

A strategy for preserving core journalistic values amid increased reliance on artificial intelligence

استراتيجية للحفاظ على القيم الصحفية الأساسية في ظل الاعتماد المتزايد على الذكاء

الاصطناعي

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Summary:

Despite the advantages of artificial intelligence in creating media content, an over-reliance on it endangers media work and fundamental journalistic values by spreading false information and fake news, violating privacy, and compromising scientific integrity. Media professionals must therefore examine these detrimental effects and lessen them by creating a workable plan to uphold journalistic principles and respect privacy, confirming information and educating media workers on responsible use of AI.

Keywords: strategy, content creation, journalistic values, artificial intelligence, journalist training.

ملخص:

على الرغم من مزايا الذكاء الاصطناعي في إنتاج المحتوى الإعلامي، إلا أن الإفراط في الاعتماد عليه يُعرض العمل الإعلامي والقيم الصحفية الأساسية للخطر، من خلال نشر معلومات كاذبة وأخبار كاذبة، وانتهاك الخصوصية، والمساس بالنزاهة العلمية، لذلك يجب على الإعلاميين دراسة هذه الآثار الضارة والحد منها من خلال وضع خطة عملية لدعم المبادئ الصحفية واحترام الخصوصية، والتأكد من صحة المعلومات، وتثقيف الإعلاميين حول الاستخدام المسؤول للذكاء الاصطناعي.

الكلمات المفتاحية: الاستراتيجية، إنشاء المحتوى، القيم الصحفية، الذكاء الاصطناعي، تدريب الصحفيين.

First: The research's methodological framework:

1-1 Introduction:

The production, editing, and publishing of content are all being impacted by the fundamental transformation artificial intelligence. technologies are increasing productivity; some businesses report a 20% decrease in production time. But there are worries about how AI might jeopardize journalistic principles like freedom of religion, privacy, and the dissemination of false information. According to studies, a sizable portion of internet users have come across false information online.

1-2 Putting the Problem Out:

media content industry has advanced significantly as a result of artificial intelligence, which makes it possible to analyze media data more accurately in order to increase audience engagement, create content automatically, automate procedures, and cut costs. industry faces difficulties with governance measures and content manipulation risks. To address these issues, clear legal and social practices must be adopted, and the use of these algorithms transparent. the aforementioned, we ask the following query:

-What is an effective strategy for preserving core journalistic values amid the increasing reliance on artificial intelligence?

divided this main question into the following sub-questions in order to provide an answer:

- 1- intelligence mean in the context of the media industry?
- 2- What is the actual state of artificial intelligence in the media industry?
- 3- How can fundamental journalistic principles be safeguarded in the era of artificial intelligence?

1-3 The research's significance:

Value of Maintaining Fundamental Journalistic Principles Despite AI's Effect on Media Content Creation:

- 1- Establishing Trust: Fundamental journalistic principles help to increase public confidence in the media.
- 2- principles aid in guaranteeing the caliber of information and news that the general public receives.
- 3- to creating an informed and healthy society.
- 4- Maintaining press freedom: Fundamental journalistic principles uphold the independence and freedom of the press.

1-4 Research Goals:

- 1-To comprehend the idea of artificial intelligence in the context of the media industry.
- 2- determine how artificial intelligence is being used in the media industry.
- 3- different obstacles that media companies that depend on artificial intelligence technology must overcome.
- 4- Determine the best safeguards against the negative impacts of artificial intelligence technology on journalistic values.

1-5 Define research concepts:

1-5-1 Basic journalistic values: that the public receives accurate and trustworthy information, By encouraging honesty and accountability in journalism, these principles help to create an

informed public. Truth, accuracy, objectivity, justice, integrity, independence, and social responsibility are among the essential values.¹

1-5-2 Artificial Intelligence: Artificial intelligence (AI) is the term used to describe the intelligence exhibited by devices and software that mimic human cognitive processes, including learning, reasoning, and situational adaptation. It also symbolizes the field of study concerned with creating software and computers that can act intelligently. John McCarthy defines artificial intelligence (AI) as the science and engineering of building intelligent machines, while researchers define it as the design of intelligent systems that sense their surroundings and take action to maximize success.²

1-6 Methodology Used:

The descriptive approach is the best method for this kind of research because we are currently looking for fundamental answers to the problem of how artificial intelligence technology affects fundamental journalistic values. We are also looking for efficient ways to limit the dominance of machines and their interference in all media activities, as well as their removal of the human language and the humanity of media and communication phenomena. Finally, we are working to activate the role of human cadres by providing training on all artificial intelligence technologies and allowing the human mind to serve as its judge.

