

Artificial Intelligence and the Future of Indian Journalism in Viksit Bharat 2047

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Abstract

Artificial Intelligence (AI) is rapidly transforming journalism by changing how news is gathered, verified, produced, translated and distributed. For India, this transformation has particular significance in the context of the vision of **Viksit Bharat 2047**, which places technological innovation, inclusion, human development and citizen empowerment at the centre of India's long-term development trajectory. AI can make journalism faster, more multilingual, data-driven and accessible, but it also creates serious challenges related to misinformation, deepfakes, algorithmic bias, copyright, employment and editorial accountability. Recent evidence shows that Indian news organisations are already experimenting with AI anchors, automated video production, translation and other newsroom applications. The Reuters Institute's 2026 India report notes experiments with AI anchors and AI-generated news formats by Indian media organisations, while also identifying concerns about resources, knowledge, editorial safeguards and public trust. This paper argues that AI should be treated as an **assistive technology rather than a substitute for journalistic judgement**. For journalism to contribute meaningfully to Viksit Bharat 2047, India's media ecosystem will require technological capability alongside ethical standards, AI literacy, human oversight and public accountability.

Keywords: Artificial Intelligence, Indian Journalism, Viksit Bharat 2047, Generative AI, Digital Media, Media Ethics, Journalism Technology, Misinformation

1. Introduction

Journalism has historically evolved alongside technological change. The printing press transformed mass communication, radio introduced real-time broadcasting, television brought visual journalism into households, and the internet fundamentally changed news production and consumption. Artificial Intelligence represents another major technological shift.

AI is now being used for **transcription, translation, research assistance, summarisation, headline generation, fact-checking, content recommendation, data analysis and multimedia production**. The Reuters Institute reported that 87% of surveyed publishers in its 2025 global study believed generative AI was transforming their newsrooms either fully or to some extent. Publishers identified back-end automation, personalisation, content creation and newsgathering among important applications.

The Indian context is particularly significant because of the country's enormous linguistic, geographical and social diversity. The Reuters Institute's *Digital News Report 2026* reports that more than half of its Indian respondents use social media for news, while regional-language and hyperlocal content remain

important components of India's news environment. The report also identifies Indian experiments with AI anchors and automated content production.

This technological transformation coincides with India's long-term vision of **Viksit Bharat 2047**. Official statements concerning this vision emphasise technological advancement, innovation, inclusion and citizen empowerment. Government statements on AI have similarly highlighted multilingual access and the importance of ensuring that AI benefits reach people beyond major urban centres.

2. AI and the Transformation of Indian Journalism

AI is transforming journalism at several stages of the news cycle.

2.1 News Gathering and Research

Journalists increasingly have access to AI tools that can search large datasets, identify patterns, transcribe interviews and assist with document analysis. This can reduce the time required for routine tasks and allow journalists to concentrate more on investigation and interpretation.

For example, AI-assisted tools can analyse thousands of government documents or financial records and identify patterns that would otherwise require considerable manual effort.

However, AI-generated information cannot automatically be treated as verified information. Journalists must independently confirm facts, sources and context.

2.2 Translation and Multilingual Journalism

Perhaps one of AI's most important possibilities for India is **language accessibility**.

India's linguistic diversity creates both an opportunity and a challenge for news organisations. AI-assisted translation can help newsrooms produce content in multiple Indian languages much faster.

A recent Google News Initiative case study describes how **ABP Network developed an in-house AI system, ABP-ONEAI**, to assist translation and content enrichment across Bengali, Gujarati, Hindi, Marathi, Punjabi, Tamil and Telugu, among other languages. The initiative was designed to reduce the manual workload involved in translating and adapting stories across multiple language websites.

This illustrates how AI could potentially support a more inclusive Indian media environment.

2.3 Automated and AI-Assisted News Production

AI can assist journalists with:

- headlines,
- summaries,
- social-media posts,
- transcripts,
- video scripts,
- captions,
- graphics,
- data visualisation and
- content repurposing.

The Reuters Institute reports that Indian organisations are experimenting with AI-generated presenters and other automated formats. Scroll.in, for example, developed a tool that converts text articles into short videos for social platforms, while The Hindu experimented with an AI character during Assembly-election coverage.

These examples show that AI journalism is no longer simply a theoretical possibility; it is becoming part of India's contemporary media ecosystem.

3. AI and the Vision of Viksit Bharat 2047

The concept of Viksit Bharat 2047 envisions India as a developed nation by the centenary of independence. Official discussions of the vision connect development with innovation, technology, economic progress, human capability and citizen participation.

Within this framework, journalism has an important democratic function.

A developed nation requires citizens who can:

- access reliable information;
- understand public policies;
- participate in democratic processes;
- critically evaluate information;
- understand technological change; and
- hold institutions accountable.

AI can potentially strengthen these functions.

For instance, an AI-enabled multilingual newsroom could make important public-interest information available simultaneously in several Indian languages. AI-assisted data journalism could help journalists analyse government expenditure, environmental data, agricultural trends or public-health statistics. Automated transcription could make interviews and public meetings easier to process.

Thus, the contribution of AI to Viksit Bharat should not be measured simply by **how many stories machines can produce**, but by whether technology helps journalism become **more accessible, accurate, inclusive and useful to citizens**.

4. The Major Challenges

The transformation also carries substantial risks.

4.1 Misinformation and Deepfakes

Generative AI can create realistic images, videos, voices and text. This creates new possibilities for misinformation.

