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**Applications of Artificial Intelligence Systems in the Media Environment
Amid Digital Transformations
A Critical Reading of the Algerian Experience Between Challenges and
Opportunities**

تطبيقات أنظمة الذكاء الاصطناعي في البيئة الإعلامية في ظل التحولات الرقمية
-قراءة في التجربة الجزائرية بين التحديات والفرص -

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Abstract:

Against the backdrop of rapid technological advancement characterising contemporary global society, artificial intelligence has emerged as one of the most prominent technologies reshaping the media sector. It has become an inseparable component of modern media content production, contributing significantly to improvements in content quality, production efficiency, and distribution mechanisms. This article aims to illuminate the concept of artificial intelligence in its general dimensions while examining its various applications within media content production, reviewing foundational theoretical concepts, analysing the role of AI systems in enriching media output, and identifying the most significant applications currently employed in this domain. Furthermore, it undertakes a critical reading of the Algerian media experience in the context of widespread artificial intelligence adoption, exploring the challenges and prospects associated with the use of artificial intelligence in the generation, analysis, and direction of Algerian media content.

Keywords: Artificial Intelligence ; Digital Media ;Media Environment.

الملخص:

في ظل التطورات التكنولوجية المتسارعة التي يشهدها عالمنا المعاصر، بات الذكاء الاصطناعي أحد أبرز المفاهيم والتقنيات التي تشكل محور اهتمام العديد من المجالات في مقدمتها المجال الإعلامي، فقد أصبح الذكاء الاصطناعي جزءاً لا يتجزأ من صناعة المحتوى الإعلامي المعاصر. إذ ساهم في تحسين جودة هذا المحتوى وزيادة كفاءة إنتاجه وتوزيعه، ومن هنا باتت دراسة تطبيقات الذكاء الاصطناعي في مجال الإعلام ذات أهمية بالغة لفهم الاتجاهات الحديثة ويأتي هذا المقال البحثي لتسليط الضوء على مفهوم الذكاء الاصطناعي بشكل عام، ونستكشف بالتفصيل تطبيقاته المختلفة في صناعة المحتوى الإعلامي وذلك من خلال استعراض أهم المفاهيم الأساسية للذكاء الاصطناعي، ودور تطبيقات أنظمة الذكاء الاصطناعي في إثراء وتحسين جودة الإنتاج الإعلامي مع الوقوف على أبرز التطبيقات والبرامج المستخدمة في هذا المجال علاوة على ذلك سيتناول هذا المقال قراءة في التجربة الإعلامية الجزائرية في ظل اكتساح أنظمة الذكاء الاصطناعي بتطبيقاته وخدماته المتنوعة لهذا المجال الأمر الذي شكل نقطة تحول في مستقبل الإعلام وفتح آفاقاً استثنائية أمام المهنيين في هذا الميدان. ولهذا جاءت هذه الدراسة لاستكشاف وتحليل التحديات والآفاق التي تشمل استخدام الذكاء الاصطناعي في توليد وتحليل وتوجيه المحتوى الإعلامي الجزائري.

الكلمات المفتاحية: الذكاء الاصطناعي؛ الإعلام الرقمي؛ البيئة الإعلامية.

1. INTRODUCTION

The contemporary world is undergoing a technological revolution of unprecedented scale, one that accelerates and evolves with each passing day. This transformation is unfolding within the framework of a Fourth Industrial Revolution that has produced fundamental changes in the ways in which human beings live and relate to one another, surpassing its three predecessors in terms of speed, depth, and scope. Characterised by the convergence of numerous advanced digital technologies, this revolution has not been confined to specific sectors but has extended to encompass all facets of human activity,

from economics and education and healthcare to media and communication. Artificial intelligence stands as one of the most salient manifestations of this technological revolution, representing a qualitative leap in how data is processed and decisions are made through intelligent analytical frameworks. In this context, AI technologies play a pivotal role in enhancing efficiency and productivity, developing services across multiple sectors, and generating virtually limitless opportunities for progress and innovation.

