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Artificial Intelligence in Public Relations

- From the inevitability of modernization to the dialectic of change –

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Abstract:
Public relations has an important role in organizations, as it relies on communication skills and creativity to build a positive image of itself and enhance its interaction with its internal and external audiences alike. With the development of artificial intelligence, and the radical transformations that this field is witnessing in the methods and techniques used; this study came to highlight the enormous potential of artificial intelligence to bring about real changes in public relations, starting from accurately analyzing data and customizing messages that suit the needs and interests of the audience to providing innovative solutions that enhance the quality of communication in the organization. To achieve this transformation effectively, it has become necessary to shift from modernization to change in order to ensure the integration of artificial intelligence with public relations visions and goals.

Keywords: *Artificial Intelligence (AI); Change; Digital Public Relations; Modernization; Public Relations (PR); Technology .*

I. Introduction

The criticism of the public relations industry has often been that it is slow to adapt to changing technological developments. There is perhaps a fair amount of truth in this critique. (Whatmough, 2019)

But as artificial intelligence continues its evolution, it possesses the transformative potential to open innovative pathways that enhance and redefine the efficacy of public relations practices, compelling professionals to develop new strategies previously unforeseen.

So the integration of artificial intelligence in public relations represents a particularly dynamic and promising frontier. The available tools encompass a spectrum ranging from conventional chatbots to advanced, multifunctional platforms. Within the public relations domain, artificial intelligence has already assumed diverse functions and is progressively expanding its applicability. Given the internet-centric nature of many public relations activities, the capacity of artificial intelligence to process and evaluate extensive datasets within moments renders it exceptionally well-suited to this discipline. Analytical tasks that might traditionally occupy human teams for days can now be accomplished by artificial intelligence in seconds, delivering insights that are both highly accurate and current.

Artificial intelligence has proven important in simplifying routine tasks in public relations. This is through its workflow automation capabilities such as scheduling and managing social media content, drafting press materials, reacting to customer queries through emails and text messages, compiling media guides, and even documenting meeting notes...And other various activities practiced by public relations. As these technologies develop further, cultivating a solid understanding of their utility and applications will become indispensable for public relations professionals seeking to stay relevant in this increasingly AI-driven landscape.

From the above we will try in this research paper to understand :

- What is Artificial Intelligence (AI) ?
- What is Public Relations (PR) ?
- What is the role of Artificial Intelligence in Public Relations ?
- How Artificial Intelligence is impacting Public Relations ?
- How Is Artificial Intelligence Used in Public Relations ?
- What are the benefits of Artificial Intelligence in Public Relations ?

1. Conceptual Framework

1.1. Artificial Intelligence (AI)

Artificial intelligence is a type of computer technology which is concerned with making machines work in an intelligent way, similar to the way that the human mind works. The abbreviation (AI) is also used. (Collins Dictionary, May 2025)

Artificial intelligence is the exploration and application of computer systems or machines equipped with qualities resembling those of the human brain, such as interpreting and generating language in a human-like manner, recognizing or creating images, solving problems, and learning from provided data. (Cambridge Dictionary, May 2025)

Artificial Intelligence (AI) refers to the capability of a digital computer or a robot controlled by a computer to carry out tasks typically linked to intelligent entities. This concept is often associated with efforts to create systems equipped with cognitive functions resembling those of humans, including reasoning, interpreting meaning, generalizing, and learning from previous experiences. (Dictionary Britannica, May 2025)

Artificial Intelligence (AI) is a scientific field focused on developing machines capable of solving problems that typically require human intelligence. Marvin Minsky, a renowned cognitive scientist and pioneer in AI, introduced this definition in his work (On the Way to Building Artificial Intelligence). According to Minsky's perspective, not all machines performing specific tasks can be categorized as artificial intelligence. Truly intelligent machines stand out with their ability to analyze situations, learn from the process, and make decisions accordingly emulating human thought processes while carrying out their functions. (El-Farra, 2012)

Artificial intelligence or AI, encompasses systems designed to exhibit intelligent behavior by observing their surroundings, processing information, and making decisions autonomously to accomplish defined objectives. These systems may exist purely as software operating in virtual environments, such as voice assistants, image recognition programs, search engines, or facial and speech recognition tools. Alternatively, AI can be integrated into physical devices, including sophisticated robots, self-driving vehicles, drones, and various Internet of Things applications. (European Commission, 2018)

Through the previous definitions, we can say that artificial intelligence has these different traits:

- Capable of predicting and adapting, AI uses algorithms that discover patterns from huge amounts of information.

