

# FUTURE OF MEDIA AFTER EMERGENCE OF ARTIFICIAL INTELLIGENCE: ISSUES AND CHALLENGES

## Abstract

Journalism and mass media complement each other. With the superficial time, the ever-new coordination of mass media and technology has brought about a dynamic change in journalism and mass media. This change is not only reflected in the writing on any topic, problem or event, but the way of its presentation has also decidedly changed. Artificial Intelligence is also the latest information presentation technology, which on one hand has made news presentation accessible on various topics, on the contrary, the basis of its inherent capabilities; it has raised questions on human intellectual capacity and credibility. The maneuver of robot news anchors for presentation of news by many national and international media channels is just one example of this. Apart from information communication, in the field of social communication, there remains a fine line between realities and virtually, which requires additional skills to know and understand. The present chapter “Future of Media after emergence of Artificial Intelligence: Issues and Challenges” is an attempt to analyze the issues and challenges arising on the topic of use of Artificial Intelligence in future media.

**Keywords:** Future of Media, Artificial Intelligence, social communication, Issues and Challenges

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Currently whole world is buzzing around two words “AI” that is abbreviated for Artificial Intelligence. Let's put it in a simpler form we have moon, a natural satellite we erected anthropogenic satellites. We named them and entirely we called them as Artificial Satellite.

So we will put it in the same context humans have the intelligence, likewise animals have, now the machines have this intelligence, they acquire brain they can think, they can make the decisions, they can provide us best possible help based on their intelligence and understanding.

Machines were invented by humans to save time and reduce our working load, it will be neither right nor wrong to say that Artificial intelligence will reduce our exercise of brain that is thinking but it will give us best results it will make our life much easier.

We, humans are superior to other species on this planet because of our brain, we can think, we have intelligence, the point is what if these machines with brain go out of our hands they start behaving independently based on their intelligence. We guess with AI that's the possible risk we have to consider in foreseen future. AI is concerned with system that can replace human intelligence and problem solving activities.

The concept of AI has a long history dating back thousands of years to ancient philosophers who pondered questions related to life and death. During ancient times, inventors crafted mechanical devices known as "Automatons" that could move independently, akin to acting of their own will.

Understanding the historical roots of AI is crucial for grasping its current state and its potential future developments. Our primary focus will be on the immediate scenario, where engineers and scientists began making strides toward the modern AI landscape. Yet, numerous prominent experts engage in productive discussions about the possible trajectories of AI, allowing us to make informed conjectures. We can anticipate a greater integration of AI across businesses of all sizes, transformations in the workforce as automation both eliminates and generates jobs, an upsurge in robotics, autonomous vehicles, and various other noteworthy advancements.

AI is increasingly favored by numerous industries, including e-commerce, healthcare, and banking, but it has emerged as a game-changing force within the media sector. There are several positive facets to consider, with AI effectively filtering out fake news. The internet is rife with misleading information, making it challenging for audiences to distinguish fact from fiction. Thankfully, Deep Learning AI tools assist the media in fact-checking and verifying sources to confirm the authenticity of stories. Websites are integrated into an AI algorithm to scrutinize news sources and predict the most credible version of the content. Expanding the roster of websites within the algorithm is recommended for more precise results. Although this technology isn't infallible, it represents a significant step in the right direction.

AI also plays a vital role in regulating the distribution of online content, aiding in the detection and filtering of problematic material. Before displaying such content, AI can assess the user's age and gender or employ an automated content moderation service to oversee objectionable content prior to publication. It also utilizes audience category ratings, such as

suitability for children or adults. AI simplifies content classification and categorization, allowing for swift identification of preferred topics, enhancing audience engagement, and delivering more targeted, appealing content.

On the basis of above information, we find positive aspects of artificial intelligence. On the contrary there are some negative aspects of AI which are like issues and challenges in front of media hunch and values, from the collection of information to the transmission of uninterrupted information and facts. In overcoming years in the process of collection and transmission emergence of AI seems difficult and challenging.

The media sector incorporates all the logistics, which gather, store and share information with consumers using communication methods and tools. These logistics share this information in various ways, including television, radio, social media, newspapers, films. Multitudes work in this profession in all of its area.

The media sector is one of the world's largest direct and indirect employer industries from a global perspective. Intellectuality is a larger persona of this sector. After the advent of AI, there will definitely be a massive reduction in jobs in this sector. This is likely because AI is capable of intelligent production based on its inherent properties. In this way, AI is expected to reduce jobs in the media sector. Ethical concern is another major issue after the emergence of AI. Increasingly, machines and Artificial Intelligence are assisting human in decision making, particularly in developing and sharing the content in media. However, the acquiring of AI in generating content is not without its pitfalls. Another issue is, Integration of AI with existing system which is producing content and doing several tasks already. During the steps of AI integration with existing system, it is the expected to show positive outcomes and benefits, and the relevant data sources and requirements. Organization should also consider the ethical, legal, and social implications of using AI. Integration often leads to negative consequences, so it should be in mind how to mitigate any potential risks or challenges. The bias in AI which can exist in any shapes and forms such as historical bias, representation bias, measurement bias, evaluation bias, aggregation bias, human review bias, which may affect the accuracy and may harm the sensitive variables of humans.

## **I. THESE ISSUES AND CHALLENGES ARE AS FOLLOWS**

- 1. Ethical Concerns of AI and Media:** Immanuel Kant's ethical philosophy emphasizes autonomy, rationality and the moral duty of individuals. Forcing Kantian ethics to the use of AI in working culture of media could leads to serious concern. If decision that was once the purview of humans is delegated to algorithms, it could threaten the capacity for ethical reasoning. The organization using AI could be considered to be abdicating their ethical as well as moral responsibility.
- 2. Challenges around Data for the Training Model:** Any artificially intelligent model should start by obtaining a data collection to guide the model and enhance the system's capacity for decision-making. This is among the most evaluative features since it establishes the foundation for the AI system's decision-making process. This information might be related to what viewers of AI material see on a specific streaming service. For the developer, obtaining a high-quality dataset of this training data presents a number of difficulties.