As with all other sectors, artificial intelligence technologies have become an

indispensable tool in the world of media. The adoption of these technologies has enabled media institutions to achieve qualitative advances in both content delivery and audience engagement. Through the deployment of artificial intelligence, these institutions have improved content quality, accelerated news editing processes, and refined data analysis. Developments that have given rise to a new form of journalism increasingly asserting its presence, commonly referred to as AI journalism. This intelligent form of journalism relies upon artificial intelligence technologies for the gathering, classification, analysis, and innovative presentation of information in ways that are consistent with the digital age and responsive to the growing audience demand for real-time interaction and personalised content.

Within this rapidly evolving global context, the Algerian media sector has begun to recognise the significance of artificial intelligence and its capacity to bring about meaningful and constructive transformation in media production. Artificial intelligence is no longer merely a theoretical concept or an advanced technology exclusive to developed nations; it has become a tangible reality with which Algerian media must engage and from whose capacities it must seek to benefit. The applications of artificial intelligence in media do not merely enhance operational efficiency, they extend across numerous additional domains, including automated editing of news texts, automatic content analysis, personalisation of news according to audience interests, and real-time interaction with followers across social media platforms.

The Algerian media sector's journey towards adopting artificial intelligence is far from straightforward; it entails confronting a range of significant challenges. This research paper accordingly seeks to present a comprehensive picture of the current state of artificial intelligence technology adoption within the Algerian media environment, to explore the steps that may be taken to advance this process, and to ensure maximum

benefit from the possibilities afforded by this transformative technology. The paper also aims to identify the principal challenges and opportunities involved.

In this context, this study addresses its central research problem through the following theoretical perspectives:

- Conceptual frameworks of the study
- Artificial intelligence as a technological imperative in media
- A critical reading of the Algerian experience in employing artificial intelligence systems for media content production

1. Conceptual Frameworks of the Study

Scientific concepts are the meanings which researchers assign to the technical terms employed in the writing of scholarly work. There is near-consensus that these concepts constitute symbols reflecting the content of thought, behaviour, or position of the members of a research community through their language, or that they represent an abstraction of actual events, in other words, a condensed description of numerous phenomena. Such definitions point to the relationship between the concept and empirical reality.

1.1 Artificial Intelligence

Artificial intelligence is a specialised technology within computer science focused on solving cognitive problems typically associated with human intelligence, such as creativity and image recognition. It is also defined as the intelligence exhibited by machines and programmes that simulate human cognitive capabilities, including the ability to learn, reason, and respond to situations not explicitly programmed. Through artificial intelligence, it becomes possible to develop computers and programmes capable of replicating human behaviours. It is regarded as one of the most significant achievements of the Fourth Industrial Revolution, given its connection to advanced reasoning, data analysis, and its applicability across a wide range of fields and disciplines (Russell, 2021, p. 23).

Artificial intelligence technologies refer to a collection of tools and systems that

rely on software and algorithms to simulate human intelligence in the performance of specific tasks. These technologies are employed for data analysis, decision-making, problem-solving, and experiential learning (Al-Za'noun, 2021, p. 35).

Artificial intelligence, therefore, is a branch of computer science that aims to build systems capable of simulating human intelligence and performing tasks that typically require human capabilities such as learning, reasoning, and problem-solving. It draws upon technologies including machine learning, natural language processing, and computer vision, enabling machines to make decisions and predictions based on the data they receive.

As defined by Nikki (2022, p. 18): artificial intelligence is a process of imitating human intelligence, grounded in the creation and application of algorithms executed within a dynamic computing environment.

For the purposes of this study, artificial intelligence systems are understood as those technologies that employ artificial intelligence without human intervention beyond the initial programming stage in the production of, or contribution to, any phase of media content production across all its forms: written, audio, and visual. These systems encompass the range of smart applications used in the collection, verification, production, dissemination, and audience analysis of information.

