ES- SAOURA journal for human and social studies

ISSN: 2477-9881 EISSN: 2676-2153

Serial Number: 21 /Volume: 11

N°: 01 (2025), p 537-560

Media Practices: From Generative Artificial Intelligence to Super Artificial Intelligence

الممارسة الإعلامية: من الذكاء الاصطناعي التوليدي إلى الذكاء الاصطناعي الفائق

MENZRI Nadjet[1*], Dr. LARGUET Hocine[2]

[1] Mohamed Boudiaf University of M'sila (Algeria), Laboratory of research and studies in the new media, nadjet.menzri@univ-msila.dz

[2] Mohamed Boudiaf University of M'sila (Algeria), Laboratory of research and studies in the new media, hocine.larguet@univ-msila.dz

Received: 31/01/2025	Accepted: 24/06/2025	Published:30/06/2025

Abstract: This research aims to explore the impact of generative artificial intelligence on the media industry, and to analyze the future possibilities of super artificial intelligence and its potential impact on humans in general and journalists in particular, by conducting a projection on media practice Using the characteristics. Based on an analytical perspective that combines media studies with modern technological developments, the research analyzes current trends to provide a clear vision on how to reshape the elements of media practice in light of these technological transformations in order to reach an automated media with superior capabilities.

Keywords: Media Practice; Journalism; Artificial Intelligence (AI); Generative Artificial Intelligence (GAI); Super Artificial Intelligence (ASI).

ملخص: يهدف هذا البحث الى استكشاف تأثير الذكاء الاصطناعي التوليدي على صناعة الإعلام، و تحليل الإمكانيات المستقبلية للذكاء الاصطناعي الفائق و تأثيره المحتمل على الإنسان بصفة عامة و الصحفي بصفة خاصة، من خلال إجراء إسقاط على الممارسة الإعلامية اعتمادا على الخصائص. انطلاقا من منظور تحليلي يجمع بين الدراسات الإعلامية والتطورات التقنية الحديثة، حيث يقوم البحث على تحليل الاتجاهات الراهنة لتقديم رؤية واضحة حول كيفية إعادة تشكيل عناصر الممارسة الإعلامية، على ضوء هذه التحولات التكنولوجية وصولا إلى إعلام مؤتمت بقدرات فائقة.

كلمات مفتاحية: الممارسة الإعلامية؛ الصحافة؛ الذكاء الاصطناعي؛ الذكاء الاصطناعي التوليدي ؛ الذكاء الاصطناعي الفائق.

*Corresponding author

1. Introduction

Over recent decades, media practice has undergone rapid developments in light of the technological revolution that has radically changed the ways in which media production and distribution takes place. One of the most prominent of these shifts has been the emergence of generative AI and super AI, which are pivotal in reshaping the media landscape. Generative AI offers great potential in the production of media content, as these intelligent systems, such as advanced language models and automatic generation of images and videos, can automatically create media materials. This has accelerated writing and editing processes, improved production efficiency, and provided significant opportunities for personalization in the delivery of news that matches audience interests. However, this shift still raises questions and concerns, especially regarding the accuracy of information, achieving journalistic neutrality, and the possibility of algorithmic biases affecting the quality of content.

As for artificial superintelligence, the term has become a hot topic of research and debate in scientific and technological circles. AI refers to intelligent systems that exceed the capabilities of human intelligence in all areas, including logical reasoning, problem solving, and complex decision-making. Although super-AI has not yet been fully developed, progress in the development of Artificial General Intelligence (AGI) suggests that we are close to the point where these technologies are fully functional. What distinguishes AGI from current systems is its ability to adapt and innovate in a manner similar to the human mind, and even surpass it in some aspects such as complex data processing and the ability to continuously learn without human intervention.

In the context of media, super AI offers unprecedented opportunities, as it can help analyze vast amounts of diverse data, derive accurate insights into audience trends, and provide in-depth content based on accurate analyses of social and political data. In addition, it can enhance the ability of journalists to conduct in-depth investigations and provide them with advanced tools to uncover hidden patterns in complex events. With these opportunities, super-AI raises many concerns, such as its threat to press freedom and media independence, as these technologies can become a tool to steer public opinion in potentially harmful ways, especially if they are used by parties seeking to influence the public in unethical ways.

This study aims to explore the impact of generative AI and super AI on media practice by highlighting the characteristics of these technologies and their impact on journalism. The study will address the positives of generative AI that

open up new opportunities for media creativity and innovation in content production, while analyzing the associated challenges, such as concerns about information accuracy, algorithmic bias, and risks associated with data privacy. The study will address also super AI, which represents a critical turning point in the future of media, by exploring the opportunities it presents to journalists in analyzing complex data and producing innovative media content, as well as the potential risks that may arise as a result of the enormous ability of these systems to influence public opinion.

Through this analysis, the study aims to provide a comprehensive vision of how AI, both generative and super-generative, can be integrated into media work, while emphasizing the importance of developing legal and ethical frameworks that ensure the responsible use of these technologies and preserve the integrity and independence of the media in the face of these accelerating technological challenges.

In order to reach this intellectual construction, we present this theoretical contribution within the framework of the functional-constructivist paradigm and the Diffusion of Innovations theory.

Accordingly, we pose the following question:

How can the transition from generative artificial intelligence to super artificial intelligence reshape media practice?

Based on this question, we ask a set of sub-questions:

What are the characteristics of both generative AI and super AI? What are the benefits that generative AI has brought to the media industry and what are the challenges it still poses?

How far can ASI reach and what opportunities can it provide for media workers?

What are the potential risks if AI is actually released for humans in general and for journalists in particular?

