

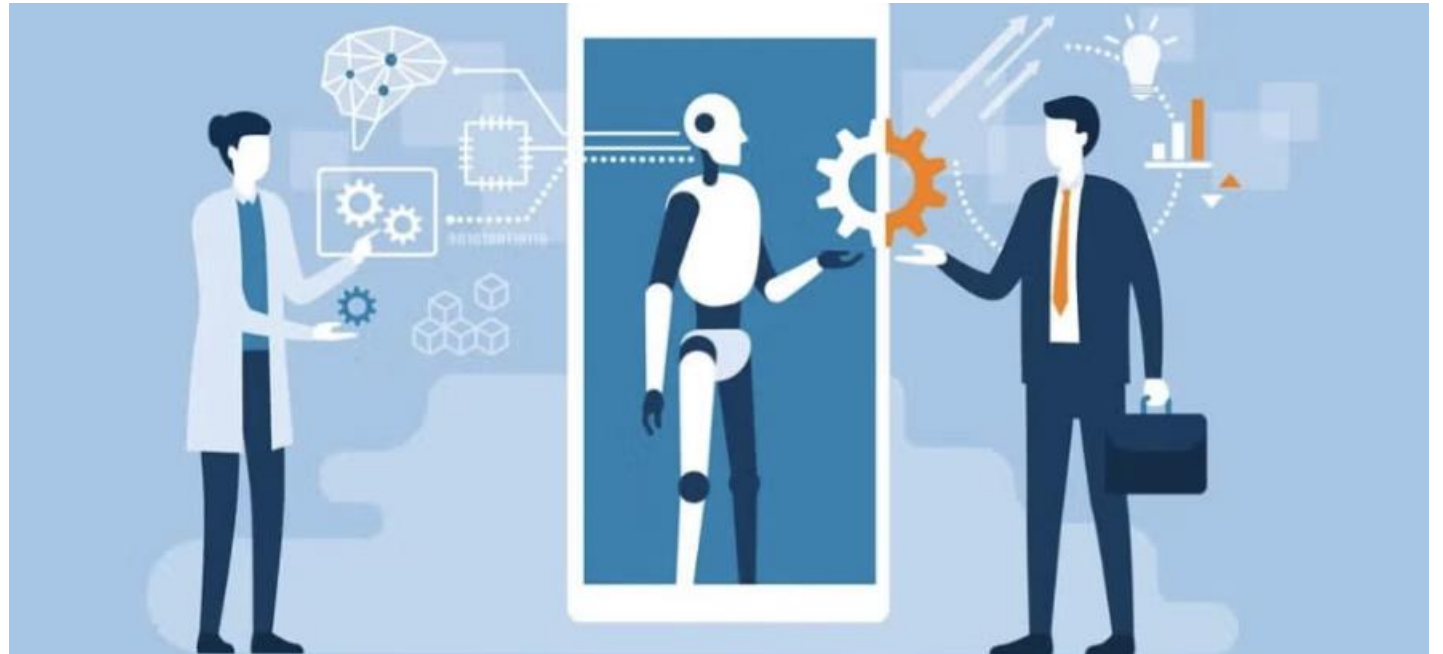
The Rising Effects of Artificial Intelligence in Communication and Journalism

Gabriela Knox

Communication & Journalism

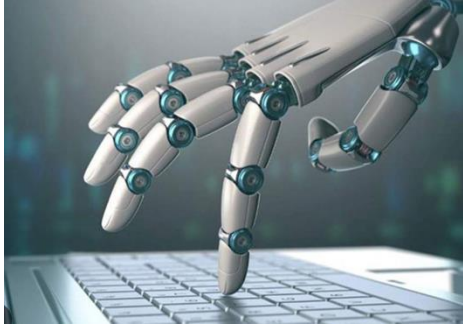
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Artificial Intelligence is reshaping communication and journalism



AI allows for optimization within writing and journalism



AI functions as a social media tool

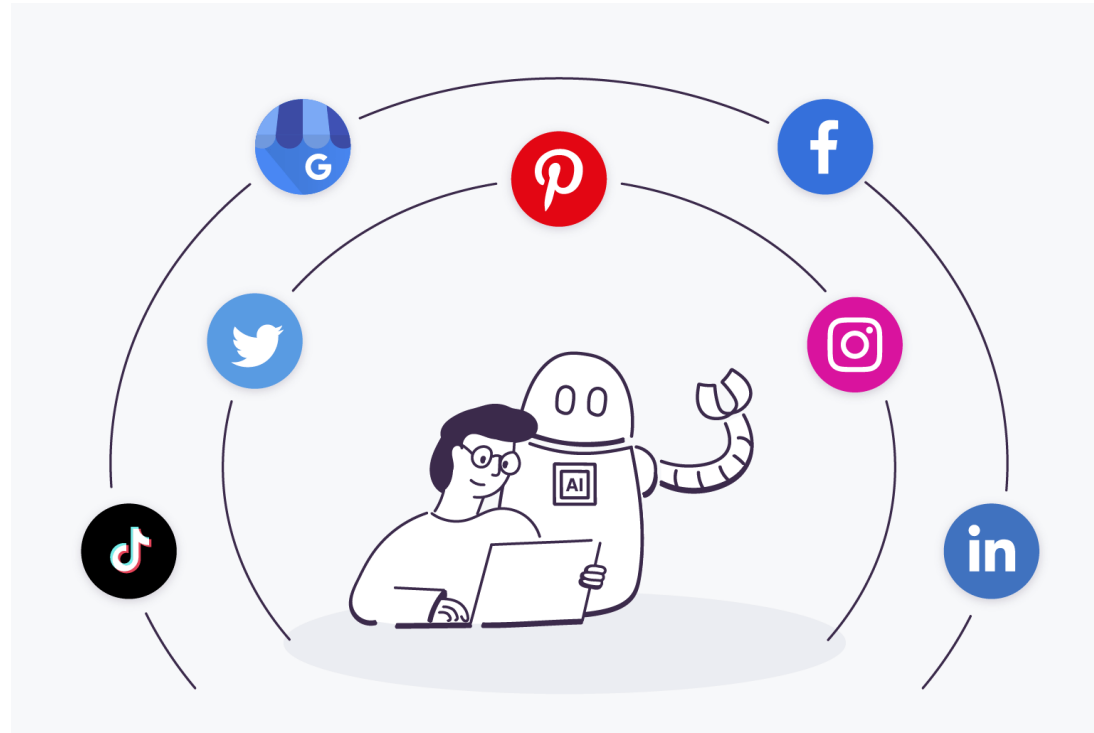


AI enables instant news and content generation

Artificial Intelligence enhances efficiency and optimization in writing and journalism



AI functions as a tool in social media, analyzing optimal engagement strategies and user behaviors



Artificial intelligence enables the immediate creation and distribution of news and content



A deepfake is a “highly realistic, AI-generated manipulation of audio, video, or images ” (Sing, et al.)

Deepfakes spread rapidly and reach a wide audience in a small amount of time through the constant news cycle

CBS Interactive. (2023, March 29). *Fake photos of pope Francis in a puffer jacket go viral, highlighting the power and peril of ai*. CBS News. <https://www.cbsnews.com/news/pope-francis-puffer-jacket-fake-photos-deepfake-power-peril-of-ai/>

Advancing AI is reshaping communication and journalism by transforming writing, social media, and news content.

A research survey revealed that 55% of Americans use or have used AI.

Artificial intelligence is growing to impact many different facets of modern-day and future lives.