A fabricated video of a public figure, for example, can be created and circulated before journalists have an opportunity to verify it. UNESCO has highlighted that synthetic and altered content can disrupt information integrity at scale.

For journalists, therefore, AI is simultaneously:

a tool for producing information + a tool that must itself be investigated.

This makes verification increasingly important.

4.2 Hallucinations and Accuracy

Generative AI systems can produce plausible but incorrect information. This is particularly dangerous in journalism because an invented fact, quotation or source can damage public trust.

Consequently, the principle should be:

AI may assist journalism, but AI output cannot replace journalistic verification.

UNESCO's journalism guidance emphasises the need for journalists to understand both the strengths and limitations of AI and to report on its social consequences critically.

4.3 Algorithmic Bias

AI systems learn from data. If the underlying data contains social, linguistic or cultural biases, AI-generated outputs can reproduce them.

This is particularly relevant for India because the country contains enormous linguistic, cultural, regional

and socioeconomic diversity.

An AI system that performs well in English may not perform equally well in Hindi, Punjabi, Tamil, Bengali or smaller Indian languages.

Therefore, **Indian AI journalism needs Indian datasets and contextual expertise**, not simply imported technological solutions.

4.4 Employment and Changing Journalistic Skills

AI inevitably raises questions about journalism employment.

Routine activities such as transcription, basic translation, formatting and some forms of content production may increasingly be automated.

However, this does not necessarily mean that journalism itself becomes unnecessary. Instead, the nature of journalistic work may change.

Future journalists will increasingly need:

- AI literacy;
- data journalism;
- verification skills;
- investigative research;
- multimedia storytelling;
- prompt and workflow skills;
- fact-checking;
- digital ethics; and
- algorithmic awareness.

The journalist of the future may therefore be less of a conventional **content producer** and more of an **investigator, verifier, storyteller and editorial decision-maker**.

5. The Question of Public Trust

One of the most important findings concerning AI-generated journalism comes from audience research. The Reuters Institute's 2025 research found a significant difference in audience comfort depending on the degree of AI involvement. Only **12%** of respondents were comfortable with news produced entirely by AI, compared with **62%** for entirely human-produced news. Comfort was considerably higher when AI played a supporting role, such as editing grammar or translation.

This suggests an important principle for Indian journalism:

Human-led + AI-assisted

may be more compatible with public expectations than:

AI-led + human-supervised

particularly for sensitive news.

The distinction matters because journalism is not simply the production of text. It involves **judgement, context, source relationships, ethical decisions and accountability**.

6. Ethical Framework for AI Journalism in India

For AI to contribute positively to Indian journalism, news organisations should consider five principles:

1. Transparency

Audiences should know when AI has significantly contributed to news content.

2. Human Accountability

A named journalist or editor should remain responsible for published material.

3. Verification

AI-generated information must undergo independent fact-checking.

4. Data and Privacy Protection

Personal and confidential information should not be entered into AI systems without appropriate safeguards.

5. AI Literacy

Journalists and citizens need sufficient knowledge to understand AI-generated and manipulated content. UNESCO's recent work on AI and media ethics similarly stresses **transparency, accountability, human editorial responsibility and AI literacy**, particularly in high-risk contexts.

7. AI as an Opportunity for Indian Journalism

Despite these challenges, AI offers several possibilities for Indian journalism.

Area	Potential contribution
Regional languages	Faster translation and multilingual publishing
Investigative journalism	Analysis of large datasets
Fact-checking	Detection and verification assistance
Accessibility	Text-to-speech, captions and alternative formats
Rural journalism	Faster dissemination of local information
Data journalism	Identification of trends and patterns
Video journalism	Automated editing and content adaptation
Personalisation	Delivery of relevant news formats to audiences
Newsroom efficiency	Reduction of repetitive administrative tasks

The important point is that technology should **expand journalistic capacity rather than eliminate journalistic responsibility**.

8. Discussion

The future of Indian journalism will probably not be a simple contest between humans and machines. Instead, it is likely to be a relationship between **human judgement and machine capability**.

AI can process enormous amounts of information much faster than an individual journalist. A journalist, however, brings contextual understanding, ethical reasoning, source relationships and responsibility.

This distinction becomes particularly important in sensitive areas such as communal conflict, elections, public health, national security and environmental disasters.

For example, an AI system may identify thousands of social-media posts claiming that a particular event occurred. But determining whether the claim is true, identifying its source, understanding its social consequences and deciding whether it should be published requires editorial judgement.

UNESCO's recent discussions on journalism and AI similarly emphasise that technological tools can improve information gathering and verification while also creating risks to information integrity and media freedom.

9. Conclusion

Artificial Intelligence is likely to become an important component of India's future media ecosystem. Its influence is already visible in translation, automated video production, AI presenters, content summarisation, research and verification.

For **Viksit Bharat 2047**, the question should not simply be whether Indian journalism adopts AI. The more important question is **how responsibly it adopts it**.

A technologically advanced media system that produces enormous quantities of inaccurate or manipulated information cannot strengthen a developed society. Conversely, a responsible AI-enabled newsroom can potentially make journalism faster, multilingual, accessible and data-driven while allowing journalists to devote more time to investigation, verification and public-interest reporting.

The future therefore lies not in “**AI replacing journalists**”, but in developing a model of “**AI-enabled human journalism**.”



The ultimate measure of AI's success in Indian journalism should therefore not be the volume of content produced by machines, but whether technology helps create a **better-informed, more inclusive, more accountable and more participatory Indian society**.

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