

Coverage of Artificial Intelligence in Media

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Abstract:

Artificial intelligence(AI) is an important catalyst that enables media associations to optimize and ameliorate their operations. The aim of the paper is to emphasize the significance and eventuality of AI during high- performance data analytics and media content generation. The focus is on responsible and ethically respectable use of AI, which imposes the need to continuously make trust, through multitudinous challenges, during the operation of implicit pitfalls. Standardization and obligatory publication of AI product data can pave the way for increased translucency and trust structure. else, the power of AI, which has a huge eventuality to contribute to a better quality of life, could be converted into a suicide device.

Keywords: AI, artificial intelligence, media, ethics, and security.

Introduction:

Artificial intelligence(AI) is a branch of computer wisdom that deals with the capability of a machine to imitate intelligent mortal geste . It has the implicit to help break some of the world's most grueling social problems(Sadiku etal., 2021). Predicting unborn trends in the media assiduity is one of the biggest challenges, not only because of the number and variety that are conditioned by technological changes, but also because of the decreasingly demanding media followership that expects substantiated content. In this environment, the part of AI, with its huge quantum of data and analytics, occupies a crucial position at every stage of the value chain(Bhandari, 2020) • The part of AI in content creation – Prophetic analysis of consumed viral media and sentiment analysis of consumed possessed media can give guidance on future content trends;

- **The part of AI in content aggregation** – AI- driven automatic trailing of media metadata can help connect different media and identify applicable content;
- **The part of AI in happy distribution** – AI can be used to recommend the right content, in the right format and at the right time, to cult to increase engagement;
- **The part of AI in content consumption** – Grounded on content consumption analysis and sentiment analysis, unborn trends can be rediscovered or enhanced.

By knowing what individualities want to see in the future, and relating with their preferences, AI can enable media and publishing companies to make applicable investment opinions in creating applicable content for their followership.

AI can produce conditions for relating implicit subscribers, and therefore contribute to the fiscal commission of the media, whose stability and development is appreciatively identified with the number of subscribers and advertisements. With the changing focus of interest, media companies are given the occasion to produce enhanced options to retain being subscribers and advertisers.

Pointing out that the media formerly started to apply the technology of “ intelligent enterprises ” at the morning of the 21st century, Ćitić(2020 1331) states that in 2020 the SAP(Systems Applications and Products in Data Processing) platform was represented in 151,000 companies, in 188 countries, combining database and memory processing, furnishing libraries for planning, word processing, soothsaying, spatial and business analytics. Using AI to reuse and dissect data at the source of its collection, provides media associations with the advantage of collecting, assaying and taking action in real time, as well as prognosticating what's to come. It's a important platform that provides associations with a significant competitive edge in invention, creativity and multitudinous performances in the dynamic and changing media demand

Media Content of issues related to the use of AI has the implicit to drive public converse ranging from new technologies to ethical issues. Studying the way in which the ethical issues of AI are presented in the media can lead to better perception into the implicit consequences of the development and comprehensive regulation of AI operation.

There's exploration that suggests that the media has a fairly realistic and practical focus in reporting on AI ethics, but that content is still inadequate and superficial. Authors Ouchchy, Coin and Dubljević(2020) emphasize the necessity of a multifaceted approach to working social, ethical and political issues of AI technology. This includes adding the vacuity of accurate information, to the public, in the form of fact sheets and ethical statements on trusted websites, followed by cooperation and addition of ethics and AI experts in exploration and public debates, as well as harmonious government policy or nonsupervisory fabrics for AI technology. Ever more medias are accepting the ineluctable changes that are reconsidering business conditioning, to a great extent, by using advanced technology to publish further and better content. Of course, it isn't just about textual content, voice cloning for online media is decreasingly being used through mongrel workflows. In this manner, the fact that AI is an supporter, and not a cover, for intelligencers is accepted. Basically, the work of intelligencers won't change, but it is realistic to anticipate that the way they deal with their demanding and complex business conditioning will change fleetly.

AI as a new reality

AI represents a stable base for rational analysis and reconstruction of utmost confines of intelligence, with the help of computers. Fear of ethical pitfalls stems from the fact that machines exceed our cognitive capacities. Ganascia(2018) differentiates possible pitfalls into those related to lack of work, given that it can be performed by machines rather of people, followed by consequences on the autonomy of individualities, especially in terms of freedom and security, and also catching humanity which would be replaced by “ more intelligent “ machines. still, it should be noted that, at least for now, work isn't fading, but changing and taking new knowledge, chops, and personalities. In addition, if we look objectively at the autonomy and freedom of individualities, we can notice that the guarantees of their preservation are set up in outside and nonstop alert andpre-prepared responses to implicit unwanted circumstances.