- Makes decisions on its own, AI is capable to augment human intelligence, deliver insights and improve productivity.

- Continuous learning, AI uses algorithms to construct analytical models. From those algorithms, AI technology will find out how to perform tasks through innumerable rounds of trial and error.

- AI is forward-looking, AI is a tool that allows people to reconsider how we analyze data and integrate information, and then use these insights to make better decisions.

- AI is capable of motion and perception. (Ziyad, 2019)

Thus, and through what is presented in the definitions above, Artificial Intelligence is a technology that mimics human intelligence to perform various tasks.

1.2. Public Relations (PR)

The term ‘public relations’ has evolved considerably since the early 19 th century, when it was first used by the third president of the United States, Thomas Jefferson (1743-1826), in a statement to the 1802 Congress. (Lamarche, Maisonneuve & St-Amand, 1999)

The Institute of Public Relations (IPR), established in 1948, is recognized as the UK's foremost professional organization for public relations practitioners. Its 1987 definition remains relevant today: Public Relations involves a deliberate and continuous effort to build and uphold goodwill and mutual understanding between an organization and its audiences. (Theaker, 2001)

Public Relations is a strategic communication process that builds mutually beneficial relationships between organisations and their audiences. (Catellani, Sauvajol-Rialland & Allard-Huver, 2022)

Public Relations is a strategic management function focused on building, nurturing, and sustaining positive and mutually beneficial relationships between an organization and the key audiences that influence its success or failure. (Cabot, 2012)

The PRSA explanation of public relations focuses on excellent management of organisational communications in order to gain mutual understanding with stakeholders, but it nevertheless does concede that public relations aims to influence and frame perceptions. This

was accepted in early definitions of public relations with Edward Bernays proposing in 1952 that public relations has three meanings :

1) information given to the public,

2) persuasion directed at the public to modify attitudes and actions,

3) efforts to integrate attitudes and actions of an institution with its public. (Rees, 2020)

Almost all definitions of public relations agree that at some level it is a discipline concerned with an exchange of information. In practice, this usually involves the management of an organization trying to convey this information to external and internal audiences and, to varying degrees,trying also to receive information from a range of stakeholders. (Phillips & Young, 2009)

The number and diversity of definitions proposed by public relations scholars and practitioners are, to some extent, understandable. This can be attributed to the field's relatively brief history as a modern discipline and its inherent ability to evolve with shifting business landscapes. (Hutton, 2007)

We can say from the above that Public Relations is the bridge of communication that is built between the organization and its publics.

1.3. Digital Public Relations

Digital public relations involves managing public relations activities within the online realm, encompassing cyberspace, the internet, and the World Wide Web (WWW). It also extends to utilizing the extranet to facilitate effective two-way communication with various audiences who have internet. (Ezeah, 2005)

Digital public relations focuses on distributing online news releases to keep stakeholders informed about an organization's services or any updates to them. It harnesses the reach of journalism networks and the expansive capabilities of the Internet to share information effectively. (Gifford, 2010)

Digital public relations is Planned and intentional public relations efforts and activities practised through modern digital tools and systems. (Al-salhi, 2021)

Digital public relations is a thoughtful and planned process that uses all digital means and systems to facilitate communication with the internal and external publics of the organization with the aim of improving and maintaining relations between them and creating a good mental image around them. (Yanon & Rachdi, 2023)

Digital public relations involves managing an organization's communication with its audiences through online platforms. This includes utilizing websites, messaging services, and other internet-based tools that share information while integrating text, graphics, images, and videos. (Farhat, 2024)

According to the previous definitions, Digital Public Relations is generally the practice of well-known public relations activities, but based on digital technology.

II. Artificial Intelligence is changing Public Relations

2.1. The Role of Artificial Intelligence in Public Relations

AI is increasingly supporting PR professionals with daily, repetitive tasks like drafting press materials, transcribing speeches, generating media lists, composing emails, and preparing reports. While this list of contributions is impressive, the true power of AI lies in its analytical capabilities. AI-driven tools can identify trends, analyze sentiments, and produce precise

insights in real time. These data-backed findings empower PR professionals to make informed decisions and develop proactive strategies for their campaigns.