Second: The research's theoretical foundation:

2-1 The notion of artificial intelligence in the media domain:

In the media industry, artificial intelligence refers to the application of AI technologies in a variety of media-related tasks, such as data collection and analysis, content creation, and creative, tailored user presentation. Taking ethical and legal factors into account, this seeks to boost productivity, enhance efficiency, and customize the user experience.³

2-2 Uses of AI in the Media Industry: Advances in AI have significantly:

changed the media industry in recent years, making it a crucial element in data analysis, audience behavior analysis, and content creation and distribution. This is a thorough analysis of artificial intelligence's actual application in the media industry:

First: Applications in content production:

1- Automated article writing: A few news organizations create automated reports (weather, match, and financial market news) using artificial intelligence tools.

2- Video and audio content creation: Text analysis and conversion into visual and audio presentations can be done automatically with tools like:

¹ - Abdelali Razzaqi, How to Become a Journalist: News in the Press, Radio, Television and the Internet, 3rd ed., Dar Houma, Algeria, 2011, p. 108.

²-Lecun, Y. Bengio, Y & Hinton, G. Deep Learning. Nature,521(7553),436 - 444 .

³-Caramiaux, Baptiste & lotte, Fabien & Geurts, Joost & Giuseppe Amato, (2019) ,Malte Behrmann, et al. AI in the media and creative industries, 2015.

Realistic but contentious videos are also created using deepfake techniques.

3- Multilingual editing and machine translation: AI-driven translation technologies offer precise and immediate content translation.

4 -Preparing text from audio or video (transcription): Use to transform audio and video files into text.Four.⁴

Second: media data analysis applications:

1-Audience Analysis: To provide each audience with individualized content, media companies employ artificial intelligence to examine reader and viewer behavior.

2- Content Recommendation: Similar to YouTube and Netflix, new content that is suited to the user's interests is recommended using machine learning algorithms.

3- Monitoring interactions and sentiment analysis: To learn how audiences engage with social media content, sentiment analysis tools are employed.

Third: Uses to counter false information:

1- Automated news verification: By comparing content with credible sources, cutting-edge platforms employ artificial intelligence techniques to identify fabricated or fake news.

2- Recognizing phony images and videos: Deepfakes, or altered videos, are identified using optical forgery recognition tools. Five.⁵

Fourth: Uses in newsroom administration:

1- Chatbots: These are used to provide breaking news or on-demand content and respond to audience questions.

2- Automation in Production: Intelligent tools facilitate the newsroom's workflow, from planning stories to setting up publication dates.

Investigative journalism applications come in fifth:

Analyzing leaked documents such as the Panama and Pandora Papers is one way that big data analytics and machine learning assist in identifying corruption trends and tracking down financial resources. Although AI speeds up and improves the quality of media, there are ethical questions about transparency, accuracy, and integrity. To employ AI while maintaining journalistic standards, media companies must adopt well-rounded strategies.⁶

⁴- Ahmed bin Moati Al-Saleh, Modern Applications of Artificial Intelligence in the Media, Dar Al-Nahda Al-Arabiya, 20 22 ,p. 62.

⁵- The same reference, p. 78.

⁶- Automatic topic discovery in audiovisual content, Journal of Media Studies, Issue: 18,2022 ,p. 39.

2-3 A plan to safeguard fundamental journalistic principles against artificial intelligence-generated media content:

With the growing use of AI in media content creation, a set of rules that strike a balance between professional and ethical standards and technological advancement must be implemented in order to maintain fundamental journalistic values. Among these mechanisms, the most notable are:

2-3-1 Putting Modern Media Laws and Regulations into Effect:

2-3-1-1 putting in place particular legislation to control the application of AI in the media:

It is imperative that specific legislation be established to control the use of AI in the media, particularly given the technology's explosive growth and its capacity to generate content at a very high rate and in vast quantities, which may compromise fundamental journalistic principles. The most crucial components that these laws ought to contain are the following: accuracy, integrity, and credibility.

1-The use of AI in content creation requires two important steps: mandating media organizations to disclose when AI tools are used in news, reports, images, or videos, along with clear indicators for the public, and clearly defining "AI-generated content" to differentiate between fully AI-created and AI-assisted content.

2- Accountability under law: making the human or institutional content creator accountable for any inaccurate or deceptive material produced by artificial intelligence. Identify the "legal actor" in the event that the content is harmful: the journalist? The establishment? The person who wrote the algorithm? The provider of the tool?

3- Regulations for the protection of intellectual property, fact-checking to counter false information, and privacy through data control are all necessary when using AIAI in content creation. Data control requires international cooperation, such as that outlined in the EU's AI Act. For unified policies, international collaboration is essential, as demonstrated by the EU's AI Act. It's also critical that AI-generated content be independently supervised and licensed. for coordinated policies. It's also critical that AI-generated content be independently supervised and licensed. Seven.⁷

2-3-1-2 Including copyright, accountability, and transparency requirements in these laws:

Ensuring a fair and secure media environment is largely dependent on laws pertaining to the use of artificial intelligence in the media that incorporate transparency, accountability, and copyright standards. The following are some thorough suggestions for adding these standards to the legal frameworks:

First, openness: Among these are the following:

⁷ - Xirui Peng, Qiming Xu, Zheng Feng, Haopeng Zhao, Lianghao Tan, Yan Zhou, Zecheng Zhang, Chenwei Gong, Yingqiao Zheng, Automatic News Generation and Fact-Checking System Based on Language Processing, Available at: <https://arxiv.org/pdf/2405.104928>.