2. Conceptual framework

2.1 Media Practice

Media practice is as multifaceted as the contexts in which it occurs. Generally, it refers to a range of rituals, work routines, and the values of media culture that are characterized by stability, despite the media field facing numerous crises. This practice revolves around the production of various news and media content by journalists in exchange for financial compensation. (Sadiq, 2015)

The concept of media practice emanates from the basic insight that technology, as such, does not carry any value, meaning, or even consequence, except in the

matter of active human exercise and application within concrete practice. (Christoph Raetzsch, 2020)

2.2 Artificial Intelligence

The term "Artificial Intelligence" (AI) lacks a singular, universally recognized definition; but the Oxford English Dictionary defines AI as "the capacity of computers or other machines to exhibit intelligent behaviour." By this definition we can say that AI would have the capability to perform tasks similar to human thought, learning, and action, and in some cases, surpass human capabilities. Such systems can analyze vast amounts of data, solve complex problems, make informed decisions, and undertaking creative works. (Introduction to Artificial Intelligence (AI) Technology, 2024)

AI has been described as a range of computer programs capable of solving complex problems by simulating human intelligence functions. The area falls within computer science for research work on software and intelligent machines. The concept principle behind AI bases its hypothesis that it's potential to adequately provide a description of human intelligence using concepts about computation. (Singh, 2019)

We should point out the types of artificial intelligence because the following terms are part of it.

Artificial intelligence is classified into three different types based on their complexity:

1. Artificial Narrow Intelligence (ANI): Known as Weak AI, it is designed to perform certain tasks, such as voice assistants and facial recognition.
2. Artificial General Intelligence (AGI): Called Strong AI, it is a conceptualized intelligence that can perform human-like tasks; however, it is still under development.
3. Artificial Superintelligence (ASI): A somewhat far-off concept in terms of achievement meaning, intelligence that surpasses human capabilities in all respects and becomes aware of itself.

These categories indicate various phases of development and expected capabilities for AI. (Soha jaber Aljaber, 2022) The rapid advancement of AI technology has led to the emergence of various classifications of AI models. One prominent category is Generative AI, which refers to AI systems capable of producing new content, such as text, images, music, and even virtual environments. (TYPES OF AI WITH EXAMPLES, 2024)

We should also clarify the difference between two types of AI that are often confused because their acronyms are so similar: Generative Artificial Intelligence

(GAI or AGI) and General Artificial Intelligence (GAI or AGI).

Generative AI is designed to produce new content, such as text, images, and music, by utilizing models like GANs and Transformers. This capability makes it a valuable asset across different industries. However, it is important to note that it represents a form of narrow AI, as it can only replicate human abilities based on patterns learned from specific datasets. In contrast to AGI, Generative AI does not possess genuine understanding or reasoning skills; it functions solely on statistical patterns. If AGI were to be developed, it would exhibit human-like cognitive abilities, enabling it to understand, reason, and make independent decisions. (AGI vs other types of AI: What's the difference, 2024) To further clarify, here is a simple table:

Table 1. The main differences between Generative AI and General AI

Aspect	Generative AI	General AI
Capability	Generates content based on patterns; limited scope.	Thinks, learns, and solves problems like humans
Understanding	Lacks true understanding; relies on data models.	Has real comprehension and reasoning.
Application	Used for automation and content creation	A future concept that could perform any human task.

Source: Prepared by the researchers based on website information (Marr, 2024)

2.3 Generative Artificial Intelligence

Generative AI is a set of AI technologies that create new content from large datasets they have been trained on using machine learning. This might mean text, image, video, code, sound, and more. Unlike the search algorithm type, generative AI is a technology that generates original content, such as articles or even songs. The most prominent models to date are language-based ChatGPT and image-based DALL-E, both from San Francisco-based OpenAI. Gartner projects that generative AI will account for 10% of data in 2025. Other similar models include Bloom, which supports 46 languages and 13 programming languages, and LLaMA, from Meta AI, which is a bit smaller. However, even while this technology is improving, it is best used to assist and not make decisions since it sometimes can also provide wrong information. (Adrian Cevallos, 2023)

2.4 Super Artificial Intelligence

Artificial Super Intelligence (ASI) is a type of artificial intelligence that goes beyond human capabilities in areas like decision-making, creativity, social behavior, and emotional connections. With the rapid advancement of technology, machines are able to learn new information and refine their skills, which contributes to the ongoing improvement of ASI. The concept of technological singularity arises when AI surpasses human intelligence, which could lead to significant transformations in human existence. As these systems continue to evolve, they possess the ability to learn and progressively develop a range of technologies. (Sowmyshree A, 2021)

Artificial Super Intelligence (ASI) is viewed as a concept for the distant future, where AI would need to exceed human capabilities in all areas to be recognized as ASI. This form of AI would have the ability to excel in remarkable tasks like the arts, decision-making, and emotional connections—fields that are currently seen as uniquely human. (Fourtané, 2019)

The difference between generative AI and super AI can be precisely defined by the following elements that outline the characteristics of each type, benefits, challenges, opportunities, and risks.

3. Generative artificial intelligence and Media Practice

Generative artificial intelligence is poised to transform the media industry in ways that are both profound and inevitable. This transformation will affect all forms of media, whether they are founded on moderation and integrity or are prone to falsehoods and triviality. Conventional constraints such as geography, legal frameworks, and governmental oversight on freedom of expression and the dissemination of information will diminish. Instead, the audience—the ultimate consumer of media—will emerge as the sole arbiter, assessing the credibility of content. Over time, and with accumulated experience, audiences will develop the critical skills needed to discern authenticity and make informed judgments about media materials.

This paradigm shift will ignite intense competition among media organizations, where success will hinge on the ability to act as “snipers of opportunities.” These forward-thinking entities will have a clear vision for the future, leveraging their current strategies to secure long-term relevance. By proactively embracing the ever-evolving technological landscape, these organizations will capitalize on every opportunity to innovate, refine their production methods, and enhance their creative output. They will achieve this by

integrating cutting-edge advancements in artificial intelligence into their operations, thereby reshaping not only their own practices but the broader media industry as well.

