The Use of Artificial Intelligence in Media Work and Its Role in Developing the Skills of Arab Media Professionals.

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Abstract:
The role of artificial intelligence is increasingly important in professional life in general. The media sector around the world has witnessed a qualitative shift in the employment and use of artificial intelligence tools and applications, achieving effectiveness characterized by speed, accuracy, and reduced time and effort in producing multiple content. However, in the Arab world, it is still in its early stages. This study attempts to reveal the problems that make Arab media limited in benefiting from artificial intelligence tools and applications, as non-Arabs have benefited from them, and to understand the challenges that hinder the employment and use of artificial intelligence tools and applications in Arab media. The summary of the limited experiences in the Arab world showed that the use and employment of artificial intelligence is limited to less complex tools, such as converting audio to text or vice versa, verifying information, translating texts, and supporting visual production. Contributions to the creation and development of dedicated artificial intelligence tools and applications were also very limited. As for the challenges facing Arab media organizations, they lie in the existence of algorithmic and linguistic biases due to the lack of content and the weak Arabic context in cyberspace, and the inability of artificial intelligence to differentiate between Arabic vocabulary and terminology..
Keywords: use, employment, artificial intelligence, media, applications, tools....

INTRODUCTION

The artificial intelligence revolution has brought about major developments worldwide, owing to the vast expansion in its uses and its employment across various fields of work, which has produced fundamental changes in the financial, industrial, commercial, and service sectors. Generative artificial intelligence was launched in 2020, after which it continued to develop day by day, and its uses likewise developed among users and developers, until it became a tangible reality in our daily lives, particularly in the fields of science, and the shaping of awareness, culture, and media content. As the uses of artificial intelligence expanded considerably in the field of media and communication — represented in text generation and automated writing, data summarization and translation, the drafting of main news headlines, the creation of voices, images and video, and the making of short films — journalistic stories and film production around the world have come to be produced only with artificial intelligence as a partner in their making, or generating them entirely. Yet despite its many positive advantages, it has also presented a negative, unoptimistic picture, because of its employment in disinformation and fabrication operations, some of which are described as "deep."

Despite the threats sensed by media professionals and non-professionals alike, there remains great optimism in viewing artificial intelligence as an assistant whose capabilities can be harnessed and benefited from in media work. However, some fear the inability to distinguish the real from the fake, owing to artificial intelligence's extraordinary capacity to generate images, voices and videos and to edit or completely alter them; and the repeated appearance of deeply fabricated media material produced with artificial intelligence techniques has made most people apprehensive about the poor and ethically unregulated use of this technology. We have come to see people moving and speaking in their own well-known voices, when in reality they did nothing of what was shown in the video we watched. With this reality, artificial intelligence

has confronted us with a frightening new state of affairs, and this is why human societies and governments have begun trying to put in place ethical frameworks and laws to regulate and legislate the use of artificial intelligence applications. Alongside fears of disinformation and fabrication, a high degree of concern has emerged among many people regarding artificial intelligence replacing them in performing jobs and tasks, which has made some feel directly and strongly threatened by artificial intelligence. This apprehension is to some extent real: artificial intelligence has imposed itself and substituted for humans in some jobs, but in other jobs it never will, and it will remain merely an assistant. Despite these concerns, some countries, such as Japan, have regarded artificial intelligence as a tangible reality of contemporary life, one whose use across various fields is assumed to merit acceptance; when a novelist won a fiction competition having used artificial intelligence to help write her novel, this caused no problem for the competition's organizers (CNN Arabic. 2024)....

In the Arab countries, we may point to the experience of the Kingdom of Saudi Arabia, which recently announced the first international award integrating artificial intelligence into media work and accepting artificial-intelligence-generated content, as part of the Saudi Media Award held by the Saudi Media Forum, scheduled to take place in Riyadh from 2–4 February 2026 under the title "A World Taking Shape" (Al-Anba Al-Arabiya Newspaper. 2025). We can understand that people's and governments' attitudes around the world toward the employment and use of artificial intelligence vary and are not uniform, but this does not change the global concerns surrounding the employment and use of artificial intelligence in media disinformation and fabrication, especially given the existence of algorithms that appear biased, a lack of skills in using and employing artificial intelligence tools and applications, as well as concerns related to artificial intelligence replacing the human element.