1- Mandatory Disclosure:

A- Pressing media companies to reveal when they use AI tools to create content.

B-Verifying if the content was created entirely by AI or with human help.

2- Tagging: Making it mandatory for media materials produced or altered by artificial intelligence to bear symbols or notices (like "automatically generated content").

3- Data source declaration: requiring the source of information or data that artificial intelligence uses to create content, particularly for investigations and reports.

4- Providing verification tools: Demanding that production companies supply data that enables the general public and regulatory bodies to confirm the legitimacy and correctness of the final product.

The second is accountability: This contains:

1- Taking legal action against the media outlet: stating that the publisher or producer, not the technology, is legally liable for content created by AI.

2-The article identifies two crucial safeguards against false information:

Accountability must be set up for mistakes and losses brought on by false information, regardless of where it came from (technological or human). To avoid an over-reliance on AI in editorial, safeguards are required, whether they are technological or human. Excessive reliance on AI in editorial workflows must be avoided, particularly in fields where qualified human oversight is crucial for maintaining national security or societal values. workflows; qualified human oversight is crucial, particularly in areas that are important to national security or societal values.⁸

Third: Copyright: This contains:

Add important legal factors pertaining to AI and content production, with an emphasis on defending the rights of creators and avoiding exploitation. It highlights the necessity of defining ownership of content produced by AI, preventing AI from reusing copyrighted content without authorization, outlawing AI plagiarism, and shielding journalists from automated exploitation of their work.

1-Defending content creators' rights from unapproved AI use.

2-Determining who owns content created by AI.

3-Prohibiting plagiarism in AI.⁹

4-Preventing journalists from being taken advantage of by AI.

⁸- Sam Brown, What Percentage of News Articles Are AI Generated?, September 12, 2024, Available at: <https://titleformat.com/posts/what-percentage-of-news-articles-are-ai-generated/>

⁹-Fadia Hussein & Hussin J. Hejase, Artificial Intelligence and Fake News, Publikuota, Arab Association for Research & Communication Sciences, 2022 , pp. 39-71.

2-3-1-3 Making media companies reveal when artificial intelligence is used in their content:

It is essential to disclose AI use in media content in order to maintain transparency and shield the public from false information. Media companies should be required to do this by law or regulatory policy:

First, the overall commitment framework, which consists of the following:

1- The duty of clear and direct disclosure: When media organizations use artificial intelligence technology to produce, edit, translate, or alter journalistic content whether it be written, visual, or audio they must make this information clear and explicit.

2- Disclosure scope: This covers the following areas:

A- Automated news coverage or breaking news.

B- Videos or pictures that have been altered or produced by artificial intelligence.

C- The use of editing tools, summarization, or automatic translation.

3- Location and mode of disclosure:

A- For the media consumer to quickly identify content created with artificial intelligence, the disclosure must be prominently displayed at the start of the content or next to it.

B-The use of artificial intelligence-approved signs or symbols, such as "AI-generated."

Second, tools for enforcement and monitoring:

1- Compliance Monitoring: To ensure that the media are adhering to the necessary disclosure, a regulatory body must be established, or the Supreme Council for Media or a comparable organization in the nation must be given the authority to do so.

2- Sanctions and Penalties:

A- Institutions that violate the law will be subject to progressive financial penalties.

B- Licenses may be revoked either temporarily or permanently if the use of artificial intelligence is repeatedly or purposefully concealed.

C- Enumerating in a public register the names of organizations that violate transparency.

Third: Awareness and education: This comprises:

Public education: Media companies must take part in awareness campaigns that tell consumers how to tell the difference between content created by AI and that created by humans and the significance of disclosure.

