


# Chapter 10

## AI Journalism as Novel Future Journalism in the Context of Threats and Advantages

Aylin Tutgun Ünal

 <https://orcid.org/0000-0003-2430-6322>

Üsküdar University, Turkey

### ABSTRACT

*Artificial intelligence (AI) is transforming journalism by integrating automation and efficiency into news production processes. It offers substantial benefits in areas like data analysis, content creation, and personalized news delivery while enabling journalists to focus on creative and analytical work. However, alongside these advantages, AI also raises ethical concerns, including algorithmic bias, transparency issues, and misinformation. This paper explores the dual impact of AI in journalism, highlighting its evolution from a supporting tool to an active agent in journalistic workflows. It addresses key areas such as ethics, regulations, and journalism education to balance innovation with fundamental journalistic principles. Synthesizing recent academic research, the study emphasizes the need for responsible AI adoption to ensure progress aligns with ethics and reliability in journalism. Ultimately, this research contributes to understanding AI-driven journalism as a revolutionary yet ethically complex paradigm that shapes the future of media.*

DOI: 10.4018/979-8-3373-1459-4.ch010

## INTRODUCTION

The influence of artificial intelligence (AI) on journalism, as in many other fields, is a widely debated topic in both academic and professional communities. The integration of AI into news production processes brings notable advantages, especially in areas such as data analysis, content production, and personalized news delivery. For example, Ioscote et al. (Ioscote et al., 2024, p. 511) state that AI automates repetitive tasks in journalism, allowing journalists to focus on more creative and analytical work. However, alongside these benefits, it is crucial to consider the potential risks AI poses to fundamental journalistic principles such as ethics, reliability, and impartiality (Tejedor et al., 2024).

Recent studies that describe disinformation as the plague of our time highlight the role of technology in combating misinformation. In his study on the role of AI in combating misinformation, Reyes Hidalgo draws attention to problems such as algorithmic bias and content dehumanization (Reyes Hidalgo, 2025).

Although artificial intelligence (AI) journalism is often regarded as a concept that emerged with the integration of technology into media and news production, its definition varies across academic and professional circles. For instance, AI journalism as a transformation where non-human actors actively participate in journalistic processes. In this context, AI is seen not just as a tool but also as an “agent”. Another perspective views AI’s role in journalism through the lens of automation and efficiency (Ioscote et al., 2024). From this, AI enables journalists to focus on creative and analytical work by automating repetitive tasks. This approach highlights AI as a supporting technology in journalism.

Artificial intelligence (AI) journalism is drawing attention today with its innovative applications in news production. For instance, the Associated Press (AP) uses Wordsmith, an AI platform developed by Automated Insights, to automate data-intensive content like financial reports and sports news. This technology ensures fast and accurate news generation while allowing journalists to focus on more analytical and creative tasks (Simon, 2024). Likewise, Reuters is at the forefront of using AI-powered tools to personalize news content and tailor it to readers’ interests (Caswell, 2023).

Moreover, media organizations like *The Guardian* utilize AI not only for content creation but also for news verification. AI algorithms help detect and verify misinformation circulating on social media, contributing to higher standards of reliability and accuracy in journalism (Ioscote et al., 2024). Additionally, AI’s role in visual content production is expanding. For example, AI models such as Midjourney are used to generate visuals that accompany news articles (Caswell, 2023).

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/ai-journalism-as-novel-future-journalism-in-the-context-of-threats-and-advantages/386511](http://www.igi-global.com/chapter/ai-journalism-as-novel-future-journalism-in-the-context-of-threats-and-advantages/386511)

## Related Content

---

### New Media and the Changing Public Sphere in Uganda: Towards Deliberative Democracy?

Kennedy Javuru (2014). *Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications* (pp. 855-876).

[www.irma-international.org/chapter/new-media-and-the-changing-public-sphere-in-uganda/115050](http://www.irma-international.org/chapter/new-media-and-the-changing-public-sphere-in-uganda/115050)

### Designing Ambient Media: A Philosophical Viewpoint of Universal Design

Moyen Mohammad Mustaqim (2014). *Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications* (pp. 1507-1522).

[www.irma-international.org/chapter/designing-ambient-media/115087](http://www.irma-international.org/chapter/designing-ambient-media/115087)

### Anti-Vaccination in the Post-Truth Era: Who Will We Trust?

Övünç Ege (2024). *Transformed Communication Codes in the Mediated World: A Contemporary Perspective* (pp. 46-58).

[www.irma-international.org/chapter/anti-vaccination-in-the-post-truth-era/335355](http://www.irma-international.org/chapter/anti-vaccination-in-the-post-truth-era/335355)

### Media Shaped by COVID-19: How Is Media Changing?

Hasan Gürkanand Asl Güngör-Eral (2024). *Transformed Communication Codes in the Mediated World: A Contemporary Perspective* (pp. 122-138).

[www.irma-international.org/chapter/media-shaped-by-covid-19/335359](http://www.irma-international.org/chapter/media-shaped-by-covid-19/335359)

### Navigating Environmental Regulations in Digital Marketing: Ensuring Compliance While Promoting Green Claims

Vishal Jainand Archan Mitra (2025). *Regulatory Frameworks and Digital Compliance in Green Marketing* (pp. 125-164).

[www.irma-international.org/chapter/navigating-environmental-regulations-in-digital-marketing/380386](http://www.irma-international.org/chapter/navigating-environmental-regulations-in-digital-marketing/380386)