This advances the discussion to a pressing question: how will PR professionals adapt and thrive amidst the rise of AI ? For now, they remain irreplaceable. However, the extraordinary potential of AI also sparks concerns about its impact on humanity, a sentiment shared by influential figures like Bill Gates and Stephen Hawking. Kaplan argues that AI's proactive contributes to a perception that machines are intent on supplanting human capabilities. (Liew, 2021)

2.2. The Impact of Artificial Intelligence in Public Relations

The Chartered Institute of Public Relations (CIPR) has long been dedicated to helping professionals grasp the implications of artificial intelligence on the public relations industry. In May 2018, the publication of Humans Still Needed , authored by Jean Valin, explored how evolving technologies, particularly AI, were influencing PR practices at that time. The report also sought to forecast AI's impact on professional skills over the following five years.

The project involved a comparison between a database of 200 tools, crowdsourced from CIPR members and practitioners by Andrew Bruce Smith and Stephen Waddington, and the Global Alliance Global Body of Knowledge (GBOK) framework. This framework was initially developed under Jean Valin's leadership and later adapted into a capabilities-based model by a team led by Anne Gregory.

The findings revealed that, as of 2018, 12% of the 52 core skills employed by PR professionals could be either complemented or replaced by AI technologies. Additionally, it projected this figure might rise to 38% by 2023. Given these developments, undertaking a comprehensive review of the tool market within public relations is both relevant. (Brinker, 2023)

2.3. The Use of Artificial Intelligence in Public Relations

AI is a fast-paced and ever-changing technology ; so these tools of AI are used in public relations :

2.3.1. AI-powered tools and automation

- **Media monitoring and analysis**

AI can be exceptionally useful to PR experts when it comes to monitoring media coverage and evaluating sentiment toward their clients. This functionality helps them to track brand perception, gauge the success of the media campaigns, as well as identify opportunities for media engagement. (Hutchison, 2023)

AI-driven media monitoring platforms have transformed the way PR professionals oversee and interpret brand mentions across digital channels. Cutting-edge tools now provide swift and highly accurate tracking capabilities across news outlets, social media, blogs, forums, and more. Leveraging advanced Natural Language Processing (NLP) algorithms, these systems go beyond basic sentiment categorization, delivering nuanced insights into public opinion and identifying subtle trends as they emerge. Alert mechanisms keep PR teams informed in real time about critical mentions or potential threats to reputation, enabling them to promptly engage with developing conversations. (Rodsevich, 2025)

The volume of data on the internet is expected to reach 181 zettabytes by 2025. In this data-rich environment, AI offers public relations professionals the ability to analyze vast amounts of information within seconds. Advanced AI algorithms deliver accurate, real-time media analytics and filter out irrelevant content to highlight the most impactful stories for a brand. This capability empowers PR teams to make faster, smarter decisions and focus on what truly matters. (O'Connell, 2025)

● Automated content creation

AI-driven content creation is transforming how press releases and social media posts are developed. Leveraging natural language processing, AI systems can now craft articles that closely resemble human writing. This is made possible by sophisticated algorithms capable of producing text that reads authentically. Automated content creation has progressed well beyond basic text generation, with modern AI systems able to write in multiple languages, optimize for SEO (Search Engine Optimization), and tailor content variants to suit diverse audience preferences. (Rodsevich, 2025)

And also the generative AI, which generates new content based on a prompt and includes tools like ChatGPT from OpenAI, has catapulted into the spotlight. This type of AI in public relations can create press releases, social media posts, headlines, interview questions, and outlines, and quickly customize it for different target audiences. With text-to-video and other visual capabilities, it can also make quick, high-quality images and videos for social media, blog articles, and more. However, generative AI does have limitations, so make sure you have a process and optimized workflows with human oversight in place. (O'Connell, 2025)

PR experts can use AI tools to create high-quality videos using the newest AI animation software. Video content is highly sought after, with approximately 80% of online content being in this format. Due to AI, it is now possible to produce videos without the need for a crew, actors, sets, or complicated editing software. In just a few clicks, PR experts can create a video that is engaging and ready to be posted on social media. All they would need is an article or script. (Hutchison, 2023)

● Predictive analytics for trend forecasting

Predictive analytics has transformed public relations by leveraging AI and machine learning to anticipate trends and enhance campaign strategies. Sophisticated systems process vast amounts of historical and real-time data, including social media interactions, news trends, and consumer behavior insights, to deliver more informed and effective planning. (Rodsevich, 2025)