2-3-2 -Improving the function of ethics and conduct codes:

2-3-2-1 Revising journalistic ethics to address content produced by artificial intelligence:

Maintaining honesty, credibility, transparency, and accountability requires updating journalistic codes of ethics to incorporate AI handling. Maintaining integrity, credibility, openness, and

accountability requires ethics to encompass AI handling. Important suggestions for moral standards consist of:

- 1- Honesty and Credibility: Steer clear of misrepresenting or distorting the truth with AI.¹⁰
- 2- Transparency: Declare how AI is used to create content.
- 3- Editorial Responsibility: It is the duty of journalists to avoid misrepresenting or distorting the facts by using AI.
- 4- Content Verification: Confirm that content produced by AI is accurate.
- 5- Prohibit Deepfakes: Aside from satire with explicit warnings, refrain from using AI to mimic voices or images.
- 6-Privacy Protection: Prevent unauthorized use of AI to extract personal information. AI to mimic images or voices, unless it's satire with explicit warnings.
- 7-Respect Copyright: Verify that content produced by AI does not infringe upon copyright.
- 8- Ongoing training: Newspaper companies must periodically train reporters on the moral and responsible application of AI in media operations.
- 10- Clear internal policies: All newspaper organizations must create an editorial policy that addresses the use of artificial intelligence, outlining its use, when it is used, and how it is communicated to employees and the general public.
- 11- Union and ethical accountability: Violating the rules pertaining to the use of AI in content is enough to warrant accountability before the appropriate media councils or union bodies, Warnings, suspension, or termination are examples of penalties, These clauses might also be added to the "Journalism and Artificial Intelligence" chapter of the Code of Conduct, which would need to be formally approved by regulatory agencies and unions.¹¹

2-3-2-2 Describe the following examples of transgressions of journalistic values: plagiarism, false information, and lack of verification To prevent the journalism profession from losing its credibility and professionalism, it is crucial to define what exactly qualifies as a violation of fundamental journalistic values, especially when it comes to the use of artificial intelligence in the creation of media content. What clearly violates these values is broken down as follows:

First, false information: in the media is against journalistic standards:

- 1-Disseminating inaccurate information that has not been verified.
- 2-Disseminating misleading information without adequate disclosure, which could skew public opinion.

¹⁰-Fact checking: using artificial intelligence to help journalists, Inria, 06 Feb. 2024, Available at: <https://www.inria.fr/en/fact-checking-using-artificial-intelligence-help-journalists>.

¹¹- Changfeng Chen & Gaelle A. Chekam, Algorithms and Media Ethics in the AI Age, In: Stephen J. A. Ward ed.(, Handbook of Global Media Ethics (Springer International Publishing), 2021, pp. 330-331.

3-Unauthorized publication of unrealistic AI-generated images and videos.

4-Misrepresenting the original meaning of statements by falsifying or changing them.

Secondly, plagiarism is a violation of journalistic ethics. violation of journalistic ethics:

Artificial intelligence (AI)-related ethical transgressions include using AI to replicate or create content from the work of other journalists without giving credit or permission, using AI to imitate the writing style of well-known authors to deceive others without giving credit or permission, and using AI to imitate the writing style of well-known authors to mislead readers about the text's authenticity and place of origin. readers regarding the authenticity and provenance of the text.

using data or creative works to train AI systems without adhering to copyright laws.

Third: Not verifying: This is against journalistic ethics:

1- Publishing content that is entirely based on AI output without checking that the facts or figures are accurate.

2- Not checking the accuracy of information produced or summarized automatically by consulting trustworthy or human sources.

3- Using automated content without human editorial review, particularly when discussing delicate subjects like social issues or politics.¹²

Fourth: Additional transgressions that jeopardize journalistic ethics:

1- Loss of integrity: When opaque or biased algorithms are used to create politically or socially biased content, whether on purpose or accidentally, artificial intelligence is compromised.

2- Audience manipulation: The ill-founded use of text or image generation tools to evoke feelings or persuade audiences to act in particular ways.

Lastly, media outlets need to include these clarifications in order to avoid these violations in:

A- Professional conduct codes.

B- Internal editorial standards.

C- Programs for educating journalists about the moral application of AI.

3-3-2 Journalists' Capacity Building and Training:

2-3-3-1 Educating journalists on the ethical and professional use of artificial intelligence:

To preserve the integrity of the profession and keep journalistic instruments up to date with changing technology, it is strategically necessary to educate journalists on the ethical and professional use of artificial intelligence. Technical, editorial, and ethical issues must all be covered in this training. A detailed plan for journalist training is provided below:

¹²- Van Dijck, J, (.May.2014) Datafication ,Dataism and ataveil D lance :Big Data Between Scientific Paradigm and Ideology .Surveillance & Society, Available at :<https://ojs.library.queensu.ca/index.php/> [1 Joan 2025].

First, training goals:

- 1-Educating media professionals on the benefits and dangers of utilizing artificial intelligence in their work.
- 2-Allowing them to increase productivity with artificial intelligence tools without sacrificing journalistic ethics.
- 3-Enabling them to comprehend the moral and technological constraints associated with the use of artificial intelligence-generated content.

Second, Training Subjects:**1- Overview of AI and Media Tools:**

- A- An explanation of artificial intelligence and its applications in the media.
- B- Recognizing tools like DALL-E, ChatGPT, data analysis, translation, facial recognition, and summarization tools.

2- Appropriate and expert applications:

A-How can editing or question formulation be accelerated with artificial intelligence?

