



A Study On Metamorphosis Of Journalism In AI Age

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Abstract: The development of technology is changing the traditional pattern of functioning in every aspects of life. Media being an important part of life it is important to understand the change journalism professionals are incorporating due to advent of Artificial intelligence. This study will find out if AI is acquiring the journalism industry and what are the areas it is affecting positively or negatively.

IndexTerms: Artificial Intelligence (AI), Journalism, media industry.

I. INTRODUCTION

In our daily life we always take the help of different kinds of machines to make our life easier. The advent of different upgraded digital technology and machines are bringing wide array of change in every aspect of human behaviour, and socio-economic environment. But the exponents of social construction of technology mentioned that “technology does not determine human action, but rather human action shapes technology”.

Artificial Intelligence (AI) is the new face of digital technology that is being implemented in every aspects of our life. The implementation of AI can be seen in sectors like health, business or project management, academic research, smart personal management like driving, entertainment, journalism and many more. At present every sector of our society is getting a shift towards AI and millions of people are using it for faster output.

The appliance of AI tools can also be visible in the field of media and journalism. With the evolution of AI it became essential for journalists and news organization to adopt the technology to stay relevant in an ever- changing media landscape. Proper AI tool can change the entire process of newsroom work. As journalism is a vast area which covers gathering of news, writing of news, editing and distribution of news through various medium AI can be implemented in any form of media. AI can be used in research, generating content and receiving information from various sources. AI has the capacity to be used in multiple areas with high end programming. Press Council of India (PCI) chairperson Justice (retd) Ranjana Prakash Desai claimed that if AI is used with responsibility it can be a valuable for the media industry.

Klara Indernach (KI), a high end artificial intelligent system by EXPRESS.de has the capacity to organize texts, do research and encapsulate huge data quickly and efficiently.” Transcription process in media became easier with Jojo which automatically transcribe audio or video files powered by OpenAI Whisper. In a research article “The impact of artificial intelligence on journalism. Adverse effects vs benefits” Georgiana Camelia STĂNESCU mentioned that ‘Avatars’, which is a digital representation of a person, created by AI tool can be used as a news anchor in physical absence of the person. Recently national and regional news channels of India have created their AI news anchor. Sona and Lisa from India Today group and Odisha TV respectively are being introduced. These anchors can speak multiple languages and trainings are going on to perform effortlessly in the field of news presentation. AI can be useful in distribution process as it will help in segregating readers and viewers based on their preference and reach the actual target audience and readers.

II. OBJECTIVES

This study aims to find out the recent technological change journalism industry is witnessing in presence of AI. This study will also try to find any negative impact AI has on the industry.

III. METHODOLOGY

Analysis of news on AI in the field of journalism from different media organization over a period of one year. Qualitative research methodology is used to understand the change and opinion of people. Analysis of in-depth interview will provide a specialized perspective regarding the implementation of AI in journalism.

IV. DISCUSSION & ANALYSIS

Various news articles were studied to understand the acceptance of AI in the media organization and what are the areas of journalism are accepting and implementing AI.

One of the most reputed news agency started using AI before all is Associated Press (AP). From the year 2014 they started using AI “to produce corporate earnings stories and has also reportedly used the technology for sports recaps.”(Nishtha Badgamia,wion) A guide book named '100 Practical Use Cases of Generative AI in Media' has been launched by the UAE Ministry of Artificial Intelligence, Digital Economy and Remote Work Applications, in collaboration with the Dubai Media Council. This book encompasses the areas AI is covering in journalism like “media and content creation, encompassing scriptwriting, news aggregation, audio content generation, content optimization, sentiment analysis, historical research, and short video creation, among other domains.”

It has been found from the study that news organization are using different AI tools to write content. Many such incidents and report have been articulated where media organizations are using AI. One media outlet even tried to write experimental article using ChatGPT to know the nature of work and also provided “statements or guidelines describing how they intended to approach the use of generative AI in their workflows and news products.”(David Caswell, Reuters) Reporting from the studio (news anchor) became a popular initiative accepted by various media organization. Vijay Jung Thapa, Chief Digital Officer of ABP Network said, “AI anchors have increasingly become one of the new age additions to the newsrooms across the globe and India has been among the early adopters of this trend.”

Brevity is one of the most important elements of journalism and AI is one technology which is capable of delivering the content in no time and based on the preference without using much words. Distribution of content based on consumer’s preferences became easier due to algorithms used by AI.

Ethical aspects of journalism is also need to be kept intact. As per ethics content duplication is prohibited in journalism. From the study it has been found that OpenAI, Google, Microsoft and Adobe had a discussion regarding copyright on AI generated text using chatbots and image generators. Deepfake is recent threat from the AI and user which can misrepresent any human being. It has also been articulated by liberal media that AI has the capability to inflame “societal issues such as racial and gender biases, as well as income inequality,” (Virginia Tech University in the United States, reported by PTI). This quality can create adverse situation in the society. Alena Gorbacheva media professional from Kazakhstan in an interview mentioned that AI can generate huge number of misinformation and also can impact the jobs of editorial team. (The Astana Times, AIMAN NAKISPEKOVA)

As per the response received from the experts it can be said that the Artificial intelligence is the new face of journalism. Dr. Jyotismita Talukdar, Assistant Professor, Computer Science and Engineering, Tezpur University mentioned that AI is a better professional if abides all the rules and regulations. This is contradicted by another expert Dr. Kausik Ray, Associate Professor, belonging to Media studies department. According to him AI will not be able to take immediate decision. Dr. Talukdar said journalism needs creativity which may lack in AI tools, in media organization besides anchoring AI can be used in data retrieval, storage and mining by using IR methods. According to Dr. Ray media content will lose human element whereas other expert said Algorithms and models of AI system are created to keep the human elements in news. Both the expert agreed that technological sensitization and implementation of law from Press council is required to stop misuse of AI.

V. CONCLUSION

The study can be concluded by saying that Journalism industry is witnessing a change in operation. Some aspects of AI will be helpful as it will increase news objectivity. Proper training to the employees may increase the productivity of the media organizations. Audiences and readers also need time and guidance to accept the concept of AI. Combination of human and AI can create an optimistic opportunity for the media industry to structure and function exponentially. Continuous surveillance from government or law makers can decrease the threat approaching from AI.

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