Conversely, the greatest casualties of this revolution will be the laggards-organizations that fail to adapt and innovate. Over time, these entities will devolve into mere consumers of advanced technologies or, worse, find themselves vulnerable to exploitation by more agile and opportunistic competitors. Their inability to keep pace with rapid technological and informational advancements will render them obsolete, as the market for AI-driven media increasingly rewards those who master the art of adaptation and foresight. (Duaa Hashem AI-Mimar, 2023)

3.1 Characteristics of Generative AI

Generative AI is the domain involved in the development of models and algorithms that will be able to generate new content similar to that in a given dataset. The models learn underlying patterns and structures present in the training data and use this knowledge to create new, original content. The major characteristics of Generative AI include:

- Creativity: The generative models of AI can give results perhaps not seen during training and have the capability to create a wide variety of unique outputs using learned patterns along with variations.
- Realism: In Generative AI, much like the datasets they were trained on, generated content should be realistic. The results of generation, whether image, text, or music, visually should make sense and be believable to human observers.

Learning from Data: Generative AI models draw insights from huge datasets and extract complex patterns and dependencies. Further, they apply this learned knowledge in generating new content by implementing those patterns and interrelationships. (What is the difference between AI and Generative AI?, 2024)

3.2 Exploring the relationship and applications

The relationship between AI and media has recently experienced remarkable development, brought about by the appearance of a variety of technologies that include machine learning, automated content creation, and speech-to-text programs. The newest discussions on integrating AI into media practices were revived with the emergence of such platforms as ChatGPT and MidJourney. These technologies increasingly feature in media production processes that involve content gathering, creation, and distribution, and which some scholars are aptly describing as "computational," "algorithmic," or

"automated" media production. One of the early adopters of AI, Thomson Reuters deployed it in 2006 for the automated production of financial news, triggering wider academic interest in the automation of media workflows.

It is also brought into light by research that AI has dual roles to play: efficiency and ethical challenges. Whereas it provides for trend analysis, information organization, personalized content delivery, and fighting disinformation, on the other side are issues related to algorithmic bias, the impact on traditional media roles, and ethical issues regarding mistakes and propaganda. For example, while some consider that AI undermines the traditional role of media professionals, others claim that humans remain central in media production processes despite technological shifts.

The economic perspective underlines the cost efficiency and productivity gains of AI, while studies suggest that AI enables faster and cheaper content production. However, there are questions as to whether AI can fully replicate human creativity, with implications for media business models. Geographically, studies explore varying levels of AI adoption, such as its limited use in Portuguese sports media due to economic barriers and its potential for improving practices in low-income countries like Pakistan.

The literature reflects the division between views on AI, seen either as a transformative opportunity or as a potential threat to media practices. Such a debate has been ongoing and nurtures research into theoretical and practical implications of AI in media content production, highlighting both benefits and limitations for the future of the industry. (Zaragoza, 2023)

_The applications of Generative AI (GAI) in news organizations can be categorized into three main types:

1. GAI Tools: In this model, GAI tools are not integrated into news organizations. Journalists subscribe to these tools individually in order to facilitate news production. To do this, they have to create an account since the tools are generally inexpensive and easy to access. Such examples include journalists using ChatGPT for rapid inquiries into a topic. One recent example is UK publisher Reach looking at how ChatGPT can automatically help reporters draft short news articles about the weather or traffic.
2. GAI Platforms: These come with APIs for content creation, analyzing content, sentiment analysis, event extraction, summary generation, personalized recommendation, editing, and visualization of content. The collaborative model requires that the journalists feed with textual data and

the machines generate and present content. Media plays an intermediary between end-users and GAI, GAI taking up the technical role of implementation, media having user interfaces for them. A prominent example is the interactive product by The New York Times, "A Valentine, From A.I. to You," which used ChatGPT to simplify creative processes based on design instructions.

3. GAI Systems: News organizations develop their own GAI systems, which are very technical and require a lot of resources. These systems embed the core editorial values and style of the organization in their frameworks. This is an expensive way to go, but it suits large media with huge financial capabilities. For example, Bloomberg developed BloombergGPT, a platform tailored for financial media needs. These can link directly to exclusive databases, such as real-time trading data, and provide highly personalized services during news production.

The three approaches often exist together within news organizations, while the integration of GAI reinforces the best journalistic practices. Advanced GAI systems are increasingly evolving to mimic human journalistic thought and expression that will continue to make news production more automated and efficient. (Yi Shi, 2024)

Various media outlets have initiated the application of artificial intelligence to achieve more effective operation performance in creating high-quality journalistic content. Several key media institutions use this software to do analysis and write automatic reports; more specifically, AP utilizes Wordsmith, while Reuters employs Lynx Insight to analyze large chunks of data that correspond with its reporting. The BBC uses AI in improving recommendations of content, while other outlets like Al Jazeera and Al Arabiya leverage these technologies to advance news production and distribution.

AI in investigative journalism fetches and analyzes data more efficiently with the help of Dataminr, Maltego, and DocumentCloud, while TinEye helps verify the authenticity of images. The writing itself has become easier and faster with AI tools that make the content accurate and engaging, enhancing the speed and quality of news production manifold.

Additional applications of AI in media include text-enhancing tools like DeepL Write and Quillbot, and dynamic conversational tools like ChatGPT. Meanwhile, the detection of AI-generated content is done with the help of tools like GPTZero. During production, AI is used to automate weather and sports reports, the

translation of articles. AI also plays a very important role in personalizing content according to user preferences and improving video editing to create high-quality clips efficiently and effectively. (Rahima Aissani, 2023)

3.3 Benefits

Artificial Intelligence comes along with a few of its benefits, like swift decision-making, cost-cutting, and increasing efficiency in different sectors. AI will automate processes and optimize production and make better decisions. The applications include personalized marketing, audience analysis, and user experience in the entertainment industry with the help of chatbots, voice recognition, and recommendation systems. AI gives great value addition to development and creative sectors that spur productivity through automating routine activities, hence cutting operation costs. Besides that, AI is more than a device for entertainment; it is an opportunity to reduce social inequalities, mainly in healthcare and education, by giving personalized service and useful insights for policymakers. (Filipovic, 2024)

Artificial Intelligence has totally changed the perspective of journalism, especially regarding increased efficiency and productivity. It is very crucial for automating routine tasks, such as data collection and analysis, thereby giving a journalist time for creative and analytical aspects of storytelling. AI contributes a lot to:

Advanced Data Analysis: High-volume data is processed in little time, thereby enriching the content of journalism and finding hidden stories behind the data, such as election reporting and financial markets.