B- Using data to analyze audience trends or come up with story ideas.

AI/ML tools can be used to summarize and translate content while maintaining its original meaning. utilized to summarize and translate while maintaining the original meaning.

3- Legal and ethical considerations:

A- The distinction between relying solely on AI and using it as an assistant.

B- Determining the boundary between plagiarism and automated creativity.

C-Laws pertaining to copyright and intellectual property when using generated content.

D- The public's right to know the nature of the content and disclosure obligations.

4- The dangers and difficulties of depending solely on artificial intelligence:

A-Content that is biased or misleading.

B- Deepfake and its unethical applications.

C-The excessive use of artificial intelligence has resulted in the loss of journalistic distinction and editorial identity.

5- Capabilities for confirming the legitimacy of data produced by artificial intelligence: This is accomplished by:

A- Techniques for detecting fakes.

B- Tools for confirming artificial intelligence-generated photos and videos.

C-Utilizing the triple verification principles (source, context, and independent verification).

Third: Methods of Training: By:

- 1- Interactive seminars.
- 2- Real tools are used in hands-on lessons.
- 3- In order to gauge comprehension and professional dedication, case studies, case studies, and assessment tests are used.

Fourth: Results of Training:

- 1- An overview of artificial intelligence's application in journalism.
- 2- An internal code of ethics for journalists regarding the use of AI tools.
- 3- A list of suggested resources for media use that is both ethical and professional.

Following the training, the following is advised:

- 1- This training will be incorporated into media colleges' university curricula.
- 2- Media organizations will implement recurring, revolving training programs that stay up to date with emerging technologies.
- 3- Unions representing journalists are working together to create regionally cohesive courses on "Journalism and Artificial Intelligence."

2-3-3-2 Educating employees on how automated and human-generated content differ in processing and verification:

One crucial step in preserving the caliber and legitimacy of journalistic work is educating media professionals about the distinctions between automated content which is created with the aid of artificial intelligence tools and human-generated content.

The most notable of these distinctions are described below, along with tips for informing journalists about them:

First, the distinctions between content that is generated automatically and content that is created by humans:

1- Regarding context and depth: Human-based content emphasizes interpretation and analysis while utilizing cultural, political, and social knowledge. Automated content emphasizes interpretation and analysis by utilizing social, political, and cultural knowledge. Automated content frequently lacks human nuance and is dependent on data and textual patterns. frequently lacks human nuance and instead depends on data and textual patterns.

2- Regarding uniqueness and inventiveness:

- A- Human content: Generates fresh concepts and adds a unique flair and practical knowledge.
- B- Content that is automatically generated using historical data may be repetitive or exhibit "creative superficiality."

3- Regarding confirmation and inquiry:

- A- Human Journalists: Use field and investigative techniques and double-check your sources.

B- The incapacity of AIAI to conduct field verification or precisely evaluate the reliability of sources is one of its limitations. Besides in its incapacity to carry out field verification or precisely evaluate the reliability of sources.

4- From an ethical standpoint: Journalists are responsible for their bias, and human-generated content is subject to ethical guidelines. Journalists are held responsible for bias, and automated content is dependent on potentially created content that is ethically governed. Unbeknownst to the journalist, automated content relies on potentially biased input data. Biased input data that the journalist may not have been aware of.¹³

Second: Ways to make journalists more conscious of these distinctions:

1- Setting up recurring training sessions and workshops on:

A- Comprehending how artificial intelligence functions in the media.

B- Differentiating between content created by humans and machines.

C- The editorial abilities required to enhance and edit automated content prior to publication.

2- Including AI ethics and concepts in media college courses.

3- Creating policies for media organizations that include:

A- Mixed-content case studies (human + machine).

B- Expert advice on the use of AI tools.

4- Creating tools for journalists, either internal or external: This content focuses on two main areas: identifying AI-generated content and assessing text quality and journalistic standards. assessment of the text's quality and conformity to journalistic norms.

5- Promoting a culture that encourages "human editing of automated content":

To guarantee quality, accuracy, and credibility, careful editorial review of machine-generated content is essential. and legitimacy.

2-3-4 Enhancing the function of human newsrooms:

2-3-4-1 Maintaining the function of journalists in final editing and fact-checking:

This role is regarded as essential to preventing the spread of false information or biased or inaccurate content, and it is one of the most significant safeguards for preserving fundamental journalistic values, particularly in view of the increasing use of artificial intelligence tools in media content production.

The significance of this role and the main strategies for maintaining it are explained below:

¹³- Shihan Al-Warqali ,“The Impact of Robot Broadcasters on the Media Profession: A Semiological Analytical Study on a Sample of News Bulletins,” Master’s Thesis, Faculty of Humanities and Social Sciences, University of Ouargla. , 2019.

