

# Impact of Artificial Intelligence in News Broadcast

Seethal George

PhD Scholar, Mansarovar Global University

**Abstract:- Artificial Intelligence is novel technology which concise the world a single unites. AI helps to whole task of human brain and it help us in every sort of our work. In media and communication, the most booming industry in the world is also hold the hands of Artificial Intelligence. Social responsibility and dissemination of right information to the right people at the right time is the basic function of media. Emergence of AI in the media sector will overwhelm the journalists and opportunities. It creates more accuracy in reports but it will surely challenge the humanitarian attitude and journalistic ethics. Artificial Intelligence reduces the human effort and provides more clear and concise reports. The writing, vocal and visual synchronizing ability of Artificial Intelligence questioning the human power.**

## I. INTRODUCTION

Media is the most important tool of mass communication it comprises television, news paper, radio and internet. It played main role in society for the socio-cultural development and also the human behavior and attitude. Artificial intelligence revolutionize most of the industries in the world. Artificial Intelligence technologies are being influence the news production it also improve the language and style of the content and improve the audience interest. Ai technology is the apt one for this speed life by world. It made a revolutionary change in time consumption in whole media activities. Editing and broadcasting become more error free and it reduce the human labour. AI reframe the term reporting editing and distribution And it also create a personalized mode of content creation.

AI influence the whole fields of journalism including advertisement, news presentation and delivery. AI adversely effect the industry in many ways because AI is only a technology which does not have brain and humanitarian attitude so it may cause many problems. It will not have social obligations or ethical concern.

Artificial Intelligence challenges the human labour and opportunities. It's a technology of this current scenario so every sector accept it without any hesitation Its competency and speed influence the whole world.

### ➤ *Research Questions*

- Does artificial intelligence challenges the human brain in. Media sector in this current scenario?
- Does this new technologies replace the social obligations and journalists ?

## II. METHODOLOGY

The research methodology selected for the study is qualitative analysis. Through content analysis and expert interview of media official and AI expert the study come to a conclusion. The study only consider the matter in Ernakulam District of Kerala. Anjitha Ashok senior reporter and editor of manorana channel and Sunil Prabhakar online expert of mathrubhumi are selected as experts from media. Dhinu Cheriyan of i7Infosys and Jithin Shaji of Infosys are sected as AI experts.

### ➤ *Significance AI in News*

In this current scenario media is the most booming technology mushrooming of medias are a new style today. Most news papers and organization are launching new channels day by day. As a part of information technology media and computer technologies should go hand in hand.

AI is a technology of the time it's effectiveness and efficiency influence the social educational the human effort.

## III. FINDINGS AND DISCUSSION

In the opinion of experts and the content analysis artificial intelligence can't fully replace human from this field.

### ➤ *AI in News Production Process*

Automated journalism is the most cost effective and more productive one. Content creation is eith in no time and perfection is also amazing. Natural language processing in news production make it more accurate.

The Washington Post's Heliograph and Reuters Lynx insight are the two AI powered news medias.

➤ *AI in News Dissemination*

AI algorithm personalize news feeds ensure readers receive content according to their interest. Platforms like news feeds, Google news help to know the readers behaviour.

➤ *Ethical Concern*

AI news have many ethical challenges. Biased news is one of the greatest issue of AI news. Misinformation and disinformation is another challenge. The wide spread of fake news is also a notable demerit. The broadly searching nature of AI based information are a question before privacy of personal information.

#### IV. OPPORTUNITIES AND CHALLENGES

AI have numerous opportunities its enhanced content creation and distribution efficiency is really mesmerizing. It will create job displacement of journalist and also journalist are compelled to learn new skills to exist in the field. Lack of creative aspect is also a challenge before AI technology. The advent of new technologies change the journalists to a creative writer and a fact checker.

#### V. CONCLUSION

AI revolutionize the news industry, it offer both challenges and opportunities. Even ee enjoy the enormous opportunities of AI it is necessary to address the ethical and employment issues which may a creation of AI.

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