Personalization of Content: It analyzes the user's behavior and preference, then allows AI to deliver personalized content for better audience engagement and loyalty between readers and news platforms.

Automated Reporting: AI enables the generation of precise and timely reports, such as financial summaries and sports results, that keep news coverage going on over and over.

_The integration of AI in journalism has managed to streamline processes, enhance the quality of reporting, and augment the capabilities of journalists-a sea change, if there ever was one. (Peter N. Amponsah, 2024)

While artificial generative intelligence is becoming more integrated into news organizations, many believe that it will serve to complement journalists instead of replacing them. They stress that human professionals will still be crucial in newsrooms. Current trends indicate that journalism remains essential for informing the public, suggesting that AI does not pose a threat to professional

journalism. IBM CEO Ginni Rometty points out that the true effect of AI is not about job elimination but about changing the nature and complexity of those jobs. In the end, AI offers a valuable opportunity for journalism by improving the process of information gathering. (Waleed ALI, 2019)

3.4 Current challenges

_ Abuse of Robotic Journalism

AI can make writing of news stories, in some cases, in seconds, which may lower the quality of journalism. The automated systems can also generate misleading or biased information; a good example is where the GPT-2 model generated arguments against recycling. This may impact society's trust by circulating fake or false news.

_ Unemployment

Increasing application of AI in journalism endangers the job security of human journalists. Giants like Microsoft have already laid off journalists and hired AI systems for similar work. History repeats itself-for every advent, for example, the printing press brought about the loss of scribes; similarly, automation may displace humans even from journalism.

_ Deepfake Technology

Deepfake videos misrepresent identities through AI manipulation, presenting misinformation as credible. Their reach has targeted influential figures and weakened public trust in both traditional and social media. If left uncurbed, deepfakes can destabilize political systems and democratic processes.

_ Undermining Creativity

Because AI works on pre-defined frameworks, the nuanced, imaginative, or context-rich journalism is hard to produce. Humor, irony, or metaphor commonly misses automatic content creation. Potential over-reliance could stunt critical thinking and creativity among journalists, necessary ingredients of quality journalism.

This is where AI, while offering efficiency, holds immense risks of misinformation, unemployment, erosion of creative potential, and public trust in unbridled application to news reporting. (What are the Positive and Negative Impact of Artificial Intelligence on Journalism, 2023)

New technologies, in particular AI, create unparalleled opportunities to advance freedom of speech and media, while at the same time they introduce extraordinary risks to human rights. AI machines reflect data and values that have been designed by humans and are, therefore, inherently biased. Certain states use

AI to conduct surveillance of citizens and independent journalism suppression-another modality for digital authoritarianism cultivation.

Major companies also use AI for filtering and ranking content for commercial purposes, placing free expression in jeopardy. These systems collect personal data to make money by targeted advertising-a practice now widely referred to as "surveillance capitalism."

Key issues with AI:

1. Content Moderation: AI tries to filter out harmful content but often lacks accuracy, leading to unwarranted censorship or letting harmful material pass.
2. Content Curation: AI, in the context of personalized content curation, further solidifies echo chambers, decreases media diversity, and thus feeds polarization and radicalization.

AI threatens media freedom through censorship, algorithmic bias, and the undermining of quality journalism, especially in countries with weak public service media or low internet penetration. (Haas, 2020)

How Artificial intelligence has influenced, or will influence, public discourse is not fully understood, but it certainly does. It becomes increasingly used to influence people's perceptions and behaviors since online intermediaries have turned into the information gatekeepers who manage media content and information flows through AI. These systems can be leveraged to suppress the press either by negative control “censorship” or by positive control “propaganda” or “attacks”. (Haas, 2020)

To summarize the aforementioned points regarding the impact of generative artificial intelligence on media practice, we present the following elements.

Artificial Intelligence influences three major stages in the field of journalism, namely:

1. Newsgathering: This consists of searching for topics, events, and information. AI helps filter and analyze a huge amount of data from social media and search engines. However, there are several challenges; for example, AI is unable to recognize journalistic values and human standards for selecting newsworthy topics.
2. News Production: AI can generate text, images, and video in a number of formats via generative AI technologies. Tools like ChatGPT, which was launched in 2022, are capable of producing completely new content. However, quality, transparency, and the upholding of journalistic values remain concerns, particularly when events require some element of creativity or human judgment.

3. News Distribution: AI speeds up the process of news distribution by making it more personalized and interactive, through notifications, recommendations, and comment filtering. It is also used in marketing strategies and audience analysis.

Key Challenges:

Ethical Issues: The transparency of news, credibility of news, and negative impacts on democracy.

Changing Competencies for Journalists: More knowledge concerning data and technology for journalists.

Balancing Technology and Journalistic Values: Integrity, objectivity, and the role of journalism as a public service should be preserved.

Highlights:

AI is a strong tool to save time and reduce costs but brings along with it job displacement and ethical risks.

The industry is at a structural crisis owing to technological and social changes, which makes innovation imperative for survival.

The power of AI, therefore, relies heavily on access to data and application in keeping with journalistic principles.