● Sentiment analysis

Through AI, PR experts can conduct sentiment analysis, enabling them to monitor, measure and handle public sentiment toward brands, campaigns or public figures. AI tools can scan online chats, social media mentions, and news stories in order to determine public sentiment toward a brand or organization. This enables them to spot positive and negative opinion patterns, track the impact of PR activities, and actively manage and protect brand reputation. (Hutchison, 2023)

Brand sentiment analysis goes beyond basic media monitoring or social listening by offering deeper insights into how audiences truly feel about a brand. The most advanced AI tools in public relations elevate traditional sentiment analysis by contextualizing language, recognizing subtle nuances, and interpreting multiple viewpoints within a single post. By uncovering the underlying intent behind online conversations, AI provides PR professionals with a more accurate and comprehensive understanding of public perception empowering them to respond strategically and in real time. (O'Connell, 2025)

● Creating media lists

AI-powered tools are transforming the process of creating media lists. By leveraging machine learning algorithms, these tools can analyze vast databases of journalists, bloggers, and influencers, generating highly targeted lists tailored to specific campaign goals and audience demographics. Real-time updates ensure the lists remain current, identifying inactive contacts and seamlessly incorporating new ones, all through automated systems. Additionally, some

platforms utilize predictive analytics to recommend the contacts most likely to respond positively to a pitch. (Rodsevich, 2025)

AI is transforming media outreach and relationship management in public relations by streamlining processes and enhancing precision. It helps PR professionals identify and connect with the most relevant media contacts by analyzing real-time signals such as changes in journalists' affiliations, beats, and contact details while also offering insights into their engagement patterns. Additionally, AI can suggest new contacts based on prior outreach behavior, significantly reducing the time spent compiling media lists and allowing professionals to focus more on cultivating meaningful, long-term relationships. (O'Connell, 2025)

- **Chatbots**

Engaging with customers in real time fosters trust through meaningful conversations. Chatbots play a key role in this process by facilitating seamless data sharing. Available 24/7, they ensure that inquiries are registered and automatically routed, maximizing the capture of potential leads. Additionally, chatbots efficiently direct interactions with prospective clients to the appropriate team, streamlining the communication process. (Rodsevich, 2025)

Chatbots (interactive AI systems that simulate human conversation) have evolved far beyond simply handling customer complaints. Today, businesses use chatbots to answer frequently asked questions, provide personalized product recommendations, and even manage internal communications by automating routine tasks. By enhancing customer satisfaction and operational efficiency, chatbots serve as a vital bridge between public relations and artificial intelligence, enabling organizations to deliver timely, consistent, and engaging interactions across platforms. (O'Connell, 2025)

- **AI influencer scoring**

AI algorithms have advanced to the point where they can effectively evaluate an influencer's authenticity by analyzing various aspects of their performance to determine their impact and alignment with a brand's values. These technologies go far beyond just examining follower counts, delving into details like follower demographics, engagement metrics, and sentiment analysis of follower feedback, which identifies both positive and negative reactions to posts. Additionally, AI can uncover artificial followers, bot-generated activity, and inflated engagement, offering a comprehensive view of an influencer's genuine influence. (Rodsevich, 2025)

2.3.2. Enhanced data analysis and insights

- **Advanced audience targeting**

For a PR campaign to achieve success, understanding and connecting with the right audience is essential. Modern PR professionals leverage AI-powered tools to analyze extensive datasets related to demographics, psychographics, and behavioral patterns. These advanced tools provide accurate insights into consumer preferences, behaviors, and even future actions. This level of precision has led to notable improvements in engagement rates and Return on Investment (ROI). By creating detailed audience profiles, PR experts can more effectively segment their target groups and craft messages that resonate deeply with specific audiences. Additionally, AI has made it possible to deliver personalization on a scale that was once out of reach.

- **AI and crisis management**

AI-driven early warning systems are revolutionizing crisis management across multiple industries. Advanced machine learning algorithms analyze vast amounts of data from diverse sources and networks, providing alerts about potential threats before they escalate into full-blown crises. (Rodsevich, 2025)

AI helps PR experts deal with crises and monitor the public reputation of a brand. During a crisis, PR teams can quickly figure out the public's sentiments with the help of AI tools. This lets them react effectively and limit any potential damage. AI algorithms can also find patterns and anomalies in online conversations, which can help predict new problems. By using AI, PR professionals can deal with problems ahead of time and maintain a good brand image. (Hutchison, 2023)