- 3. Data Quality:** Data collection, data labeling, data storage and data security are the major concern in the case of data quality. Accurate data is weighty for people who are engage in media sector, enabling them to produce and obtain, correct and reliable denouement. Errors in data input can lead to erroneous decisions or misguided insights, causing potential harm to organizations and individuals.
- 4. Lack of Skilled Talent in Media Industry:** The media sector is facing a serious talent shortage at all levels, especially in the middle level where the future of organizations is defined. There is a shortage of people's intellectuality after the emergence of AI. Arrival of AI, not only replaced humans but also the expertise who can take media to the next level in today's unique and continuously evolving environment. Abandon of AI highlights the importance of seeking out leaders with diverse skills and experiences to navigate the challenges and opportunities in the media industry.

Appearance of AI anchorin many large media organization is its authentication mark. AI anchor gather the data, track and categories the data. What it says and who says it, then translates that data into functional and significant information. This position of AI is replacing human anchorthat have life experience and thinking capacity.

- 5. Challenges Around Skills and Knowledge:** Being able to handle AI-related development requires a skill set that is becoming more and more proficient. Small-scale use cases might still be manageable by someone with a basic understanding, but real-world projects involving extremely large amounts of data, like those for the media industry, call for a specialized skill set and prior experience in the field. Additionally, developers must constantly advance their skills to stay up to date with the newest developments in the AI sector, including methodologies, trends, and additions to the industry. Due to the extreme complexity of the computing involved in AI systems, developers must acquire the necessary knowledge to be able to site those solutions across a variety of environments, making them portable, and to be able to compare the various frameworks available and select the one that best fits their use case.
- 6. AI Integration with Existing Systems:** Artificial Intelligence is revolutionizing the way the media industry produces and distributes content, just as real anchors may now create artificial ones. It generates insights, analyzes data, and makes recommendations. But integrating AI with other applications and systems is not a straightforward procedure. AI system integration can be a challenging process that requires careful planning and implementation. Organizations that improperly integrate AI, however, risk missing out on its advantages or, worse, suffering unfavorable outcomes like skewed decision-making or data breaches. The majority of businesses have legacy systems in place that need to be integrated with or replaced by recently created AI-powered solutions. This means that developers not only need to comprehend how the spin-off systems inside their businesses operate, but they also need to put in effort to figure out how to bridge the gap between many elements that differ greatly between the AI solutions being employed and the legacy solutions. Many developers also have to deal with antiquated infrastructure or find ways to work around it while still utilizing the resources at hand as efficiently as possible, which is no easy feat.

- **AI Bias and Accuracy:** Systemic biases emerge from assumptions made during the machine learning process. The absence of standardized objectivity and the insufficiency of adequately large training datasets collectively contribute to AI bias. When AI garners attention in the news, it is frequently associated with challenges related to bias and fairness. While some of the most notorious issues pertain to facial recognition, law enforcement, and healthcare, missteps stemming from machine learning have occurred across numerous industries and applications, inadvertently contributing to a societal landscape where specific groups or individuals face hurdles.

**7. Cost of AI Implementation:** Artificial intelligence (AI) is no longer just a concept in science fiction movies. AI has become a revolution in the 21st century, where technology is embedded into the lives of people. It's even seeped into the all professional domain.

It is not much economical for any sector to implement it. There are several factors that affect the cost of AI implementation types of data, complexity of the solution, amount of data, expert service. Its price varies on multiple factor. Algorithms are a vital factor in AI development, and their accuracy rate can impact the cost significantly. The more accurate the algorithm require being, the more expensive it will cost.

AI-driven solutions have a lot of potential in the media sector, as new use cases are constantly emerging and gradually being implemented across all media channels. The media industry has faced numerous challenges and issues as a result of this, including the need for many organizations to prove that they are upskilling themselves in order to stay relevant in the market and handle the significant real-life framework of obtaining, handling, and managing data as well as the ability to extract patterns and identify learning trends that can aid in expanding the use of AI throughout the media. Meanwhile, after taking a deep insight into the facts and figures obtained from various sources on the above topic, the interrelationship between media and artificial intelligence reveals very complex results, the results of which depend on the user's usage paradigm. This can be acknowledged from the following points:

- Wisdom and intelligence can be example of positive creation. If they are used with a destructive attitude then there is definitely a possibility of negative results. We can understand this from issues like information warfare and false flag.
- Human intelligence is the foundation of all the scientific research as well as it assures answers to all the questions that arises in research. Here a question naturally arises whether human intelligence can be replaced by machine generated artificial intelligence. The answer to the question itself depends on the topic.
- Discretion-based restraint has an important role in thinking. Here again a question comes in front of us whether the machine-generated intelligence will be able to keep restraint in all such sensitive matters.
- The emergence of Artificial Intelligence raises ethical dilemmas, forcing media sector to balance technological experimentation, maintaining public trust, and upholding legal rights. It is very much strenuous for an organization to accept AI implementation easily and work accordingly.
- Artificial intelligence can become a harbinger of miraculous change in development or modern communication. Unconditionally, if it is used by keeping positive aspects

in mind. Especially in third world countries, it can become a replacement for failed bureaucracy.

- In this way, after thinking about this contemporary topic, the only conclusion that comes to all of us is that due to its inherent capabilities, Artificial Intelligence is powerful enough, it is transformative, and it is a game changer. It is based on the underlying objectives. What results will come out. It is hidden in the future along with the user's perspective.

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