1.2 The Media Environment

Researchers Stanley and Julian Harris define the media environment as the product of the social and political climate within which media operates, is influenced by its laws and values, and is subject to its rulings and constraints (Al-Kafi, 2015, p. 40). The media environment is also understood to encompass the internal and external conditions prevailing within a workplace organisation, including working relationships, editorial policies, news sources, and the political and economic circumstances that shape it.

The media environment refers to the conditions and factors that influence the

production, distribution, and reception of media content. It encompasses both internal factors, such as the work team and leadership, and external factors, including the political, economic, and social environment. Today's media environment differs markedly from that of the past, primarily as a result of technological development and the emergence of what is termed the new media environment, characterised by digitisation, multimedia pluralism, and direct interaction (Bou'amamah, 2023, p. 60).

The media environment may thus be defined as the sphere in which media outlets interact with audiences, culture, and society, comprising all the means and technologies through which information and news are transmitted. It may be regarded as a complex system encompassing communication infrastructure, the digital environment, the characteristics and impacts of media content, and the social and economic factors that shape it.

1.3 Digital Media

Digital media refers to the collection of new digital methods and activities that enable the production, dissemination, and reception of media content in its various forms through electronic devices, whether internet-connected or not, in an interactive process between sender and receiver (Chaouachi, 2023, p. 75).

Digital media involves the use of technology and electronic platforms, such as the internet, social media, and smart applications, for the dissemination of media content, including texts, images, and videos. Digital media is characterised by its speed and interactivity, enabling users to follow and participate directly. It relies on data represented as numerical sequences to encode information, as in texts, audio, and video.

As Heidi (2022, p. 55) defines it, digital communication encompasses all exchanges and information transmitted via internet technologies and digital devices. It includes the strategies and actions carried out across platforms such as websites, social media, mobile applications, and email, and is

distinguished from traditional communication by its dynamic and interactive character, its primary objective being to create connections and disseminate messages through the various channels of the digital ecosystem.

Digital media represents a new form of media that shares its general concept, principles, and objectives with traditional media, while being distinguished by its reliance on a new medium, networked media centred on internet applications and associated with specific, identifiable websites that make content available through multiple links. It operates according to specific mechanisms and tools that assist readers in accessing this content, while providing freedom of interaction and choice in accordance with their needs, interests, and preferences.

2. Artificial Intelligence as a Technological Imperative in Media

Recent technological developments have constituted a technological imperative that humanity must embrace in order to remain consonant with the current era, one fundamentally defined by artificial intelligence. In the media sector in particular, it has become incumbent upon media institutions to integrate artificial intelligence technologies into their operational frameworks.

2.1 Key Rationales for Deploying Artificial Intelligence in Media

The principal reasons that make artificial intelligence significant in the media sector are as follows (Sadar, 2022, p. 85):

Production Efficiency: Through the automation capabilities that characterise artificial intelligence, such as content organisation, information analysis, and fact verification, time and effort are freed up for journalists to focus on creative work, including the writing of reports and the production of distinctive content that bears their individual mark.

Data Analysis and Insights: Artificial intelligence technologies enable the analysis of very large databases with remarkable speed and precision, facilitating the

extraction of insights and identifying diverse audience trends. This allows for the more efficient preparation of reports and supports sound decision-making.

Content Personalisation and Audience Engagement: The principal objective of contemporary media content is to secure the largest possible number of engaged followers across various social media platforms. Artificial intelligence algorithms serve this objective through what are termed audience studies tracking audience preferences and orientations and generating highly accurate data, statistics, and analyses. This enables media institutions to produce targeted content that maximises the participation of their followers and ensures their loyalty.

Real-Time Reporting: Artificial intelligence technologies enable continuous, precise, and instantaneous monitoring around the clock, seven days a week. This affords journalists the opportunity to cover breaking news particularly high-importance stories and thereby secure journalistic primacy.