● AI competitor analysis

AI has the capability to analyze vast amounts of data from diverse sources, providing a comprehensive and timely overview of competitive performance. It can continuously gather valuable insights by integrating information about competitors, industry trends, and consumer behavior. These advanced systems excel at uncovering subtle market patterns, predicting competitor strategies, and benchmarking performance using PR-related metrics. (Rodsevich, 2025)

● Content optimization

AI has the potential to help PR teams come up with creative concepts and imaginative thought processes. AI tools such as ChatGPT and Writesonic, amongst many others, can provide PR experts with ideas quickly and effortlessly. They can structure their request to provide them with more useful information. (Hutchison, 2023)

An AI-powered SEO (Search Engine Optimization) tool revolutionizes PR content optimization by ensuring maximum visibility and reach on search engines. By analyzing search trends, user behavior, and competitor strategies, these tools empower PR professionals to tailor their content to align with search intent for greater effectiveness. They provide actionable suggestions, such as crafting high-performing meta descriptions and optimizing keyword placement and density, all while avoiding the pitfalls of keyword stuffing. (Rodsevich, 2025)

● Automated content distribution across multiple channels

Managing multiple social media platforms can be time-consuming. AI can simplify these processes and save time by automating things like creating content calendars, posting content, and replying to comments. It can also help you improve collaboration with your team and schedule and deliver messages at the right time, to the right audience. (O'Connell, 2025)

AI has revolutionized content distribution systems, fundamentally transforming how PR professionals share information. Advanced machine learning algorithms now analyze audience behavior patterns, time zones, and platform-specific engagement data to create tailored distribution schedules. Additionally, AI can seamlessly adapt content formats to suit various platforms while preserving consistent messaging, ensuring every channel receives the most appropriate version of the content. Real-time performance tracking further enables immediate adjustments, allowing AI to refine and optimize content dynamically as needed. (Rodsevich, 2025)

● A/B Testing

AI-driven A/B testing (also known as split testing or bucket testing) has transformed the way PR headlines and messaging are optimized. By using algorithms capable of testing hundreds of variations simultaneously, it evaluates user engagement metrics in real time. These systems assess factors like click-through rates, time on page, and social media shares to refine headlines and core messages. Predictive modeling goes a step further by forecasting long-term performance, enabling PR teams to make swift, data-informed decisions. Some advanced platforms even integrate adaptive learning models, allowing messaging strategies to evolve continuously in response to shifting audience trends and preferences.

● Media pitching

AI is reshaping the way pitches are crafted for journalists and news outlets. It can analyze past articles, preferred topics, tone, and recent coverage by specific journalists to create pitches that align with their interests. Tools like PRophet utilize generative AI to generate customized pitches, while predictive AI scans millions of articles to pinpoint journalists most likely to cover a particular story. By automating these processes, AI empowers PR teams to scale their efforts without compromising quality or relevance, maintaining a high degree of personalization. (Rodsevich, 2025)

Many different industries and professions use speech-to-text tools, which have been around for years. The most common use is to take notes in meetings, but today's tools are smarter than ever. With this type of AI, public relations professionals can automatically transcribe press conferences, media interviews, and conference presentations, as well as write speeches. (O'Connell, 2025)

● Measurement and campaign analysis

Advanced AI-driven attribution modeling is transforming the way PR campaign performance is analyzed. By leveraging machine learning, these models can assess how diverse PR strategies and complex multi-channel customer interactions work together to influence the overall success of a campaign. This shift represents a significant advancement in the field. Multi-touch attribution methods focus on capturing the contributions of various touchpoints throughout the customer journey, providing precise evaluations of each channel's influence. Meanwhile, data-driven attribution delves into historical patterns to identify trends, predict future channel performance, and determine the most effective PR tactics for achieving optimal results.

● AI-generated ‘focus groups’

AI-driven synthetic focus groups have revolutionized message testing in public relations, delivering quick and budget-friendly insights through advanced virtual characters. These AI-generated participants, equipped with cutting-edge natural language processing, simulate a diverse range of demographics and psychographics, enabling professionals to refine communication strategies with remarkable speed and precision.