The Concept of Artificial Intelligence

1. Historical Background

The idea of artificial intelligence was launched in 1950, when Alan Turing published his scholarly paper posing the question that has today been realized: "Can machines think?" (Turing. 1950. p. 433). Turing was conducting his experiments on the famous imitation game he explained in his paper, and he made great progress in his field. Afterward, scientists and innovators contributed further experiments and innovations; in 1968 John McCarthy invented the (LISP) programming language for artificial intelligence, the second oldest widely used programming language (McCarthy. 1979).

Musa and Bilal (2019, pp. 38, 41) date 1923 as marking the first stirrings of artificial intelligence, when the word (robot) was used in a play staged in London titled "Rossum's Universal Robots."

Musa and Bilal trace the development of artificial intelligence through 22 milestones, up to 2018, when the "Alibaba" model of artificial intelligence for elderly-oriented language processing was recorded in a reading-comprehension test at Stanford University, and in the same year the (Google Duplex) service was announced, which allowed artificial-intelligence agents to hold natural conversations by simulating the human voice and to book appointments over the phone.

Tracing Musa and Bilal's account further shows that 1990 was among the most prominent years of broad advancement in artificial intelligence, through major progress in machine learning, case-based reasoning to solve problems by analogy and similarity, multi-agent planning combining techniques and algorithms, the automatic scheduling of field services, and data extraction, otherwise known as the web crawlers used by search engines.

That year also saw major progress in natural-language understanding and translation, which contributed to creating interaction between computers and natural human languages, and to simulating reality through the creation of games close to real life.

2. Definition

The Saudi Authority for Data and Artificial Intelligence (2023, source, p. 6) defined artificial intelligence as: "a field of computer science that focuses on building systems capable of performing tasks that normally require human intelligence, such as learning, reasoning, and self-development," while Jaakola indicates that artificial intelligence is: "any technology that enables machines to work in a way that simulates human abilities to sense, understand, and act" (Jaakola. 2024. p. 37).

What is known today as artificial intelligence is but the first link in a chain of multiple intelligences, as generative artificial intelligence has come to represent the summit of this intelligence. Accordingly, the Saudi Authority for Data and Artificial Intelligence defined generative intelligence as "a sub-field of deep learning that uses deep neural network techniques to simulate the human capacity to create new data or

original and innovative content" (2023, source, p. 6), noting that the details of generative artificial intelligence yield multiple models and outputs of this intelligence (Saudi Authority for Data and Artificial Intelligence. 2023. pp. 7–13).

In fact, these outputs have not strayed from the familiar traditional outputs — namely texts, images, sounds, videos, and designs — except that, traditional as these outputs remain, dealing with them is no longer as before; a generative state has been added to them. For example, processing sound previously meant recording it, whereas now, in artificial intelligence, the voices themselves are created, along with the speech those voices are assumed to say. This generative aspect applies equally to images, video, and various designs; in video, for instance, the characters and who moves within the scene are controlled, thereby producing an entire video complete with settings, objects, people, and voices. This undoubtedly constitutes an extraordinary achievement and a path capable of easing every difficulty for producers and directors across the various processes of film production.

3. The Concept

In 1956 the Dartmouth University conference was held, at which John McCarthy proposed the use of the term "artificial intelligence" (AI) to describe machines capable of performing the functions of the human mind. To understand this term properly it must be defined: intelligence is the ability to perceive, understand, and learn new situations or conditions, while "artificial" relates to anything connected with an act. Thus "artificial intelligence" is a concept and term applied to everything that arises from the activity or act carried out in fabricating and shaping things, distinguishing it from things that already exist and are naturally generated without human intervention (Khawalid et al. 2019. p. 11).

Since the emergence of this term, innovators and researchers have published 1.6 million research papers related to artificial intelligence, and have filed patent applications for about 340,000 artificial-intelligence-related innovations (Awad. 2021. p. 3).

Musa and Bilal offer a definition of artificial intelligence, saying that it is a scientific system encompassing the methods of manufacturing and engineering what are called smart devices and programs, aiming to produce autonomous machines capable of performing complex tasks using reflective processes similar to those found in humans; artificial-intelligence programs and applications are designed by studying how humans learn and how the human mind thinks while attempting to solve a problem, and then using these findings as a basis for developing intelligent software and systems (2019, source, p. 20).