Content Creation and Curation: Artificial intelligence technologies have reached the capacity to produce professional, high-quality content including articles, journalistic reports, and compelling video summaries that may prove difficult even for trained journalists to match.

Information Verification and Fact-Checking: Verifying media content and assessing the accuracy of its information has become accessible to any journalist employing artificial intelligence, through highly sophisticated algorithms that assist in combating false and misleading news.

Multimedia Enhancement: Artificial intelligence provides tools for improving multimedia content, such as automated video editing, image recognition, and speech-to-text capabilities, rendering content creation more straightforward and dynamic.

Innovation and Future Readiness: The adoption of artificial intelligence in journalism and content creation positions newsrooms that embrace this approach at the forefront of technological developments, ensuring their sustained competitiveness in a

rapidly evolving media landscape.

2.2 Applications of Artificial Intelligence in Media Practice

Journalistic practice has revealed a wide range of domains in which artificial intelligence may be deployed within media work. Among the notable experiences of utilising artificial intelligence and capitalising upon the technologies of the Fourth Industrial Revolution is that of the Reuters News Agency, which has already taken the first steps towards enabling AI technologies to perform specific tasks in news production through the development of its electronic newsroom, Lynx Insight. This system is used by journalists for news organisation, internet-based information gathering, idea generation, data analysis, and even the writing of complete sentences when required. The principal areas of artificial intelligence deployment in journalistic work may be summarised as follows (Lararah, 2023, p. 114):

Automated Information Gathering, News Editing, and Distribution Without Intermediaries: AI programmes have demonstrated their effectiveness in analysing vast quantities of textual data and extracting useful information from data published across numerous print and digital journalistic publications, as well as from writings, comments on social media platforms, photographs, graphics, and video.

Enhancing Journalistic Work: Artificial intelligence systems are used to strengthen the processes of gathering and processing news. These systems help to identify a number of typographical and informational quality errors, and have been shown to reclaim up to 20% of journalist time previously consumed by routine, less creative tasks.

Automated Fact-Checking and Countering Fake News: Although artificial intelligence may contribute to synthetic discovery, it is equally capable of generating fabricated news. However, AI systems are able to verify information, validate images and video clips through image recognition, metadata analysis, and real-time comparison against

databases.

Automated Content Analysis and Moderation: Artificial intelligence systems can analyse and sort content automatically, carrying out automated oversight of hate speech, discrimination, and violence. That said, automated content analysis has its limitations; even the most advanced AI systems used by platforms may not always prevent the publication of violent images at the moment they occur.

Deployment of Chatbots for Interaction and Engagement: Advances in artificial intelligence enable the increasingly sophisticated analysis and understanding of messages through natural language processing technology and machine learning capabilities. Whether for information consumption or customer interaction, Marketing Gartner projected that 85% of interactions would involve no human agent by 2020, reflecting the growing sophistication and personalisation of automated dialogue.

Artificial Intelligence in Audio Services: Natural language processing and voice recognition have led to the development of chatbots, conversational agents, and smart speakers capable of engaging in dialogue with human users. It has been reported that 20% of all searches are already voice-activated, with this figure expected to reach 50%. Google's AI is capable of recognising voices it has never previously encountered, and AI-powered voice systems can assimilate the tones and formats of human news presenters after only a few hours of text-to-speech training.

Short Video Production: Artificial intelligence systems can automatically generate short video clips from written texts.

2.3 Domains of Artificial Intelligence Algorithm Deployment in Digital Media

The deployment of algorithms on social media platforms constitutes an automated programming mechanism through which platforms such as Facebook and Instagram organise the content presented to users' content that varies from one user to another. There is no uniform mechanism for

social media platform algorithms; each website and platform has its own algorithm, which typically changes over time.

The key domains of artificial intelligence algorithm deployment in media may be summarised as follows (Topol, 2019, p. 195):

Measuring, analysing, and transcribing cognitive patterns from the brain ,a development with the potential to bring about a revolution in numerous applications.