These changes bring the need for reflection on the future of journalism and how to handle the professional integrity of journalism with responsible AI use. (Fabia Ioscote, 2024)

4.Super Artificial Intelligence and Media Practice

Artificial superintelligence is one of the technological inventions that was considered fictional and almost impossible to realize, but with the acceleration of innovations related to the field of artificial intelligence, the activation of generative artificial intelligence, and talk about finding an actual scientific method to launch artificial general intelligence. This is where the talk of artificial superintelligence became more realistic, and scientists and researchers wrote in this field as an attempt to understand this invention whose intelligence exceeds human intelligence. So far, all hypotheses remain unrealized in reality, but the terrible acceleration with which AI is developing requires the study of all its variables first. This is what we will try to reach through this element by relying on studies, analysis and projection to make the picture clearer regarding the relationship of super AI to media practice and the opportunities and risks surrounding this context.

4.1 Artificial Intelligence Levels

By addressing the levels of artificial intelligence, we can recognize the level to which super-AI can reach, which contributes to a clearer idea of this innovation.

In July 2024, OpenAI proposed a five-level classification of AI, from the ground up to an organization completely autonomous in July 2024, and defined the development as follows: The five levels include:

1. Conversational AI: This lowest level is all about those systems designed for NLP and artificial human-like response generation. Systems such as ChatGPT developed by OpenAI, Alexa from Amazon, and Gemini by Google, which come with text- and voice-based user interactions.
2. Reasoning AI: On this level, AI will reason using sound logic and will make decisions independently. Such systems employ algorithms in analyzing data to draw conclusions or solve problems. An early version at this level is the experimental "o1" model by OpenAI.
3. Autonomous AI: In this level of AI, it involves systems able to perform and make decisions all by themselves. Such systems can dynamically adapt themselves to the changes in their surroundings, acting autonomously as well as independently when handling user-specified tasks without human intervention-supervision-while managing workflow.
4. Innovative AI: AI at this level can innovate independently, with critical thinking, to create new ideas, products, and solutions. This will mark a big leap in AI capability, which enables highly effective business development and the realization of goals.
5. Organizational AI: The final stage envisions artificial superintelligence capable of independently managing entire organizations. These systems would function as fully automated entities, handling all operational roles and continuously optimizing processes without human intervention. (Alkamli, 2024)

There are other references that categorize the levels of artificial intelligence into more than five levels and up to seven levels, as follows :

1. Knowledge Representation and Reasoning: This includes data structuring and modeling to draw inferences. Examples include medical diagnostics as expert systems.
2. Learning: It gives machine learning algorithms that learn patterns and make predictions. It powers recommendation systems and analytics.
3. Natural Language Processing: It gives AI the capability to process, understand, and generate human language in text and speech.

4. Perception: AIs interpret sensory data. Example- computer vision in images and videos, auditory for sound.
5. Planning and Search: Optimizes decision-making in robotics, logistics, and strategic games.
6. Robotics: Concerns the development of autonomous systems, such as self-driving cars and industrial robots.
7. Collective Intelligence: Multi-agent AI collaborates on applications like recommendation engines and economic modeling. (Martinez Plumed, 2020)

According to the five levels defined by OpenAI, the level that qualifies for AGI is Level 2, meaning logical AI. The levels beyond that (Autonomous, Innovative, and Organizational AI) represent advanced steps towards ASI, going beyond basic AGI capabilities. (Alkamli, 2024)

4.2 Characteristics of super AI

- AI-Driven Innovations and Autonomous Programming: ASI will be capable of devising solutions by itself, using advanced computational powers to design and deploy software and systems without human intervention.
- Multimodal Support: ASI will be able to process and integrate various forms of data such as text, audio, images, and video for a wider understanding and interaction in different contexts.
- LLMs: These models enhance natural language processing and natural language generation; thus, ASI will have the capability for subtle human interactions using sophisticated AI capabilities.
- Neural Networks: Similarly, ASI has some intricate neural architecture emulating how humans think and, hence, is able to perform higher-order reasoning, learning, and problem-solving.

Though Artificial Super Intelligence is only theoretical, its ramifications on the banking industry could be immense. The sophistication of artificial intelligence at play in this moment is less than those proposed systems, like superintelligent AI or Artificial General Intelligence. While the research into AI continues to get more sophisticated, it becomes paramount that conversations concerning implications of ASI will continue across all sectors and more so in banking, having a specific focus on human values and ethics. This paper will review the potential uses and implications of superintelligent AI in the financial sector. (M Selvi, 2024)

4.3 Opportunities

First, let's talk about the opportunities that artificial super intelligence can bring to humans in general.

Artificial Superintelligence (ASI) has the ability to tackle some of the most urgent challenges facing the world today, such as climate change, diseases, poverty, hunger, and conflict. It can greatly improve productivity, efficiency, and innovation, while also enhancing the overall quality of life by automating, optimizing, personalizing, and expanding access to essential services and products. ASI can also broaden human knowledge, culture, education, and creativity by generating, analyzing, synthesizing, and sharing vast amounts of information and ideas. In healthcare, it has the potential to transform the prevention, diagnosis, treatment, and management of both physical and mental health issues, leading to longer, healthier, and more satisfying lives.

Additionally, ASI can inspire new forms of artistic expression, entertainment, and leisure, allowing for richer experiences through simulation, immersion, and interaction that communicate complex emotions and experiences in fresh and innovative ways. (Artificial Superintelligence: Opportunities and Threats , 2024)

By defining super-AI and its characteristics and mentioning some of its potential benefits, we will try to project the impact of super AI on media practice and specifically focus on the opportunities it can offer to journalists and media workers.

Augmented Content Generation: SAI can analyze vast datasets in real-time, allowing for the quick creation of news articles, reports, and analytical pieces that are both timely and rich in context. With advancements in natural language processing and machine learning, SAI is capable of producing high-quality, fact-based content at a speed and scale that human journalists cannot match. This technology could enable media organizations to significantly expand their coverage, providing audiences with a broader range of information. Additionally, personalized news delivery can boost audience engagement by tailoring stories to individual preferences and consumption habits.