Artificial Intelligence in Contemporary Life

Artificial intelligence has come to have a broad presence in our daily lives, whether at the level of individuals or at the level of organizations and governments, and it has entered many fields, most notably electronic gaming, natural-language processing, expert systems, vision systems, speech recognition and comprehension, font recognition, handwriting recognition, and the making of smart robots (Musa and Bilal. 2019. pp. 177–181).

Artificial intelligence has also probed various aspects of public life, whether civilian or military, on land, at sea, and in the air. Among the most prominent uses of artificial intelligence in public life is its use in customer relations, in various forms of transportation, in diagnostic medical assistance, in smart-home automation, in personal assistance, in voice and image processing and facial reading, in recommendation tools, and in all the uses arising from machine learning (Musa and Bilal. 2019. pp. 75–94).

As for media aspects, artificial intelligence has become capable of producing imagined images of anything and anyone, at any stage of life, with great ease, and has also become capable of editing and generating texts according to subject matter, and has been used in writing fictional texts. Newspapers reported Tim Boucher's statement that he used smart technology to publish 97 short novels within nine months, using chatbots such as (ChatGPT) and (Anthropic's Claude) to help him brainstorm and generate texts, and (Midjourney) to generate images that helped illustrate the novels (Al-Ghad Newspaper. 2023); the Japanese writer Rie Kudan likewise won a writing prize with the help of artificial intelligence, which supplied her with complete sentences that she incorporated into her work (Al-Aleem. Science. 2024).

Artificial intelligence has thus imposed itself as a fundamental reality in the world of literature, journalism, and media; indeed, search engines today offer multiple options for the best AI story generator, as well as multiple options for the best AI writing tools, and the best detectors of AI-generated texts, images, sounds, videos, and designs, and of whether content was prepared using artificial intelligence or not.

Artificial Intelligence Tools and Applications

A large number of artificial-intelligence tools and applications have emerged, and each application

and tool has its own specialty, although some of these applications are multidisciplinary, while other tools tend to excel and specialize in one particular aspect.

Many different applications remain freely available on the internet, to the extent that the (AI Crafters) group produced a book titled "The Top 100 AI Tools"[1], republished via (afaqb.co), reviewing various applications and tools performing different kinds of work. We will set the book aside to present the most prominent applications and tools currently in circulation and available on the internet that can be used across various media aspects, as follows:

1. Runway ML: creates, edits, and modifies video clips and images, converts ideas, texts, and images into visual video in 4K, and offers diverse video export options including the (ProRes) format[2].

2. Tavus: automatically generates video clips based on a pre-existing video, allows cloning of the voice and face in the source video with high precision, and customizes video clips by setting a location or a name..

3. Supercreator.ai: generates high-quality short video clips, suggests content ideas, programs video-generation processes, provides analytical information on content performance, and improves production efficiency..

4. Character.ai: a character role-play application that allows users to create fictional, historical, or realistic characters, interact with them through text conversation, assign them specific traits, and share them with others; it uses advanced language models to provide realistic responses appropriate to the character being created..

5. Midjourney: distinguished by generating, creating, and designing high-quality images, and converting written text into high-quality artistic images; an effective tool for designers..

6. Polyground: generates and edits images and animations based on textual descriptions, and suggests improvements to the content produced..

7. Dreamer: distinguished by virtually limitless capacity to generate artwork, whether images or backgrounds, simply by writing out ideas and visions as text..

8. ChatGPT: the most prominent and famous artificial-intelligence application, functioning as a chat tool capable of answering a wide range of questions and inquiries and providing an abundance of information on various matters; it can be relied upon as a personal assistant in writing, editing, and education..

9. Murf.ai: an application specialized in converting written text into speech..

10. Soundful: an application specialized in creating music..

11. Grammarly: an application specialized in editing, checking grammar, and improving English writing; it serves as a personal guide for the English language..

12. Jasper: distinguished by creating and drafting textual content, correcting language errors, and writing advertising and marketing copy..

13. Copy.ai: an application specialized in writing marketing advertisements..

14. CanvaAI: an application containing a diverse range of tools for designing images and posts, creating professional presentations, designing logos and visual identities, preparing posters, and editing images and videos, and it provides access to a vast library of images, icons, illustrations, and fonts..

15. Bearly: distinguished as a comprehensive application for conversation and document extraction; an excellent assistant for reading, writing, and content creation, producing executive summaries, generating replies, transcribing audio, images, and video, creating lecture content, and preparing for meetings..