Personalising the content presented to users on platforms: When content appears before social media users, it does not do so arbitrarily , it is the product of their digital data and the continuous tracking of their interaction history on the platform. Artificial intelligence technologies analyse all of this and generate algorithms that determine what users see first and what they see last.

Employing artificial intelligence to block content that violates platform policies: In the early stages of a platform's growth, content violations were managed through user reports followed by company review; artificial intelligence is now used to identify and handle published content automatically.

Using artificial intelligence to protect privacy: Social media platforms and user accounts are subject to large numbers of hacking and intrusion attempts; artificial intelligence plays an important role in providing the requisite protection and security and in closing vulnerabilities.

Location-mapping systems: Some social media platforms have established mapping systems based on satellite imagery, analysed by artificial intelligence systems and compared against user movement patterns, which have assisted communicators in covering journalistic events and accurately locating them.

AI-based translation: Given the large numbers of social media users who encounter barriers related to language, platforms have found it necessary to develop multilingual translation features. Automatic translation software constitutes one of the core elements of Google's algorithms.

3.The Algerian Experience in Employing

Artificial Intelligence Systems for Media Content Production

In the era of digitisation and extensive digital transformation, the role of artificial intelligence as a vital tool in combating fake news is growing. AI tools enable the analysis of large volumes of data and the more effective identification of false information. Artificial intelligence has thus come to be regarded as a significant opportunity for enhancing media capabilities and ensuring the flow of accurate and reliable information ,an imperative that cannot be avoided in the context of digital transformation.

Algeria, like other countries around the world, has taken steps to integrate artificial intelligence technologies into the media sector. Several experiences may be noted in this regard (Hassan & Mohamed, 2022, p. 47).

3.1 The Algerian International Channel (AL24 News) and the Use of Augmented Reality

The Algerian International Channel obtained three-dimensional image-like content using augmented reality technology. This technology can produce results resembling holographic images without the use of lasers; it merges two studios into one, also without laser technology. This process has been used by numerous global channels, including in sports coverage and war reporting. The Algerian International Channel employed it during its coverage of the Mediterranean Games in Oran, Algeria, in June 2022.

The channel's director, Mr. Salim Agher, acknowledged in an interview that the new technology was inspired by international television stations particularly German ones and that his channel was the first African television station to present this technology. Despite its technical complexity, the channel's technical team proposed the idea to management, who were initially resistant. The concept of experimenting with a new technology was nonetheless adopted in the spirit of change and thinking outside conventional frameworks. Although the idea was not expected to succeed or resonate with

viewers, it ultimately succeeded in improving the quality of news coverage.

In the broadcast, the rooftop studio and the central studio at the capital's headquarters were merged into a single scene. A journalist correspondent stood before a wall covered by a green screen. Special effects facilitated his extraction from the studio using "Chroma" (embedding) graphic software, which was integrated into the capital's studios. The scene began with a phone call from Karim Belarbi, a channel journalist travelling to Oran for event coverage to Ramzi Ouafi, a journalist at the central studio in Algiers. After the studio journalist greeted his colleague in Oran, the camera revealed that the latter was indeed in Oran, whereupon he made a gesture suggesting to viewers that he had descended from the rooftop and entered the central studio when in fact he was in the Oran studio.

A new scene was then constructed to create the impression that both journalists were in the same studio, with the correspondent beginning to respond to his colleague's questions for approximately three minutes, continuously reading his report in detail.

The correspondent did not stop reading his report for three minutes, sometimes from an angle that made him appear to be looking at his colleague, and sometimes at his notes.

The studio journalist was shown only from an angle suggesting he was looking at the correspondent, with his head appearing to follow what the correspondent was saying.

During the use of augmented reality technology, neither journalist responded to, repeated, or debated the questions they simply nodded in agreement. When the interview concluded, the journalist turned and exited through the door of the central studio back to Oran.