Facing the impregnable process of globalization, the dynamic and changing media request, AI plays an increasingly important part in the perpetration of instructional, educational, amusing, but also advertising content, grounded on the value of leased space and/ or time, as well as on the base of comparison with other media. Establishing trust in AI is one of the crucial issues on which unborn development will be erected, in order to reduce implicit vulnerability, and bias, to zero. IBM (International Business Machines Corporation) company, which operates in further than 170 countries, constituted rudiments that form the base for dependable AI systems (Mojsilović, 2018)

- **Fairness** – AI systems should use training data and models that are unprejudiced, to avoid treating certain groups unfairly;
- **Robustness** – AI systems should be secure, not subject to manipulation or concession of the data, for which they're trained;
- **Explainability** – AI systems should make opinions or suggestions that can be understood by their druggies and inventors;
- **Provenance**- AI systems should contain details of their development, perpetration, and conservation so that they can be checked throughout their life cycle.

Bringing down the position of bias, in media converse, to an respectable position is a big challenge faced by the media information intended for the public is frequently, designedly, or unintentionally, pigmented with bias, that is, misleading, rather of fact- grounded. Unlike the generators of media content in traditional and digital media, AI opinions are subject to nonstop control and correction grounded on an established algorithm. still, despite the large number of variables, the products of AI in the media assiduity aren't absolutely devoid of subjectivism and bias, considering that the final products are explosively told by editors- administrators, i.e., their subjectivity, prejudices, and impulses.

Whether it's a mortal or a machine that writes reports, the process must be transparent, that is, someone must be responsible if the public is to believe the story. still, computers can also be poisoned and the reason is that we still live in a mortal- impulsive world where data reflects mortal conditioning, including our impulses and miscalculations. In order to clarify this problem, openly pointing out data limitations has been suggested (McCarthy & Kunova, 2021). Abebe (2018) acknowledges that AI has the implicit to break a range of problems and challenges, but points out that there's a growing dissociate between the people who introduce and borrow AI- grounded results and those who set programs, for whom and how these results are enforced. The author substantiates the claims with the actuality of algorithmic bias in the AI system, where machine literacy algorithms, are created according to data, to reflect conspicuous literal demarcation through replication, indeed magnifying it.

The problem is honored in an shy focus on the donation of AI that improves the lives of marginalized communities and economically vulnerable populations, whose interests aren't sufficiently imaged by society. bias that support AI've lesser possibilities for manipulation and beget dependence in druggies, with children being the most vulnerable order. In the absence of precise and unequivocal recommendations, parents are left to make opinions about products with deficient information and complex counteraccusations for children's health and sequestration. In this environment, the platform of the World Economic Forum for shaping the future of technological operation narrows multiple conditioning to three strategic pillars (World Economic Forum, 2022)

- **Education:** it is necessary to develop practical and effective frameworks and tools to educate and inspire children, adolescents, parents and guardians regarding the responsible use of AI;

- **Empowerment:** Children and youth need to be empowered with AI skills to create their own technology, aimed at improving the world, with an emphasis on underrepresented voices;
- **Protection:** Establish protections and expand children's human rights and civil liberties when they encounter AI in their homes, schools and public spaces

AI in modern journalism

AI can use algorithms to create media content through the process of converting data into text, images and videos. In literature, such activities are also defined as automated journalism or robotic journalism, but mass application has been absent due to the objective fear of losing journalistic and editorial jobs, as well as the impossibility of preventing the generation and distribution of false content. Advanced AI techniques are increasingly present in the design of hybrid workflows between media creators and AI, making that process visible through the analysis and creation of numerous and diverse media contents, starting from marking and selecting data, writing news, modeling comments, all the way to checking fact and content verification (Trattner et al., 2022). The importance of AI can primarily be confirmed by its relevance in the process of creating multimedia content. Based on predefined criteria and previous experience, the algorithm recognizes visual content that could be acceptable for different textual content.