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[1]The (AI Crafters) group prepared this book to cover a wide range of needs, in order to help users find the solutions best suited to their requirements.

[2]A video format developed by (Apple), intended for producing and editing high-quality video; it relies on compressing individual frames to preserve higher quality and provide better random-access speed during editing, which makes it ideal for professional editing programs. It gives video editors greater flexibility in controlling color and lighting levels, and is distinguished by its flexibility and high dynamic range in handling video files in (Raw) format.

16. Scholarcy: provides summaries of research papers and reports, extracts key points, and supplies knowledge links to make the learning and research process more efficient..

17. Uizard: converts ideas and hand-drawn sketches into digital designs that can be implemented easily and conveniently, and provides a vast library of design components to facilitate the design process..

18. MurfAI: a tool that converts text into high-quality speech at the required speed and in the required mood or emotional register, converts a human voice into an AI voice, and creates videos of up to 10 minutes by converting text into speech..

19. Wonder Dynamics: a platform for creating visual effects and film-production content, such as characters, animating them, designing lighting, and tracking actors' movements to apply them to animated characters, and converting live video footage into fully animated 3D scenes..

20. Showrunner AI: a platform that allows the creation of serialized episodes of short animation..

21. Auto AI: a tool for verifying data accuracy and detecting language-model "hallucination.".

22. Doc AI: a tool for analyzing and organizing content and documents quickly and efficiently..

23. Watson: a platform containing a set of tools, such as uploading, processing, and analyzing data, and building and managing custom models, to counter bias and hallucination and ensure regulatory compliance..

24. Hootsuite: distinguished by scheduling, monitoring, and analyzing social-media networks and managing content, analyzing data, preparing reports, assigning tasks, and the ability to integrate a range of AI applications and tools, manage them, and improve their functions..

25. Quillbot: an application offering a diverse set of tools, such as improving writing, paraphrasing, checking grammar, providing translations, summarizing texts, generating citations, and analyzing texts to detect AI-written content..

26. ChatPDF: a tool that reads PDF documents, analyzes them, and provides quick summaries of their content..

27. Google Gemini: helps with planning, writing, and drawing inspiration for ideas, and processes inputs to generate content..

Artificial Intelligence in Media Work

One of the most important contributions made by artificial intelligence is the generative process itself — that is, generating and creating texts, images, sounds, and videos. Artificial intelligence has made it easy for editors to provide fully rounded media content, filling the virtual world with a great deal of news, stories, images, and videos on all manner of subjects, so that a single subject comes to enjoy an abundant body of information.

When purposes and aims multiply, interests conflict, and disputes arise, each side has its own narrative; hence voices multiply, as do images, texts, and videos, and the truth becomes relatively lost amid differing accounts and the sheer abundance of information relating to a single subject. This abundance of information, or media richness, is summarized, according to Frenzel (2017. pp. 8–9), in immediate feedback, the audio-visual channel, knowledge of the source, and the presence of natural language alongside body language and face-to-face communication; Frenzel (2017. p. 49) considers video to hold the highest value of media richness, given its vitality and dynamism and its combining of verbal and non-verbal cues. In truth, the media richness under discussion here combines textual material with still and moving images and characters who move within the scene, but this richness carries risks, fears, and cautionary notes, making both the media professional and the exposed audience wary of a richness that may harbor fabrication. Perhaps the diffusion of innovations theory • explains the state of artificial-intelligence use within the media milieu, though it also holds that ideas and innovations cannot be adopted all at once but rather gradually, since people's readiness to adopt innovations passes through different stages, beginning with the awareness stage, then the interest stage, then the evaluation stage, then the trial stage, and finally the adoption stage (Al-Hajj. 2020. pp. 107–109).

• **Diffusion of Innovations Theory** is a theory that explains how technological innovations or new ideas are adopted and used within a society over time. This theory was developed by the American sociologist Everett Rogers in his book "Diffusion of Innovations," first published in 1962.

Since we are facing a new reality that has imposed itself with all its components, there is no doubt, according to this theory, that there are users of this artificial intelligence; but according to Mai Al-Anati (2024. p. 5), employing this intelligence in journalism requires a set of elements, foremost among them funding,

then the desire to learn and develop, then commitment to ethical principles, then data and privacy management, then the existence of a specialized and cooperative work team, alongside a technological infrastructure that provides data, the existence of open-source content, social-media profiles available to users, satellite imagery, and freely available digital analysis.