Viewers at home will notice that the director used three camera angles: the first trained on the correspondent in the studio, the second on the reporter in the studio, and the third showing both individuals composited into a single frame on screen. According to the channel's director, who oversaw the entire process, however, the reality was otherwise.

Notably, neither the central studio journalist nor the field correspondent mentioned at any point at the beginning or end of the broadcast that any particular technology had been used, leaving viewers in a state of intrigued uncertainty before a visually spectacular presentation.

3.2 The Likaa Media Network

The Likaa Media Network is the first media institution in Algeria to use artificial intelligence in presenting its news. This institution has taken a significant step in integrating digital technology into its institutional strategy, becoming the first media organisation in Algeria to use artificial intelligence and robotic technologies for reading and processing news. As an initial experiment, the Likaa Media institution initially relied upon the familiar Virtual anchors in anticipation of the design of additional digital characters to read and present a range of news items in the future. This strategy is the first of its kind in Algeria and demonstrates a strong commitment to the application of technology in the media sector (Al-Zahrani, 2022, p. 77).

3.3 Applications of Artificial Intelligence in Algerian Public Broadcasting Institutions

Applications of artificial intelligence in Algerian public television are currently limited to certain basic uses, such as speech recognition and written text recognition. There is no comprehensive strategy or plan for the adoption of artificial intelligence technologies in Algerian public television; current applications do not exceed 10–15% of total operations and activities.

Compared with leading global television channels, the use of artificial intelligence in Algerian television remains at an early stage and requires considerably more development and investment. In overall terms, the level of artificial intelligence adoption in Algerian television is low and requires substantial effort to promote the integration of these advanced technologies in the future, a process that will necessitate the formulation of a clear strategy and the allocation of adequate financial resources. The principal applications currently in use

include:

Speech and written text recognition systems to improve editing and television broadcasting processes.

Smart tools for analysing interactive data and identifying viewing patterns.

Certain automated solutions for the generation of routine content, such as simple news reports.

In general, the use of artificial intelligence in Algerian television remains limited to specific applications, with no comprehensive strategy in place for adopting these advanced technologies.

3.4 The Future of Algerian Media Institutions in the Age of Artificial Intelligence

The media industry has begun using algorithms to produce media content relying on artificial intelligence, giving rise to the concept of 'robot journalism' created by computer software that automates news production within media institutions.

3.4.1 The Emergence of AI Journalism

Media in general may be among the sectors most extensively penetrated by artificial intelligence, without foreseeable limitation. In the aftermath of the COVID-19 pandemic, major global media institutions began accelerating their adoption of advanced technologies such as artificial intelligence in order to remain viable in an era where technology competes with major domains of human employment. Audiences around the world will recall the Chinese news agency's broadcast, some years ago, of the world's first virtual news presenter, a development that merged real-time audio and video recording with a virtual character using technology that simulates human cognitive capacities. This was followed by the emergence of the Korean virtual presenter 'Kim', who appeared alongside a real presenter to read a news bulletin and exchange dialogue, reflecting a clear advance in artificial intelligence within the media domain (Atiyyah Mohamed, 2022, p. 33).

This form of AI journalism is distinguished by several key features:

Accelerating the processes of data collection

and analysis, and generating reports more rapidly and accurately while improving the user experience in consuming media content, refining advertising targeting, and reaching appropriate audiences, and enhancing the reading and viewing experience through AI technologies such as voice search and automatic translation.

Supporting Routine Journalistic Tasks: AI-powered devices are capable of performing the routine journalistic tasks familiar to newspapers; through the services that AI provides to these devices, they can issue instant and regular notifications and alerts concerning events occurring around the world.

