


Chapter 3

Media Literacy in Times of Advanced GenAI: New Challenges and Perspectives

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ABSTRACT

In the new era of today, Generative AI (GenAI) and media literacy, are inseparably linked. GenAI has both the potential to transform the world of media, but also the opportunity to challenge the status quo and help users with malicious intents create misinformation and disinformation easier than ever. This chapter addresses this intersection. It begins with an overview of GenAI’s origins and its growing influence on media production, journalism, and creative industries. The discussion then shifts to the new challenges posed by AI-generated misinformation, deepfakes, bias, and intellectual property concerns, all of which contribute to the erosion of trust in media. The chapter also examines opportunities for enhancing media literacy in the age of AI, including educational initiatives, policy interventions, and collaborations between tech companies and educators, all to show that the issue of GenAI and media literacy is of importance and requires careful consideration.

INTRODUCTION

The landscape of media consumption and production is undergoing a profound transformation due to the rapid advancements in artificial intelligence, particularly in the realm of **Generative AI (GenAI)**. This emergent technology enables machines

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to create content—ranging from text, images, and videos to music and code—with a level of sophistication that often mimics human creativity. Tools such as OpenAI’s GPT series for text generation and DALL·E for image synthesis are at the forefront of this revolution. These technologies are not only enhancing creativity and productivity but are also fundamentally changing how we interact with and interpret media.

However, the rise of GenAI brings with it unprecedented challenges, particularly in the context of media literacy. As AI-generated content becomes more prevalent, it is becoming increasingly difficult for media consumers to distinguish between content created by humans and that generated by machines. This presents new challenges for truth, authenticity, and trust in the information people encounter daily. In a world where fake news, deepfakes, and synthetic media can be produced at scale, the importance of media literacy has never been greater.

Media literacy has traditionally focused on equipping individuals with the critical thinking skills needed to evaluate media sources, understand biases, and engage responsibly with information. However, the rise of GenAI requires a reevaluation and expansion of these competencies. Consumers now need to be literate not only in identifying misinformation and bias but also in understanding the inner workings of AI technologies, the ethical implications of their use, and the ways in which AI-generated media can manipulate perceptions.

This chapter explores how media literacy must adapt in the age of GenAI, addressing both the opportunities and risks that this new technology presents. It will examine how GenAI is reshaping media industries, what new skills are required for media consumers to navigate an AI-driven media ecosystem, and how educational frameworks must evolve to address these challenges.

Objectives of the Chapter

- 1. To provide an overview of Generative AI and its impact on media production and consumption**
- 2. To explore the new challenges GenAI poses for media literacy**
- 3. To identify the expanded competencies required for media literacy in the GenAI era:**
- 4. To discuss the ethical implications of GenAI in media**
- 5. To propose educational and policy responses to GenAI challenges**

In a world increasingly dominated by AI-driven media, understanding the dynamics of GenAI is essential for becoming a discerning and informed media consumer. This chapter aims to contribute to that understanding by offering insights into how media literacy can evolve in response to the opportunities and challenges posed by Generative AI.

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