First: The significance of the journalist's editing and verification role:

1-Verifying facts: Research expertise and the capacity to separate reliable sources from untrustworthy ones are among a journalist's fundamental competencies. To guarantee the accuracy of the information, this entails speaking with witnesses directly, reviewing the original documents, and conducting interviews.

2-Last-minute editing: The content highlights the significance of assessing audience appropriateness, linguistic accuracy, writing style, and cultural and political connotations. This assessment is essential to avoiding bias or false information brought on by machines' inability to comprehend context.

Second, strategies for preserving this position in the context of new media:

1- Enforcing mandatory human content review: Before being published, any content generated or processed by artificial intelligence must pass a human journalistic review.

2- Create dedicated editing and verification departments: It is better for newsrooms to have separate editorial teams that review all content, particularly AI-based content, before it is published.

3- Expand the journalist's function as an editor rather than merely a producer: Expand the journalist's responsibilities to include supervising AI development and ensuring the veracity of the information and analysis it offers.

4- Presenting verification tools: Educating journalists on how to use digital tools that combine human expertise and artificial intelligence to validate news, photos, and videos.

5- Giving journalists enough time and resources: Using artificial intelligence to speed up production shouldn't come at the expense of quality; instead, it should be used to free up more time for editing and verification. There are numerous real-world examples of this, such as:

-A journalist must check names, positions, and dates when using AI to write a political report and confirm the accuracy of each assertion.

-The journalist must verify whether the machine has correctly quoted the text or left out significant meanings when summarizing an official's remarks.

-It is better for breaking news to be written by artificial intelligence.

2-3-4-2 Using "assistant AI" as a model rather than as a "replacement" for human interaction:

A model that improves human integration with technology rather than replaces it has become necessary due to the quick development of AI tools and their use in newsrooms and other media outlets. This approach, known as "assistant AI," is safer and more balanced than employing AI to fully replace journalists.¹⁴

¹⁴- Seth C. Lewis, Amy Kristin Sanders And Casey Carmody, Libel By Algorithm? Automated Journalism And The Threat Of Legal Liability, Journalism & Mass Communication Quarterly, Vol. 96(1), 20 19, P.P 60 – 81.

First, the idea of "assistant AI":

Instead of replacing journalists, AI is being used to help them. While maintaining the journalist's vital editorial, creative, and ethical duties, the emphasis is on expediting the retrieval of information, simplifying repetitive tasks, and increasing overall efficiency.

Second: The only information presented is "Benefits of adopting this model:

1- AI helps journalists make better decisions by offering tools for trend analysis, source tracking, and credibility assessment; it also increases journalistic efficiency by automating tasks such as transcription, summarization, and data analysis, freeing up journalists to concentrate on investigative and editorial work.

2- Reducing technical errors: Typographical and spelling errors can be minimized without the need for human review by using automated proofreading and editing tools.

Third: The dangers of using artificial intelligence to replace journalists:

1- Loss of the human dimension in media processing.

2- Declining media credibility due to the potential for algorithmic bias or unverified content.¹⁵

3- Marginalization of journalists and the erosion of their professional and ethical role in the media process.

Fourth: Mechanisms for implementing the AI assistant model:

The "assistant AI" model balances technological innovation with professional values by integrating AI into journalism while maintaining human oversight, Key aspects include:

1- Limits AI to technical and analytical tasks.

2- Integrates journalists into all stages of content production.

3- Trains journalists to use AI tools with critical awareness.

4- Maintains human responsibility for ethical and legal considerations.¹⁶

2-3-5 Supporting verification initiatives and combating fake news:**2-3-5-1 Supporting independent verification platforms to monitor fake or misleading content generated by artificial intelligence:**

The proliferation of AI-generated media content has made it easier to spread realistic-looking fake or misleading information. This poses a significant threat to public opinion and trust. Therefore,

¹⁵- Marie-Helen Maras & Alex Alexandrou, Determining Authenticity Of Video Evidence In The Age Of Artificial Intelligence And In The Wake Of Deep fake Videosl, The International Journal Of Evidence & Proof, Vol. 23(3) ,2019 , P.P 255–262.

¹⁶- Nadine Straub, Financial Journalism In Today's High-Frequency News And Information Era, Journalism, Vol. 20(2), 2019.P.P 274291.

supporting independent fact-checking platforms is crucial as a primary defense against media disinformation.¹⁷

First, the significance of independent platforms for verification in the contemporary media landscape:

In today's media environment, independent fact-checking websites are essential. They swiftly spot false information, enhancing public confidence by offering an unbiased source of confirmation. By assisting journalists in ensuring accuracy prior to publication and using cutting-edge methods to identify AI-generated content, these platforms also assist media organizations.