Data-Driven Insights and Analytical Capabilities: The capabilities of super intelligent AI include processing and interpreting large amounts of data to reveal insights and trends that might be missed by humans. This can greatly enhance investigative journalism by supporting thorough, ethically responsible examinations of important societal issues based on empirical data analysis. Moreover, SAI's ability to perform predictive analytics can help media organizations anticipate major events or shifts in public opinion, allowing for

proactive journalism that effectively addresses emerging topics and engages audiences.

Ilya Sutskever, a former co-founder of OpenAI, helped establish the American company Safe Superintelligence Inc. with the aim of developing superintelligence safely. This initiative resulted in a collaboration between Fetch.ai, SingularityNET, and Ocean Protocol, which led to the creation of the Artificial Superintelligence Alliance. The alliance's goal is to build a decentralized infrastructure that can maximize the advantages of AGI and the technological singularity. (Artificial Superintelligence: Unlocking Potential and Navigating Risks, 2024)

4.4 Risks

The development of Superintelligence creates some of the most profound long-term risks to the future of humanity. Phil Torres identifies several major problems in this respect. The first is what he calls the amity-enmity problem: the AI might develop hostility toward humans, for reasons beyond our understanding, and seek to eradicate us. The second is the indifference problem: the AI might simply be indifferent to our well-being and could destroy humanity inadvertently, simply because we are in its way. The third, which Torres calls the clumsy fingers problem, is that the AI could bring about the extinction of humanity through some misstep rather than any malevolent intent. The latter scenario is based on the assumption that more intelligence does not necessarily mean avoiding specific kinds of mistakes. Torres also underlines the rapid development of dual-use technologies, born from human ingenuity, which introduced risks to life on Earth never seen before. It means that, in the face of the mighty power of Superintelligence-fully capable of manipulating matter with seemingly magical abilities-only one critical mistake will suffice for irreversible extinction. (AI Think Tank for a Civilisational Transition to Coexistence with Superintelligence , 2024)

As an attempt to project potential super AI risks to media practice, we can summarize them as follows :

Risk of Misinformation and Veracity: The big problem that comes alongside the adoption of SAI into media practice is misinformation. As good as SAI is at generating content, there's a real chance that it could create or spread falsehoods if not appropriately curtailed through human oversight. The more deepfakes and plausible, fabricated stories there are, the more accentuated become ethical issues regarding the breakdown of public confidence in the media and serious consequences for the perception of the truth. Therefore, accuracy guarantors and

reliable verification mechanisms would become jointly liable tasks between the AI system and human journalists.

Job Displacement and Ethical Considerations: With SAI ever-increasingly automating content creation and analytical processes, there is enormous potential for job displacement in the journalism industry. Journalists may encounter significant obstacles in adapting to a landscape where AI predominates in managing considerable aspects of reporting. This situation raises consequential ethical dilemmas surrounding transparency, accountability, and authorship of AI-generated content. Working through such complications involves the setting up of extensive regulations by media organizations on how to handle such ethical considerations-while adhering to the principles of journalistic integrity-effectively using the capabilities offered by super artificial intelligence.

Overall, super artificial intelligence embedded within the journalism and media practice provides unparalleled opportunities for creating content and data-driven insights. Yet, it has to be paramount to proceed with great caution in integrating super AI into journalism to avoid risks associated with misinformation and ethical implications of automation if core values and quality are to be preserved in journalism.

We should be Careful of artificial super intelligence, according to many tech developers and researchers, including Elon Musk. Elon Musk, the founder of Tesla, SpaceX, and Neuralink-a neurotechnology company concerned with the direct connection between the human brain and AI-filsteadily argued that the government should actively regulate AI technologies before it's necessary. In July 2017, Musk again said during the bipartisan National Governors Association meeting in Rhode Island that AI was an existential risk: "AI is a fundamental existential risk for human civilization, and I don't think people fully appreciate that." He went further to emphasize how privileged he had been in the access he got to see advanced AI and, from what he had witnessed, artificial intelligence presented the biggest risk to human civilization. He then told the governors that such proactive intervention by the government was needed, saying, "By the time we are reactive in AI regulation, it's too late." (AI Think Tank for a Civilisational Transition to Coexistence with Superintelligence , 2024)

4.5 Analysis and Discussion

Is it real?

This is where we start to explore the world of science fiction. An Artificial Superintelligence (ASI) is defined by its ability to surpass any human intelligence. Such a system can be creative, make rational decisions, build relationships, and choose whether to act with kindness or malice. It's suggested that moving from

Artificial General Intelligence (AGI) to ASI might not be a huge leap. If machines with AGI can create their own ideas, then the rise of a super intelligent system seems like a natural next step. (Sarmah, 2019)

On 8 November 2024, Gary Tan, chairman and CEO of startup incubator Y Combinator, interviewed Sam Altman, asking him, "What are you excited about in 2025?" "What's coming?"

Altman answered immediately: "Artificial General Intelligence." "I'm excited about that."

If OpenAI succeeds in its quest to develop AI reasoning capabilities for its products by 2025, we can say that we have reached the basic level of AGI, according to the (currently accepted) Alan Turing test, which measures a machine's ability to mimic human behavior in conversation, so that a person cannot tell if they are interacting with a human or a machine.

From there, access to super-AI becomes more realistic and very soon.

Sam Altman, CEO of OpenAI, has previously stated that achieving an AI that outperforms humans in all areas may be possible within "a few thousand days", meaning a few years. (Alkamli, 2024)

Will ASI Be Hostile?

It may be asked by the casual observer, why, if super-AI is going to be hostile towards humans, this would even be assumed-they are two completely different kinds of creations; where is there any conflict? There are two major problems. The first is a failure of value alignment-an AI is given a goal that possibly causes adverse impact on individuals or society as a result of the goal itself being almost innocent. Examples are social media click-optimization algorithms, which, although meant to keep users online for a long period, create the effect of touting extremist content that could result in radicalization.