Organizations can engage in live interactions with virtual focus group participants to gauge their responses to proposed messaging and campaign concepts prior to public rollout. This innovation empowers communications teams to fine-tune their messaging within days, significantly reducing the risks associated with misaligned or insensitive communication strategies. (Rodsevich, 2025)

2.3.3. Emerging AI applications

● Immersive journalism

Immersive journalism represents a modern and impactful approach to reporting, leveraging cutting-edge technologies like virtual reality (VR), augmented reality (AR), and 360-degree videos. This method transports individuals directly into the heart of events, transforming passive media consumption into active, first-person engagement through highly interactive and immersive experiences. (Rodsevich, 2025)

While AI can undoubtedly contribute to crafting engaging press releases and reports, the participation of human experts remains indispensable in the communication process. (Hutchison, 2023)

● AI-designed visuals

AI-driven visual communications have transformed public relations campaigns by introducing innovative ways to tell stories visually. Through generative algorithms, it is now possible to create tailored images and videos that align precisely with a campaign's objectives, enhancing audience engagement and strengthening the overall impact of the message.

● Video monitoring

Deepfake videos (manipulated content that imitates a person's image or voice) pose a serious threat to brand reputation. However, with the help of AI, such content can be detected by monitoring social media platforms. Advanced algorithms and deep learning technologies allow PR professionals to identify inauthentic videos by analyzing subtle visual and audio inconsistencies. As part of crisis communication, organizations can issue press releases detailing the steps taken to detect and address these threats. In an era of synthetic media and virtual reality, the ability to swiftly detect and counter deepfake is essential to safeguarding both organizational integrity and public trust. (Rodsevich, 2025)

● AI for ethics 'checks'

Today's advanced algorithms are capable of analyzing vast amounts of online data to assess a corporation's ethical standing, moving beyond traditional metrics. AI systems evaluate factors such as environmental impact, workplace conditions, and social responsibility to generate comprehensive ethical ratings. When integrated into public relations strategies, artificial intelligence can help identify and address potential ethical issues before they escalate, allowing organizations to maintain a responsible and trustworthy public image.

Leading companies like Microsoft have adopted internal expert panels to oversee routine AI-driven ethical audits, ensuring alignment with societal values. By enabling early detection of reputational risks, AI empowers organizations to implement proactive measures and uphold their commitment to ethical practices. (Rodsevich, 2025)

2.4. The Benefits of Artificial Intelligence in Public Relations

Artificial Intelligence for public relations has numerous benefits :

- Organizational Efficiency

- Customer Engagement

- Reputation Management

- Proven ROI .(O'Connell, 2025)

- Translate press releases

- Writing social media posts

- Writing a first draft of a press release

- Doing the backlash test

- Conduct research for a release or PR campaign

- Summarize content

- Getting the scoop on competitors

- Build pitch lists

- Set up a cost-effective media monitoring tool

- Generate or refine campaign concepts .(Mahler, 2025)

- Ease of communication

- Creating reports

- Reducing costs

- Return on investment

- Accuracy

- Efficiency and productivity .(Khalfi, 2024)

2.5. AI as a PR Enhancement, Not a Replacement

While AI has brought transformative advancements to public relations, it does not replace human PR professional. It enhances their work. AI excels at automating routine tasks, delivering data-driven insights, and optimizing campaign strategies. However, the heart of PR creativity, storytelling, and relationship-building remains firmly in human hands.

_ Where PR Professionals Still Lead :

• Crafting emotionally resonant brand narratives that foster trust and loyalty.

• Building and maintaining strategic media relationships that AI cannot replicate.

• Interpreting cultural nuances and tailoring messages to specific audiences and industries.

_ How AI and PR Teams Collaborate Effectively :

• AI manages the data; PR professionals shape the story.

• AI accelerates workflows; PR professionals cultivate key relationships.

• AI offers insights; PR professionals turn them into compelling narratives. (Hammers, 2025)

III. Conclusion

With the rise of artificial intelligence, it is essential to strike a balance between innovation and responsible application. By staying informed about AI advancements, addressing potential risks, and using the technology ethically, public relations professionals can harness AI to build more effective, efficient, and impactful communication strategies in the years ahead.

It is important to emphasize that AI will not replace PR professionals. Core human skills such as relationship-building, empathy, and strategic judgment remain beyond the reach of AI. Instead, PR practitioners must adapt and embrace AI as a powerful tool that enhances human creativity and decision-making.

As AI increasingly automates routine tasks like data analysis, content generation, and campaign optimization, PR professionals are freed to focus on higher-level thinking, innovation, and relationship development. In doing so, they can help translate complex technological advances into accessible and meaningful messages, ultimately fostering greater understanding and delivering a positive societal impact. (Rodsevich, 2025)

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