics can see, understand and relate to?



Technology
Understanding

Narrative
Translation

Public
Engagement

Program Link : <https://tv.cctv.com/2026/05/04/VIDEOmsylm13TjtB8nMyl2gh260504.shtml?spm=C55953877151.PuvglQ6NQbQd.0.0>

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Communication Challenges & Objectives

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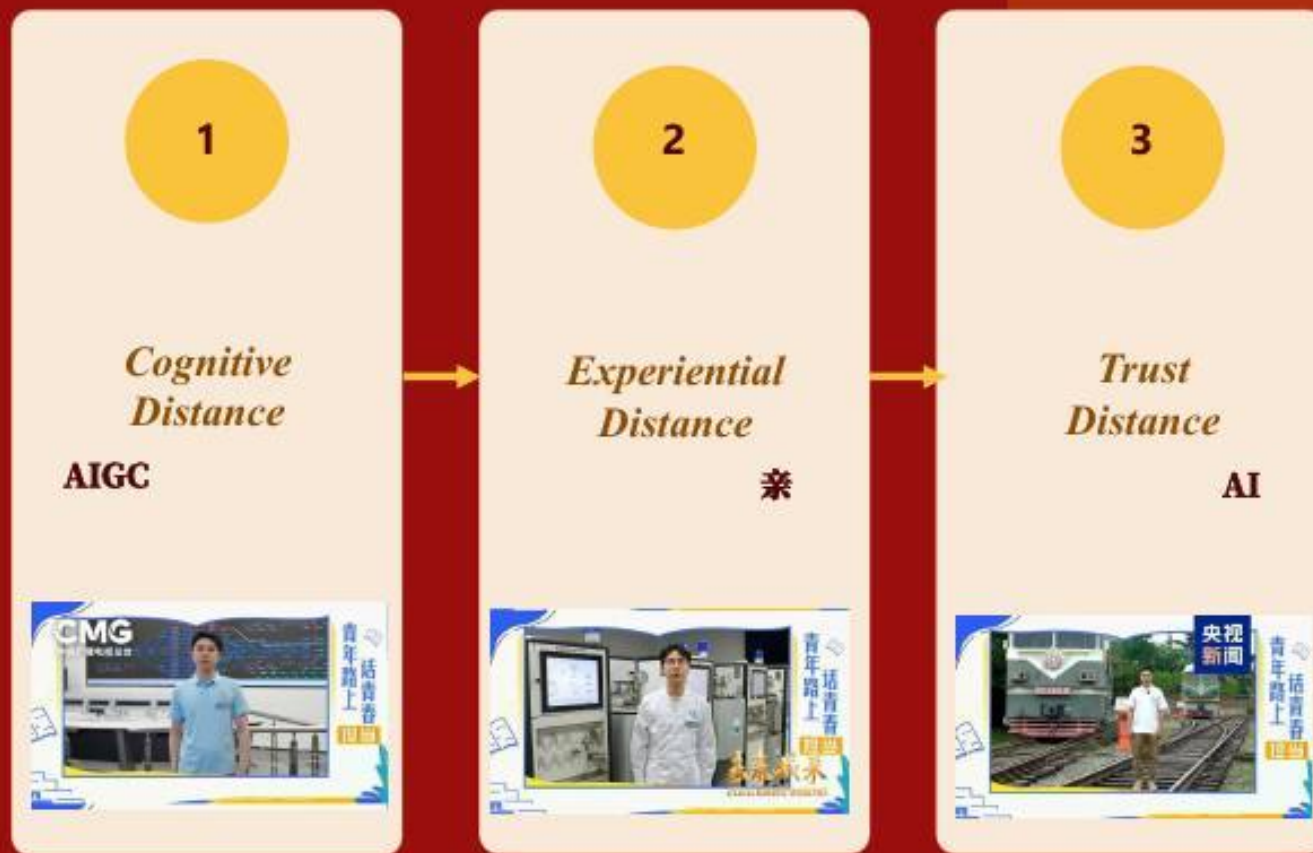
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OBJECTIVES

Make technology understandable

Make innovation relatable 亲

Make the future debatable



Fig

I conceptualized and directed an in-depth interview short film featuring May Fourth Youth Medal recipients in science and technology.