The Role of Artificial Intelligence in Media Work

There is no doubt that artificial intelligence has come to play a prominent role in transforming the profession of journalism and media as a whole; today we stand amid developments that cannot be overlooked or left unused, and there is no doubt that artificial intelligence, like radio, television, and information technology before it, is something that has helped elevate media work and push it into wider and broader spaces. There is likewise no doubt that the basic templates of the work will remain as they are, but there will be additional foundations for the work imposed by the necessities of use and the environment of dissemination: writing on Facebook differs from writing on Twitter, video on television differs from video on YouTube, and this in turn differs from video on Instagram.

We thus face a new world with its own tools and applications, which imposes a new reality on the world of journalism and media; despite the apprehensions that exist, it is a very vast world that will bring great additions and contributions to the field of journalism and media.

"Further research in the social sciences and humanities is attempting to discover how to link artificial intelligence to current lines of research, particularly regarding the use of artificial-intelligence techniques in journalism" (Jaakola. 2024. p. 14).

Artificial intelligence is an obedient servant to whoever possesses the full ability to deal with it, to the point that a single person can put out a daily news publication with the help of artificial intelligence; yet one cannot rely entirely on content that artificial intelligence produces, and in the final analysis artificial intelligence cannot be ignored or its existence overlooked. Ahmed Seidi says: "The journalist who claims he does not rely on it at all, and the newsroom supervisor who disdains those who use it, ought to reconsider their thinking, and should not be ashamed to employ and draw on it, because it represents a revolution in the field of journalistic writing and opens vast horizons for accelerating journalistic output, multiplying it and improving its quality… Nevertheless, it is essential that the employment of artificial intelligence remain under human supervision, to ensure the quality and accuracy of content and to avoid errors that might slip into content produced by the machine" (Al Jazeera Net. 2024).

After the ARIJ organization drew up its artificial-intelligence strategy, it affirmed that "media institutions must establish ethical guidelines for the use of artificial intelligence. These guidelines must address concerns relating to bias, fairness, transparency, and accountability in artificial-intelligence decision-making processes, and institutions must continuously monitor and evaluate the outcomes of artificial-intelligence systems" (ARIJ Organization. 2024).

The Media Employment of Artificial Intelligence (Global Experiences)

The final report of the second Al Jazeera Conference on Artificial Intelligence in Media highlighted successful global experiences in employing artificial-intelligence tools and applications in the newsrooms of media institutions, including the American Associated Press, the British Reuters, the American Washington Post, and the global News Without Borders network; all of these focused on integrating the human element with artificial intelligence to improve efficiency and enhance productivity, with artificial intelligence analyzing data, verifying news, drafting headlines and summaries, and preparing multilingual reports.

The Associated Press agency focused on natural-language-generation techniques and on generating a variety of stories relating to sport, elections, and opinion polls, monitoring meetings, translating reports into multiple languages, processing journalistic data, extracting important information, suggesting headlines, and improving editorial content; the result was that artificial-intelligence tools and applications helped considerably in reducing time and gave journalists the opportunity to focus on in-depth reporting (Al Jazeera Media Institute. 2025. pp. 81–84).

Reuters, for its part, used artificial intelligence with great caution, to ensure accuracy and trust and to provide added value to journalistic work without compromising credibility; it stayed away from generating articles and video clips, and confined its use of artificial intelligence to summarizing news and interviews, translation, analyzing speeches and information coming from news agencies, converting speech into text, and generating main news headlines. This was always supported by the efforts of journalists who verify information and check facts, and the result was that artificial intelligence helped improve production

efficiency, reduce costs, and contributed to the employment of more journalists (Al Jazeera Media Institute. 2025. pp. 85, 86).

The Washington Post used tools and developed systems of its own, in order to effectively integrate artificial intelligence into journalistic work and support publishing operations across multiple areas, including writing news summaries and main headlines and analyzing metadata; the result was that artificial intelligence brought about major progress in newsrooms and saved time and effort, although it was also found that some artificial-intelligence models suffer from a linguistic bias in favor of English, which makes the production of texts in other languages, such as Arabic, weaker and less accurate (Al Jazeera Media Institute. 2025. pp. 88, 89).

A report published by Al Jazeera Net reviewing the experiences of 12 media outlets in using artificial intelligence showed that it did not include a single Arab media outlet.