- 1- Identify deceptive content fast and efficiently.
- 2- Building public trust.
- 3- Aiding media organizations.
- 4- Uncovering artificial intelligence-generated content without revealing it.¹⁸

The second section, "How to Support These Platforms in the Arab World": lists five essential tactics for enhancing fact-checking campaigns. These include providing journalists with digital verification training, bolstering regional partnerships among Arab fact-checking platforms, facilitating access to official data to improve transparency, direct funding from governments and media organizations, and networking with international platforms to counteract misinformation that crosses national borders.

- 1-Funding for fact-checking websites from the government and media.
- 2-Fortifying regional collaboration between Arab platforms.
- 3-Educating reporters on digital tools for verification.
- 4-Providing official data access for validation.
- 5-Collaborating with international platforms to combat misinformation that crosses national borders.

Third: Difficulties independent fact-checking websites face:

- 1- Inadequate financial autonomy and funding.
- 2- Pressures from society or politics that could compromise their objectivity.
- 3- In certain nations, it can be challenging to find reliable information.
- 4- There is occasionally societal skepticism regarding fact-checking findings, particularly when they go against the general consensus.

¹⁷- Marko Milosavljević & Igor Vobič, 'Our Task Is To Demystify Fears': Analysing Newsroom Management Of Automation In Journalism, *Journalism*, 2019, P.P 1 –19 31.

¹⁸- J Scott Brennan, Philip N Howard & Rasmus K Nielsen, 'What To Expect When You're Expecting Robots: Futures, Expectations, And Pseudo- Artificial General Intelligence In UK News', *Journalism*, 2021, P.P 1 –17

2-3-5-2 Arab regional collaboration to create collective supervision organizations:

Given the growing media challenges brought on by digital transformation and artificial intelligence, it becomes necessary to set up collective oversight bodies at the Arab level. These organizations work to control the caliber of media content, reveal deceptive or inaccurate information, and guarantee adherence to common ethical and professional standards. To combat the cross-border influence of industrialized content in the Arab digital space, regional cooperation is strategically necessary rather than a luxury.

First: Arguments in favor of creating collective Arab oversight organizations:

1-The nature of the digital challenge is cross-border: Artificial intelligence-generated content spreads quickly online and crosses national boundaries, requiring a concerted Arab collective response.

2-Differences in institutional capabilities between nations: While some Arab nations have sophisticated oversight instruments, others do not have the requisite technical or organizational infrastructure. These differences can be closed through collaboration.

3-Harmonizing professional and ethical standards: Regional organizations assist in creating uniform standards that protect Arab media from dilution or distortion and improve its quality.

4-Addressing cross-border disinformation campaigns: Some artificial intelligence-based disinformation campaigns target Arabs collectively, necessitating coordination among regional media to counter them.¹⁹

Second: The characteristics of the suggested organizations and their functions:

Organizations under the League of Arab States or the Arab States Broadcasting Union, independent bodies headed by media professionals, legal experts, and academics, or joint entities or councils are some possible forms for Arab media oversight bodies. Their main responsibilities are critical.

1-Tracking and monitoring media content, particularly that created with artificial intelligence, that is in circulation in the Arab world.

2- Regularly reporting instances of professional transgressions and fraudulent content.

3-Putting forward revised codes of conduct with ethical guidelines for AI use.

4- Offering journalists and media organizations technical assistance in the fields of auditing and verification.

Third: Successful mechanisms for cooperation:

1- Create a single Arab online platform to keep an eye out for deceptive content.

2-Local authorities and relevant platforms share information and knowledge.

¹⁹- Andrew Duffy, Andrew Pahl And Audrey Ling Yan-Hui, The Inexorable Rise Of The Robots: Trade Journals' Framing Of Machinery In The Workplacel, Journalism,2020, P.P 1 –18

3-Provide regional seminars and training programs for editors and journalists.

4- Establish an Arab media observatory dedicated to tracking how artificial intelligence is being used in Arab media.

Fourth: Possible Obstacles:

Among the many difficulties facing the media landscape are variations in national laws and media regulations, The independence of media organizations may also be jeopardized by political sensitivities. Their operations are also hampered by a lack of sufficient financial and logistical support. Last but not least, some media organizations function with the fear of possible interference or limitations.

An autonomous and efficient collective oversight body must be established by Arab nations and their media organizations. This body will help to unify professional standards, monitor advancements in the use of AI in the media, and strengthen the Arab media landscape's resistance to professional deviations and disinformation.

2-3-6 Public Education on Media:

2-3-6-1 Educating people on how to spot phony or untrustworthy content:

First: public education is important because of the growing sophistication of fake content brought about by artificial intelligence, the fact that people are consuming news from unreliable sources on social media, and the need to counteract polarization and false information propagated by untrustworthy content.²⁰

Secondly: there are a number of ways to raise awareness among the Arab public, Programs for media literacy in schools and colleges, awareness campaigns through digital and traditional media, and giving users tools to identify false content are a few examples. Engaging local influencers and creating brief interactive videos in the local languages are also successful tactics. Lastly, it is essential to support civil society initiatives and specialized platforms that disseminate and verify information.