Theoretical Framework

CONTEXTUALIZATION

Science communication as social conversation

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Bucchi, M., & Trench, B. (2021). Rethinking science communication as the social conversation around science. JCOM, 20(3), Y01.
<https://doi.org/10.22323/2.20030401>

NARRATIVIZATION

Narrative science communication

Dahlstrom, M. F. (2014). Using narratives and storytelling to communicate science with nonexpert audiences. PNAS, 111(Suppl. 4), 13614–13620.
<https://doi.org/10.1073/pnas.1320645111>

RELATIONALIZATION

Human machine communication

Guzman, A. L., & Lewis, S. C. (2020). Artificial intelligence and communication: A human machine communication research agenda. New Media & Society, 22(1), 70–86.
<https://doi.org/10.1177/1461444819858691>

Technology Context Story Relationship Public Understanding

“Youth Road” as the Narrative Interface

Place



People



Technology



AIGC

Public Value



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Participated in theme and main-line creative conception, focusing on "why Youth Road" and "how youth narratives run throughout the show", collaborating with chief director on narrative framework, linking logic, and pacing.

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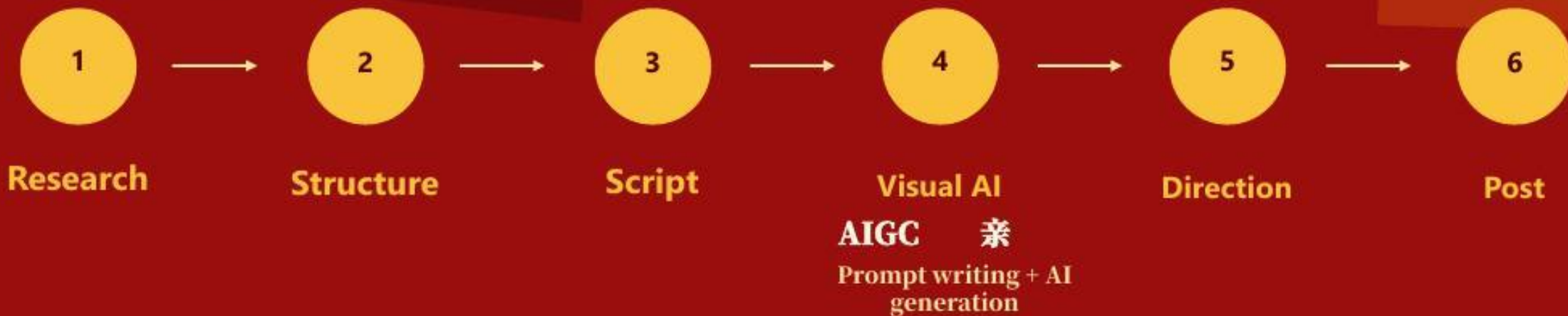
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From Concept to Delivery: My Production Role



Executive Contribution

Assistant to the chief director across creative framing, scripting, interview design, camera coordination, live directing, post-production guidance and AIGC prompt collaboration with the technical team.

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节目《星汉灿烂》：AIGC如何打造沉浸式文化空间

Case Study 01: AIGC Storytelling

What

AI

Technology

AI-generated imagery AIGC

Prompt engineering

Real-virtual compositing

4K/8K audiovisual production

Design Logic

AIGC

现



37:57-39:53

<https://tv.cctv.com/2026/05/04/VIDEOmsylm13TjtB8nMyl2gh260504.shtml?spm=C55953877151.PuvglQ6NQbQd.0.0>

Case Study 02: Embodied AI and Public Translation

What

Technology

Embodied Intelligence
Data Collection and Training
Human Robot Coordination
Multimodal Presentation



11:24-17:15 <https://tv.cctv.com/2026/05/04/VIDEOmsyim13TjtB8nMy12gh260504.shtml?spm=C55953877151.PuvqIQ6NQbQd.0.0>

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Case Study 03: Maker Culture and Participatory Innovation

What

B

Communication Value



1:08:18-1:10:23

<https://tv.cctv.com/2026/05/04/VIDEOmsyIm13TjtB8nMyl2gb260504.shtml?spm=C55953877151.PuvglQ6NQbQd.0.0>

IP × APEC 亲 主

Chinese IP Going Global × APEC China Year: Connecting Global Youth through Innovation Narratives

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Cultural IP

亲IP

A recognisable symbol of
Chinese youth creativity

Global Circulation

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From original sketches
to overseas stores

**APEC Youth
Dialogue**

Connecting Chinese and
international youth

**Innovative
China Image**

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Open · Inclusive · Creative



The programme presents two complementary pathways: the global circulation of the original Chinese IP **Twinkle Twinkle** and intercultural dialogue among international youth in the context of APEC China Year.

传播效果

Communication Effect

1.13%

Total TV rating

6.33%

Audience share

+12%

Year-on-year growth

77.16亿

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Topic views

18.24亿

Video views

433

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Trending topics

Distribution Matrix

Television CCTV-1 / CCTV-3 / CCTV-15

CMG Platforms / /

Social Media

Global Channels

