Chapter 3
AI-Mediated Communication:
Transformations in Human Expression, Authenticity, and Relational Dynamics

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ABSTRACT

Artificial intelligence increasingly shapes everyday communication, influencing how people express ideas, perceive authenticity, and build relationships. Unlike conventional digital interaction, AI-guided communication adapts language, predicts responses, and personalizes emotional cues, often blurring boundaries between human intention and algorithmic influence. Identity, ownership, and truth become more complex as messages are generated or co-created with intelligent systems, raising concerns about trust, transparency, and ethical responsibility. Power dynamics also shift toward those who design and control these technologies, while attention, presence, and emotional closeness are redefined in both personal and

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professional contexts. As a result, communication is not merely transmitted through AI but fundamentally reshaped, with implications for authenticity, connection, and the future of human interaction.

1. INTRODUCTION

Messages shape how people connect, lead, others follow, institutions run. Long ago, talking in person gave depth - tone, gesture, silence spoke volumes. Letters stretched reach, broke limits of distance, folded time into envelopes. Then screens changed pace, widened spread, reshaped exchange. At first, machines carried words only when people typed them. Now machines shape words, not just carry them. A sudden leap happens when smart systems start crafting messages on their own. Speed changes everything - what once moved passively now thinks fast, adjusts mid-flow, reshapes intent before it lands.

Progress in machine learning, along with advances in large-scale data analysis, has helped shape AI systems capable of spotting trends, forecasting choices, and mimicking context awareness (Jordan & Mitchell, 2015). Efficiency gains and stronger output have emerged in companies using AI to handle thinking-intensive chores while aiding decisions (Davenport & Ronanki, 2018). With firms bringing AI into how they communicate - think auto-written emails, reports shaped by smart software, or customer bots that respond on their own - the line separating messages made by people from those built by machines slowly fades.

Communication shaped by AI means people interact alongside systems that help create or adjust messages. Instead of just repeating actions like older machines did, today's AI reads mood, picks up on feelings, and replies in ways that fit the situation. This change fits patterns seen across services lately - smart tools are expanding what humans can do and changing how results come about (Huang & Rust, 2018). During conversations, boosts happen when artificial support sharpens meaning, organizes thoughts, or suggests wording tuned to emotions. With repeated exposure, such shifts might alter how someone views expressing themselves at all.

When the world shifted online during the pandemic, more people started using AI tools just to stay connected. Because offices closed, companies turned to smart chat programs and digital helpers without much choice. One study showed tough times push tech into daily routines faster than expected (Alles & Gray, 2021). These tools did not just speed things up - slowly, they changed how people interact too.

What happens to honesty in conversation shifts when machines get involved. Real talk usually means someone truly means what they say, writes it themselves, yet feels something real behind it. Still, once artificial intelligence helps shape a message, who actually speaks gets blurry - intentions split between person and