Automated Generation of News Articles: Among the most notable examples of this function is the natural language generation algorithm in which The Guardian participated in developing. A further prominent example of AI in the media sector is the automation of online newspapers, where smart devices equipped with AI services can automatically search for and verify news, organise and formulate news according to a specific pattern determined by specialist writers, and publish and share newspaper content in a manner routine manner analogous to that of human employees. These technologies can also be used in numerous other domains, such as checking bulletins for typographical errors and correcting language.

3.4.2 Integration of Media Practitioners with Artificial Intelligence Technology

Within media institutions, there are concerning indicators that artificial intelligence and the digital revolution are shifting from serving human beings to competing with them from supporting human capabilities and skills to threatening to replace those who believe in the value of the internet revolution and information technology, in the complete dispensing with human labour. This is perhaps the last scenario envisioned by those who championed human empowerment and augmented human capacities for greater creativity, excellence, and advancement.

3.4.3 The Emergence of Robot Journalism

The literature indicates that the past two decades have witnessed a significant surge in automation activities and the use of robots, both in scientific research and in attracting public attention to what appears to be an activity of boundless and diverse possibilities. This period has been accompanied by a clear maturation of robotic technology, from simple robots to increasingly complex ones, including robots for inserting integrated circuit chips onto printed circuit boards (Breik, 2020, p. 69).

Robot journalism, created by computer software, is associated with the process of news automation in media institutions, a development that has raised significant concerns including the displacement of journalists and their replacement by artificial intelligence technologies. Although automated journalism technology remains in its early stages, the literature indicates that the first news story prepared with the assistance of algorithms was written more than forty years ago at Yale University in the United States.

Over the past decade, and with the increasing use of algorithms, the journalism profession has continued to change substantially in response to these technological shifts. The media industry has begun using algorithms to produce news from structured data without human intervention. For example, the Associated Press began using algorithms in 2015, deploying Wordsmith, a software tool developed by Automated Insights to produce news reports on companies. Algorithms have shaken the journalism industry through their capacity to generate thousands of news stories on a specific topic while committing fewer errors than journalists, prompting the question of whether algorithms would gradually eliminate journalistic work altogether.

Over the past few years, interest in using algorithms in the fields of journalism and media has grown considerably. With advances in this domain and the availability of so-called big data, the methods and

approaches through which journalistic information is sought, analysed, and distributed have undergone significant transformation. It has become apparent that the use of algorithms will change the patterns of information gathering, analysis, distribution, and writing from the previously dominant mode to new formats raising important questions pertaining to the technical, cultural, economic, political, professional, and ethical dimensions of journalistic and media work in the light of the major transformations underway in the technical field.

4. CONCLUSION

In conclusion, as artificial intelligence technologies continue to be adopted at a remarkable pace around the world and across diverse fields from economics and education to media artificial intelligence is no longer a mere theoretical concept drawn from science fiction; it has become an inseparable part of our daily lives. The media sector, in particular, has undergone a radical transformation in the ways in which information is gathered, analysed, and presented to audiences. In this context, Algerian media institutions have begun to recognise the importance of embracing these technologies and benefiting from them in order to enhance their competitive capacity and achieve a qualitative leap in service delivery.

The digital transformation of Algerian media is not an option but an urgent necessity imposed by technological developments and the growing demands of audiences. Despite the numerous challenges facing this transformation including infrastructure deficiencies and a shortage of trained personnel the opportunities that artificial intelligence offers to Algerian media are, at the very least, immense and worthy of investment and sustained attention.

It is therefore essential to understand how artificial intelligence can contribute to improving the quality of media content and presenting it in more innovative and interactive ways. The capacity to analyse large data sets with speed and precision

enables media institutions to provide personalised content that meets the diverse and evolving interests of audiences.

The digital transformation of Algerian media represents a golden opportunity to strengthen its role and influence in society, and to render its content more relevant and effective for audiences. With the continuation of technological developments, it becomes increasingly necessary for media institutions in Algeria to adopt a proactive approach to the use of artificial intelligence through investment in technology and infrastructure, training of human resources, and the development of effective strategies for the utilisation of these technologies.

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