1-Universities' and schools' media literacy initiatives.

2-Awareness campaigns using digital and traditional media.

3-Offering instruments for identifying fraudulent content.

4-Creating brief, interactive videos.

5-Working with local influencers.

6-Aiding specialized platforms and civil society projects.²¹

Third: Signs to assist in differentiating between authentic and fraudulent content:

1- The author's name is missing or the source is unclear.

²⁰- Sabrina Gado, Regina Kempen, Et Al , Artificial Intelligence In Psychology: How Can We Enable Psychology Students To Accept And Use Artificial Intelligence?, Psychology Learning & Teaching,2021, P.P 1–20.

²¹- V. Kumar, Bharath Rajan, Rajkumar Venkatesan & Jim Lecinski, Understanding The Role Of Artificial Intelligence In Personalized Engagement Marketing,California Management Review, Vol. 61(4)

- 2- Titles that are overly emotional or sensational.
- 3- Poor wording or excessive linguistic errors.
- 4- No reference to the original or trustworthy source.
- 5- Quick dissemination on social media without confirmation.

Every Arab nation should have a comprehensive national media strategy that includes education, media, and civil society, and that includes teaching the public how to spot fake content. In the digital age, the most crucial guarantee of a stable media environment is an informed audience equipped with critical thinking abilities.²²

2-3-6-2 promoting a critical-thinking mindset about everything that is published online and in the media:

Developing critical thinking abilities in the Arab public is essential in the current digital era, where misinformation and information overload are pervasive. Particularly as AI-generated content becomes more and more common, the capacity to examine, challenge, and assess content guards against manipulation and the risks of false information.

First: critical thinking in media entails evaluating messages: challenging information, and separating facts from opinions, It necessitates taking a critical approach to information and depending more on logic and evidence than on feelings. It's about careful consideration, not dismissal.²³

Second: developing critical thinking skills is important for a number of reasons: By slowing the dissemination of false information, it increases society's resistance to both internal and external manipulative media. It also empowers people to make informed decisions based on reliable information. Lastly, by promoting a sophisticated comprehension of various media and cultural contexts, it promotes communication and tolerance.

Third: The public should have better access to critical thinking resources:

A critical method for assessing information sources is described in the content that is supplied. It highlights how crucial it is to investigate authorship and motivation, confirm information from several sources, compare coverage from various outlets, look for bias and deceptive language, and assess the credibility and reputation of the source itself.

- 1-Authorship and Motivation: Find out who wrote the content and why.
- 2-Verification: Check the details with additional sources.
- 3-Comparison: Examine how various media sources present the same data.

²²- Vaclav Moravec, Veronica Mackova, Jakub Sido &Kamil Ekstein, Communication Today, Trnava, Vol.11, Iss.1, 2020,P.P 36-53

²³-The Reuters Institute Digital News, Global Survey On Journalism And Media Futures An Annual Global Survey, By The Future Today Institute, 2018 .

4-Bias Analysis: Look for any possible biases and deceptive language.

5-Source Evaluation: Determine the information source's accuracy and dependability.

Fourth, strategies for fostering critical thinking in Arab cultures:

Key tactics for encouraging media literacy and critical thinking are described in the text that is provided. Among these tactics are incorporating media literacy into school curricula, encouraging media literacy in the community through workshops and programs, encouraging media institutions to put public education ahead of misinformation, and supporting youth initiatives that generate critical thinking. The main objective is to fight media disinformation by fostering a culture of critical thinking.

1-Including media literacy in the classroom.

2-Advancing media literacy initiatives in the community.

3-Educating people on critical thinking through social media.

4-Encouraging ethical media practices.

5-Encouraging media criticism led by young people.

Conclusion:

In summary, artificial intelligence technologies pose a significant threat to journalism and the media industry and are attempting to drastically alter the latter. Producers and consumers the general public who read and follow media outlets—will unavoidably be impacted by this shift. The likelihood of media work surviving in the competitive market increases with the speed at which media organizations embrace artificial intelligence technologies, software, and applications after first digitizing, and vice versa.

Artificial intelligence and other cutting-edge technologies need to respect people's liberties and rights. Thus, in order to control the use of artificial intelligence technologies, we must pass legislation and reach international agreements. This will safeguard not only copyright and intellectual property rights but also the rights of journalists, their data, and information.

When applying artificial intelligence technology in the media industry, there are generally four principles that stand for values that need to be upheld:

A- Respect for human autonomy.

B-The Principle of Harm Prevention: AI technology needs to be highly reliable and technically sound.

C-The Equal Opportunity Principle: This entails equal access to AI development, application, and deployment.

D-The Explainability Principle: This entails making information and algorithmic operations publicly available in order to foster trust between AI technology and its users.

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