The AP (Associated Press) agency has identified five areas for journalistically relevant subdomains of AI: machine learning, natural language (processing and generation), speech (text-to-speech and speech-to-text), vision (image recognition and computer vision), and robotics. Practically, AI can enable journalists to analyze data, identify patterns, trends and specific insights, from multiple sources, then convert data and spoken word to text, text to audio and video format, as well as realize state of mind, examine scenes for objects, faces, text or color. In this manner, two significant arguments for the application of AI in newsrooms were profiled: journalists are freed from their daily tasks and their ability to understand more data increases (Schmidt, 2017). Back in 2013, the AP began using AI for its sports news and earnings reports. News Whip analytics were used to ensure a position ahead of social media trends. In 2016, the Washington Post used Heliograph software to cover the Rio Olympics. The first step was to analyze data, then merge the expressions with the relevant story template and create an automatic narrative. The upside was that it was easy to find anomalies among the data. Reuters extends graphic solutions, i.e., uses data visualization techniques for sports news and entertainment topics. It's a new way of publishing visually stimulating, easy-to-understand data-driven news, using algorithms to continuously create, update and access data. The BBC has a substantial amount of data from daily news, features and videos, and the tool tracks sources, extracts and articles from the BBC and other global media outlets. Relevant stories are tagged with simultaneous segmentation into locations, people, organizations, and things. (Cognixia, 2019). Even now, AI can save time during the authentication of photo, audio and video transcripts, and many reports that rely on huge databases. However, it is only the basis on which journalists can check the facts, analyze, and contextualize the collected data, which leads to the conclusion that people must remain at the center of the entire journalism process (RTS, 2020). Investigating what the fourth wave of digital transformation means for public media service journalism, EBU (The European Broadcasting Union) (2019) indicated that the new wave, after online, mobile, and social media, will be defined by the opportunities and threats of AI and data technology. Despite the dilemmas and unanswered questions, more and more people are recognizing the potential of AI to make journalism more valuable and inspiring for audiences. The report on AI in journalism, based

on a survey of 71 news organizations in 32 different countries, showed that AI is already occupying significant positions in journalism, giving media content creators more power and adding greater editorial and ethical responsibility, but unevenly distributed. Slightly less than half of the respondents said that they use AI for news gathering, two-thirds emphasized that they use it for the production of media content, and slightly more than half of the respondents emphasized that they use AI for distribution. Research results have shown that there is a general desire for more efficient work, in order to free up the resources necessary for a more functional newsroom and for new or improved content (Beckett, 2019). Media transformation, in the new digital reality, constitutes a hitherto insufficiently recognized responsibility towards digital channels and created content. It also establishes new relationships between investment and education of media discourse creators. In addition, Plenković (1980: 38-39) opened a communication dilemma as to whether media, in the public media discourse, should credibly and valuably present creativity in which there is enough space and time for everything, or if the focus should be on one type of creativity. In the first case, the path can lead to media discursive anarchism, while the second impoverished option can subordinate creative creativity to media sponsors and political-managerial pragmatism. Almost without exception, journalists argue that AI can augment, but not automate, the media industry by enabling journalists to break news faster while freeing up time for deeper analysis. In this sense, Francesco Marconi (2020), who led the development of the use of AI in the journalism of the Associated Press and the Wall Street Journal, offers a new perspective on the potential of these technologies. The author marks the media landscape transformed by AI for the better and emphasizes the constant need for editorial and institutional oversight. AI and machine learning have been part of the media landscape for several years in the form of a personalization system that adjusts media content based on the user's previous online actions, i.e., based on the digital traces left by the user. In this context of default low privacy, Sundar (2020) points out that rules governing the media behavior of individuals, by machines, can cause privacy concerns and threaten human activity, with personalization (the media system surreptitiously creating content for users) less desirable than adjustments (the user adjusts the desired content himself). Possible resistance within media organizations regarding the use of AI is a consequence of insufficient recognition of the essence of the problem: journalists are not interested in facts about how AI works, but what it does. The moment newsrooms provide storage space for huge amounts of data and effective tools powered by AI, the transformation of data into narratives will become a reality that cannot be lived without.

Conclusion:

It is accurate to expect that in the near future digital media will give way to emotional-intelligent media, thus confirming futuristic announcements that technological progress will have even greater reach than it had in the 20th century with the advent of radio, television and the Internet. What is encouraging is that the implementation of AI unlocks the door to the maximum divarication of available media products, and the significant improvement of innovative and creative media creation based on huge databases, as well as the adoption of algorithms, that will ensure an adequate selection of the necessary data from the hyper production offer. The scope of future integrative research should raise the bar of quality and practical applicability of AI, considering the needs and expectations of the media industry, as well as minimize potential risks, striving towards zero tolerance. AI already has a strong impact on journalism, but it also has, undoubtedly, great potential for thinking about economic viability and proactive action aimed at protecting the public interest, in the media industry, burdened with misrepresentation and content that lacks reliability and relevance. In such a defined media environment,

journalists are expected to maximize the use of tools with AI, in order to focus on their basic work while saving time and money.

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