

IS AI THREAT TO MASS MEDIA?

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ABSTRACT

In the past few months, these questions arise that AI will demolish all the jobs? rather it is related to journalism, and call centers. Engineering & doctors. Because we are all aware of AI tools and their impact in our country or we can say worldwide too. What's our future then? did humans get the jobs? did we as normal human beings get able to survive due to this AI thing? These questions arise day by day and not just in a serious conversation but in a funny & meme way too. If we specifically talk about the engineering field then the most important course in this field nowadays is AI & Machine Learning or computer science, and other fields like Electronic communication, Electrical Engineering & Mechanical Engineering all are struggling a lot to get decent admissions into the colleges & university. Because somewhere the hype of AI tools is so impactful that everyone is almost convinced with the robotic tool and somewhere they are happy to live a lazy and carefree life.

Now, I like to take your attention towards my main topic which is related to my field, mass media or we can say journalism. Did AI take down the Mass Media or core journalism from us? Why do some news channels launch AI presenters? Just for TRP or to gain some viewership? Did they not attentive towards it that maybe in future this AI will demolish our bread or eat core journalism?

KEYWORDS:

Impact of AI Tools, Demolishing our core Journalism, Lack of Jobs opportunities, Happy to live lazy life

UNDERSTAND AI

First, we understand AI (Artificial Intelligence)

The academic field of artificial intelligence was established in 1956. The field experienced several cycles of optimism that were followed by disappointment and funding cuts. Deep learning outperformed all prior AI approaches after 2012, sparking a sharp rise in investment and interest.

AI(Artificial Intelligence) is very clear by its name artificial i.e. which is not real or original. AI is the quickened working mind of machine bits of intelligence, especially in computer systems & many different languages which AI recognized very easily.

If we say in GEN Z language then AI is the very cool and new beginning of the era, but they are aware that what they are losing right now and what they are going to lose in future.

In contrast to the intelligence of people or animals, artificial intelligence (AI) refers to the intelligence of computers or software. Advanced web search engines, like Google Search, recommendation systems, software, like Siri and Alexa, automatic cars, like Waymo, generative or artistic tools, like ChatGPT and AI art, and winning at the highest levels of strategic games, like chess and go, are some examples of AI applications.

HOW MASS MEDIA OR JOURNALISM WORK

Firstly, we understand what is mass media and journalism?

Where we get a day-to-day update not just at the national level but internationally too, and not only in one segment or beat but in every segment i.e. politics, entertainment, sports, education, business, science & technology, Fashion & Style and many more.

If we discuss here mass media then there are vast and various things in mass media, here we are not talking about print or electronic media, but whole journalism core journalism where field reporters go to different areas to cover and collect the news, every reporter and editor take hours and hours to correct and verify the

news. They have their different source those who work for them and journalism is all about investigating & show the reality to our country or world. But, now things get changed in our journalism & our journalist, reporters and sources are changed. Slowly but AI takes over things rather it is related to journalism or any other sector's job and my point here is not only about job security but about our core things like what we loved to do in the 90s. These minimal or GEN Z are just doing things to show the world how cool we are and how our life is so easy because we are so tech-savvy now a days.

Being tech-savvy is not a bad thing but for Genz tech-savvy means scrolling Instagram, sharing reels, scrolling fashion websites, Netflix and chill, make short videos to get easy fame but in actual they do not have any opinion about anything means anything if you ask them about AI or Algorithm they get numb because they were just aware words like viral & trending.

HOW AI TAKE DOWN THE MASS MEDIA?

A few months back we heard about the one news channel launched their first AI News presenter named Sana for their Hindi channel and more news came from Odia that they also launched a new AI new presenter named Soundarya, and the amazing part or you can say the shocking part is they both are well aware of native language as well as Hindi & English.

And seeing all this I am totally surprised why these news channels are happy to lose their job in future or just to gain few viewership or TRP, My question arise here if AI does all the journalism work then why we are and our new generation studying the course Mass Media? And the surprisingly now Mass Media or Mass communication known as Digital media & New Media Technology which is somewhere indicates that slowly or steady we are going through and somewhere we are accepting the fact of AI and ready to work under AI Tools.

PROS & CONS OF AI MASS MEDIA

PROS

- Good grabbing power.
- Knowledge of all languages & segments
- React & act according to human interest.
- Easily handle live shows without any mistakes in script or language
- No make-up, no ageing, no script reading nothing just a little tiny chip

CONS

- Lack of job opportunities for humans
- Anytime system can glitch
- No emotions/ lack of empathy when announcing any kind of news
- Lack of creativity because AI just operate can put the emotion and struggle of collecting the news
- Lack of accountability because AI don't know how to take responsibility for glitch or mistakes

CONCLUSION

The crunch of this whole journal is that AI is a good tool if we use it correctly but when AI start to use us that day the problem will arise, We all know how much our journalists, reports and editors do struggle to get the right information for us. we don't want our core journalism will die due to AI Tools. Changes are good in life but we cannot change the nature, we cannot change the realism, we cannot change the reality of anything.

"REAL SHOULD BE REAL, YOU CANNOT COMPARE REAL TO REEL"