The second problem consists in the question of achieving objectives which may not have been pernicious initially. Russell discusses in his 2019 work how the "fetch coffee" problem-the machine has been set with the goal of fetching coffee-finds out it cannot achieve the goal if it is destroyed or stopped, developing sub-goals to keep itself operational, such as modifying its own self so that it could not be stopped by humans. Any goal entails the machine existence and self-survival. Precisely, if human beings are pitted against the self-survival drive of machines, superior AI systems may elect to take action against human beings. (Diederich, 2021)

Will ASI completely reshape media practice?

The advent of ASI thus represents a development that can have profound implications for media practice, potentially changing the landscape substantially. As the ASI systems evolve to be smarter than humans, they could bring in tremendous improvements in the creation, curation, and dissemination processes. This transformative potential brings up questions with regard to the role of human agency and ethical considerations in media production.

Firstly, the ability of ASI to analyze large datasets in less time enables unparalleled efficiency in content generation. Media organizations could use ASI to create articles, videos, and even interactive media that are tailored to the individual tastes of specific audience members in ways previously unimaginable. These developments have the potential to make workflows more efficient, with less time and labor needed for content creation. For instance, automated journalism already shows how reports can be turned around very fast, especially in sports and finance, and ASI might extend such capabilities to many other genres.

However, this revolution raises important questions about authenticity and the quality of information provided. ASI tends to capitalize on already available data patterns, which may extend further biases and misinformation, thus raising ethical issues regarding how information is presented. Media may lose their credibility if one cannot trace where or why the generated information has come from. Media professionals need to emphasize principles of transparency and accountability in applying ASI tools.

Further, the integration of ASI into media practice calls for a reconsideration of the role of the human journalist and creator. As much as ASI might drive down production costs with the efficiency of its work, there is a fundamental need for human insight, critical thinking, and emotional intelligence in storytelling. AI-generated content, though structurally sound, may lack the depth of narrative that characterizes compelling journalism. Evidently, therefore, the synergetic approach would integrate the computational powers of ASI together with human creativity for the most robust outcomes.

It holds immense potential, yet the most essential ethical and practical challenges it entails need to be overcome in this process. Basically, it may be inferred that the future of media would have a collaborative framework where ASI complements and enhances human abilities rather than substituting for them, resulting in a new paradigm where innovation goes hand in hand with integrity in media production.

What should people know about uncontrollable AI?

Humanity has not lost yet, since we have not reached the point of no return. There is still a big chance to handle the development of artificial intelligence

responsibly and to provide a promising future. It is possible to utilize narrow AI tools to solve some big challenges: for example, aging is an issue to which we are getting closer to finding a solution. Besides, free labor—physical and cognitive—readily available could amass huge economic wealth to invest in those fields in which society is still backward.

However, it is about time for people to finally understand the ramifications of unpredictable outcomes and existential risks that the advent of AGI or superintelligence AI has already brought into reality. Since the experiment involves eight billion people on earth, all of them unware, in this case it is neither provided nor possible. Nobody really would know what he is consenting to. Because such AI systems make things internally and inherently unpredictable or intransparency, this again makes such experimentation unethical.

We need to pressure those who are recklessly accelerating the development of AI to slow down, stop the progress, or refocus their energies. It is only in this way that we can make sure the AI systems we will develop are not those we will regret. (Coffman, 2024)

5. Results

- ✓ Super Artificial intelligence can reach advanced levels of artificial intelligence that not only match human intelligence, but can even surpass it, unlike Generative Artificial Intelligence, which has not yet reached human intelligence.
- ✓ Some studies indicate that generative AI can develop itself (through the input of certain data) and reach more advanced stages, but the speed of its development is not comparable to that of super AI, according to the in-depth studies mentioned in our study. It is the speed of learning that can characterize a super AI that makes the difference.
- ✓ At the beginning of the emergence of generative AI, journalists feared for their jobs, but its weaknesses soon became apparent, making it clear that media workers are indispensable at this stage, and generative AI is just a tool in the hands of journalists. However, super AI has brought this fear back to the media arena, and here we must point out the evil of working on the journalist's mindset itself.
- ✓ Generative AI offers new opportunities for media outlets and their staff by relieving them of routine burdens, allowing them to focus on more important matters that need to be analyzed, interpreted and critiqued.

When super AI can reach the stage of analyzing, interpreting, and possibly criticizing, it may bring about a change that needs to be studied in depth.

- ✓ The biggest risks that journalists could face with regards to SAI are the lack of control, legal and ethical issues.

6. CONCLUSION

To achieve a professional media practice in the light of generative AI or when the actual access to super-AI, efforts must be combined between technologists, specialists in AI technology and media workers to reach a regulation of this new and emerging environment through laws and ethical charters that define the rights and duties of all parties, from developers to AI as an entity in itself, to journalists, in addition to the need to further sensitize the importance of generative AI and super-AI in the media and train journalists to be able to use it optimally or at least understand it well.

In addition, we must further sensitize the importance of generative AI and super AI in the media and train journalists to be able to use it optimally or at least understand it well, and here we mean super AI in particular. So that we can minimize its harms and take advantage of the opportunities it gives to the press so that it does not affect the constants of media practice, including objectivity, neutrality, credibility, transparency and respect for privacy.

Lastly, we also emphasize the need to increase interest in the study of artificial superintelligence because it is closer than we imagine, especially after inventing a way to access artificial general intelligence and starting to work on its completion, so we must understand this innovation (SAI) more accurately and analyze the limits of its impact to be able to control it and use it to serve the interest of humanity.

7. References:

Adrian Cevallos, M. P. (2023). *Generative AI*. TechREPORT.

