Section 2. Management of innovation

MODERN JOURNALISM AND ARTIFICIAL INTELLIGENCE: RISKS, CHALLENGES AND POSITIVE SIDES

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Abstract

Technological progress, especially the integration of AI, is changing not only the forms of dissemination and reception of information, but also the psychology of its generation, planning and reception. The article examines the impact of artificial intelligence on modern journalism, especially in the context of changing the professional function of a journalist. It discusses how AI affects the process of collecting, processing and distributing news, whether it simplifies editorial work and, most importantly, whether it reduces the need for journalists in the media industry. The article describes both the positive capabilities of AI (speed, automation, data analysis) and its negative aspects (ethical uncertainty, replacement of human intuition). Real cases are examined (The Guardian's use of GPT-3) and (BBC and RADAR (Reporters and Data and Robots) to answer the main question: is AI a professional threat to journalists or a new opportunity?

Keywords: *Artificial Intelligence and Journalism; Modern Journalism; Change in the Journalist's Work*

Introduction

Artificial Intelligence (AI) is increasingly important in various fields, however, the use of AI is accompanied by serious ethical and professional challenges, especially in the media space. Technological progress, especially the integration of AI, is changing not only the forms of information dissemination, but also the psychology of its generation, planning and reception. Artificial Intelligence (AI) is rapidly becoming an integral part of modern journalism. It is changing the format of information generation, dissemination and consumption. The new technological environment offers both significant opportunities and serious challenges, which concern media ethics, the professional role of journalists and the quality of public information. Artificial Intelligence (AI) is deeply integrated into journalistic work. Its applications range from automated text generation to data analysis and the provision of personalized content.

However, this technology is associated with both opportunities and professional and ethical challenges. It is important to evaluate journalism not only as a provider of information, but also as a public institution whose stability and credibility are being tested in the new conditions of AI.

The aim of the study is to analyze how AI is changing journalistic work: whether the technology represents assistance, competition, or a change in the nature of the profession.

Methodology

The research is based on content analysis and case study methods. Academic literature, international studies, reports, and media analytics are used.

AI Integration in Journalism: Context and Dynamics

The main function of artificial intelligence in journalism is focused on optimizing information processing – the topic will touch in depth on data-driven journalism, automated article generation, and the so-called "narrative architecture". Natural Language Generation (NLG) technologies are particularly relevant, which create article texts based on standardized data (for example, a financial report or a review of sports results). The transformation of technology and its assimilation in journalism naturally raises the question of whether AI will reduce the work of journalists? Which we should consider in several contexts. AI already fulfills the traditional functions of a journalist: compiling news, automating sports reports, financial analysis (Bloomberg's Cyborg, Forbes' Bertie). This is how specific tasks are reduced from human resources, which clearly reduces the demand for technical editors and standard reporters (Diakopoulos, N., 2019). AI successfully collects data, creates headlines and optimizes SEO. However, it cannot provide the depth of context, empathy and socio-political interpretation. Analysis of complex topics, investigative journalism and value assessment still depend on human intelligence. In the modern sense, a journalist may no longer be just a news broadcaster, but also becomes a content curator, news filter, data interpreter, fact checker (Marconi, F., 2020). Accordingly, the complete disappearance of the profession is not expected, but the transformation of the role is inevitable. Along with saving human resources, artificial intelligence should also be considered as a means of financial optimization, as small editorial offices often use AI to reduce costs. Which reduces the number of journalistic staff and enhances selective cooperation. This poses a professional threat, especially for employees of regional media.

To better analyze the risks and challenges mentioned above, we will consider several cases.

The Guardian's Experiment with GPT-3

In 2020, the British newspaper The Guardian published an article that was entirely generated by OpenAI's GPT-3. The headline of the article was: "A robot wrote this entire article. Are you scared yet, human?" (https://www.theguardian.com/commentisfree/2020/sep/08/robot-wrote-this-article-gpt-3)

The article was clearly edited by a human, although the main text was created by GPT-3.

The important conclusion was: AI can generate relatively simple texts with linguistic sequence and logic; it cannot create deep journalistic investigations, cannot evaluate and interpret context; the trust of readers is questioned – they need to know when they are talking to a "human" and when – to an algorithm.

BBC and RADAR Project

RADAR (Reporters and Data and Robots) is a joint initiative of leading British agencies that uses AI to write automated articles. RADAR publishes thousands of texts every day on small topics (local crime statistics, weather forecasts, municipal information, and more) (https://www.bbc.co.uk/news).

- The texts are informative, factually correct, but not based on journalistic research;
- Editors actively control the content;
- Such a system meets information needs, but does little to promote deep analytics or critical understanding of society.

Risks and challenges:

The integration of AI into journalism creates several key risks:

- Ethical uncertainty: Who is responsible in the event of inaccurate information – the algorithm, the editor or the platform?

- Crisis of trust: It becomes important for readers to know whether a text is produced by a human;
- Professional devaluation: If a large part of the texts is automated, how does the function of the journalist and the market demand change?

Pros and opportunities

Despite the risks, the integration of AI includes several clear benefits:

- Speed and volume: automated systems are able to generate thousands of materials at once;
- Data-driven journalism: AI will help journalists with research, analysis, and visualization;
- Unburdening routine work: Journalists spend less time on simple texts and focus more on investigation and in-depth topics.

Research results

The analysis of the named cases (The Guardian and RADAR) shows that artificial intelligence currently cannot replace a professional journalist in creating in-depth analytical and investigative material, although it is clearly successful in the rapid generation of standardized information.

AI creates a "new profession" within the media – a journalist who works not only on the topic, but also with the algorithm. Technology can become a support, but not a replacement.

Conclusion

AI-related predictions should be neither utopian nor pessimistic. Artificial intelligence is changing the landscape of journalism, but this change does not mean the abolition of the profession – it means transformation.

Despite the potential for optimization, the use of AI involves serious risks: Disinformation and Deepfakes: Deepfake technology creates visual and audio materials that serve to manipulate audiences. Ethical opacity: It is often unclear whether AI-generated content meets ethical and editorial standards. Reduced audience trust: Automated communication can be perceived as unresponsive or "inhuman". The risk of loss of control: AI can be seen as an autonomous "communicator", making it difficult to manage the organizational message. Technological competence, editorial responsibility and ethical caution will be important for journalists in the future. Media organizations should define a clear policy on the use of AI in order to maintain the reliability of information and professional standards.

In modern journalism, artificial intelligence is both a powerful tool and a strategic challenge.

If its use is based on ethical standards, open communication and human control, it ensures accuracy, efficiency and strengthens the democratic space. However, excessive automation, the abolition of professional responsibility and the obsolescence of content can cause serious damage to the public space. Therefore, a balance needs to be maintained: technological progress and human values must develop hand in hand.

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