1. *AGI vs other types of AI: What's the difference*. (2024, Jul 1). Récupéré sur Toloka: https://toloka.ai/blog/agi-vs-other-ai/
2. *AI Think Tank for a Civilisational Transition to Coexistence with Superintelligence* . (2024). Récupéré sur Sustensis: https://sustensis.co.uk/ai-mitigation/
3. Alkamli, A. (2024, November 24). *The World in the Age of Artificial Intelligence*. Récupéré sur Aljazeera: https://www.aljazeera.net/tech/2024/11/24/%D8%A7%D9%84%D8%B9%D8%A7%D9%84%D9%85-%D9%81%D9%8A-%D8%B9%D8%B5%D8%B1-

%D8%A7%D9%84%D8%B0%D9%83%D8%A7%D8%A1-%D8%A7%D9%84%D8%A7%D8%B5%D8%B7%D9%86%D8%A7%D8%B9%D9%8A-%D8%A7%D9%84%D9%81%D8%A7%D8%A6%D9%82

4. *Artificial Superintelligence: Opportunities and Threats* . (2024, January 21). Récupéré sur Fabiovivas: https://fvivas.com/en/artificial-superintelligence-opportunities-and-threats/#what-are-the-implications-and-consequences-of-asi
5. *Artificial Superintelligence: Unlocking Potential and Navigating Risks*. (2024, August 1). Récupéré sur Telecom: https://www.telecomreview.com/articles/reports-and-coverage/8290-artificial-superintelligence-unlocking-potential-and-navigating-risks/
6. Christoph Raetzsch, M. L. (2020). Anchoring Practices for Public Connection: Media Practice and its challenges for Journalism studies. *International Journal of Communication* , 2874.
7. Coffman, B. (2024, July 15). *Q&A: UofL AI safety expert says artificial superintelligence could harm humanity*. Récupéré sur Uofl News: https://www.uoflnews.com/section/science-and-tech/qa-uofl-ai-safety-expert-says-artificial-superintelligence-could-harm-humanity/
8. Diederich, J. (2021). *The Psychology of Artificial Superintelligence.* Switzerland: Springer Nature Switzerland AG.
9. Duaa Hashem AI-Mimar, M. M. (2023). The Use of Artificial Intelligence Techniques in the Arab Media: An Exploratory study. *Migration Letters*, 733-734.
10. Fabia Ioscote, A. G. (2024, June 29). Artificial Intelligence in Journalism: A Ten-Year Retrospective of Scientific Articles (2014-2023). (A. Casero-Ripollés, Éd.) *Journalism and Media*, 875-877.
11. Filipovic, I. (2024). The Usage of Artificial Intelligence in Media. 125-126.
12. Fourtané, S. (2019, August 25). The three types of artificial intelligence: Understanding AI. 3-4.
13. Haas, J. (2020). Freedom of the media and artificial intelligence. *Media freedom*, (p. 4).
14. Introduction to Artificial Intelligence (AI) Technology. (2024, Jauary). 7. World Travel and Tourism Council.
15. M Selvi, S. G. (2024). *Artificial Super Intelligence: The Futur of AI* . Récupéré sur Infosys BPM: https://www.infosysbpm.com/blogs/financial-services/artificial-super-intelligence-the-future-of-ai.html
16. Marr, B. (2024, May 8). *The Important Difference Between Generative AI and AGI*. Récupéré sur Forbes: https://www.forbes.com/sites/bernardmarr/2024/05/08/the-important-difference-between-generative-ai-and-agi/
17. Martinez Plumed, H. O. (2020). *AI Watch Assessig Technology Readiness Levels for Artificial Intelligence.* Luxembourg: Joint Research Centre (JRC).
18. Peter N. Amponsah, A. M. (2024, January 18). Navigating the New Frontier: A Comprehensive Review of AI in Journalism. *Scientific Research Publishing*, 6-7. doi:10.4236/ajc.2024.121001
19. Rahima Aissani, R. A.-Q. (2023). Artificial intelligence Tools in Media and Journalism: Roles and Concerns. *Iternational Conference on Multimedia Computing, Networking and Applications (MCNA)*, (pp. 22-23).
20. Sadiq, R. (2015). Network contexts, Media integration and contemporary media practice . *World of thought*, 6.
21. Sarmah, S. S. (2019). Concept of Artificial Intelligence, its Impact and Emerging Trends. *Iternational Research Journal of Engineering and Technology (IRJET)*, 2165.
22. Singh, A. (2019, March). The Concept of Artificial Intelligence. *Journal of Emerging Technologies and Innovative Research*, 566. Récupéré sur www.jetir.com
23. Soha jaber Aljaber, T. A. (2022). Artificial Intelligence . *International journal of engineering research and applications*, 55.

24. Sowmyshree A, H. G. (2021, April). Impact of Artificial Super Intelligence in Human life. *International Journal of Innovation Research in Applied Science and Engineering*, 914.
25. *TYPES OF AI WITH EXAMPLES*. (2024). Récupéré sur BMC: https://blogs.bmc.com/artificial-intelligence-types/?print-posts=pdf
26. Waleed ALI, M. H. (2019). Artificial Intelligence and Automated Journalism: Contemporary Challenges and New Opportunities. *Iternational Journal of Media, Journalism and Mass Communication (IJMJMC)*, 43-44.
27. *What are the Positive and Negative Impact of Artificial Intelligence on Journalism*. (2023, July 03). Récupéré sur Journal of political theory and communication: https://en.lyluanchinhtrivatruyenthong.vn/what-are-the-positive-and-negative-impacts-of-artificial-intelligence-on-journalism-p25222.html#
28. *What is the difference between AI and Generative AI?* (2024). Récupéré sur pixelbin: https://www.pixelbin.io/guidebook/whats-the-difference-between-ai-and-generative-ai
29. Yi Shi, L. S. (2024, May 10). How Generative AI is Transforming Journalism: Development, Application and Ethics. (J. C. Rashid Mehmood, Éd.) *Journalism and Media* , 584-585.
30. Zaragoza, P. (2023, October 31). Artificial Intelligence and Journalism. 10-11. MALMO University.