These experiences involved various uses under the heading of transparency toward users and those exposed to media messages. The British Financial Times provided summaries and translations using artificial intelligence, and generated discussions to trial a disclaimer note in order to achieve the highest levels of transparency with its audience; the result was that comments increased by a rate of 3.5%, though some subscribers cancelled their subscriptions after coming across the disclaimer note about artificial-intelligence-prepared content.

As for the British Guardian, it introduced "Google Gemini" into its newsroom and focused on professional integration, training journalists and encouraging them to engage with the experience; an internal survey afterward showed that 50% of employees felt the pace of change was appropriate, while the remainder were divided between those who felt the pace of change was too fast and those who felt it was too slow.

The British BBC set up a specialized artificial-intelligence team to trial translation projects and content repurposing, and to involve editors in reviewing results and testing audience response; the results showed the trial succeeded in improving editorial efficiency and easing employees' concerns, owing to the gradual pace of change in editorial standards.

India's Scroll Media used artificial intelligence to tailor news to each individual by means of interactive tools and mind maps, and made improvements to half a million headlines, and converted written news into multilingual video; the result was that editors rejected this approach, and audiences preferred human presenters over avatar figures in video.

Germany's Bayerischer Rundfunk radio used data from nine stations to create shared content for semantic search and to build a chatbot combining news with cultural and service information; the result was that the bot answered a variety of questions but required human oversight to prevent errors and hallucinations.

In South Africa, the Daily Maverick used artificial-intelligence-powered analytics to understand user behavior on its membership page; the result was a doubling of the subscription rate.

The Swiss European correspondent service developed an artificial-intelligence companion editor within its content-management system to provide instant feedback on editing style; the results were improved editing quality, increased completion speed, and the emergence of actionable, constructive feedback.

Switzerland's Ringier Media focused on cleaning and unifying its data infrastructure and enabling artificial-intelligence-based content that meets audience needs; the results showed that sustainable change, team flexibility, and a focus on understanding the audience achieved clear editing and clean, organized data.

Britain's Newsquest created artificial-intelligence tools to automate the writing of routine stories and press releases, created an artificial-intelligence-assisted reporter position, and encouraged staff to develop their own artificial-intelligence tools; the result was the production of 600–800 stories a month powered by artificial intelligence, which allowed other journalists to focus on investigations and fieldwork and contributed to an increase in subscriptions.

Germany's national news agency (DPA) combined artificial-intelligence development in creating main headlines and excerpts with external partnership for archive research, and made archive search available to clients, updated every three minutes; the result was that the archive-search tool reduced search time from hours to minutes and was warmly welcomed by both staff and clients.

India's Jobi Labs used artificial intelligence to convert research papers into news items; the result was a reduction in the time taken to produce news from seven days to four hours, with human review to ensure

accuracy.

As for the Elcierty Foundation in Paraguay, it pursued community partnership to collect and record data in a local language, and trained artificial intelligence on voices so that community members could verify data accuracy; the result was higher rates of data verification, strengthened community ties, and the paving of a path toward additional income through subscriptions to publications and events (Al Jazeera Net. 2025).

China Media Group employed artificial intelligence and generated a range of videos, with artificial intelligence contributing to reducing time and raising quality, quickly converting sets of videos from television format to mobile-device format with great ease, and shifting videos from horizontal to vertical format. China Media Group also trialed a virtual anchor it developed, which came to mimic humans so closely that it became difficult to recognize, since it moves its body while speaking rather than only its lips (Arab States Broadcasting Union. 2025).

The French company Newsbridge used artificial-intelligence applications and tools for video search, live indexing, and video indexing, and for organizing and retrieving video content; the result was that indexing proved of limited effectiveness for Arabic content, in addition to artificial-intelligence algorithms being biased and reflecting the views of those who created them (Arab States Broadcasting Union. 2025).

Sputnik's experience with artificial intelligence involved enhancing Arabic news content through a virtual anchor for its news bulletin, processing audio and textual content, transcribing audio files and recordings of speakers and presenters, translating texts from various languages quickly and accurately, adding subtitles to video clips, embodying voice and text, converting translated text into formal speech delivered in the voice of a well-known personality, and generating illustrative images appropriate to the content in support of the news; the result was that artificial intelligence proved a powerful tool for enhancing media capabilities and creativity and improving quality and accuracy, though it does involve bias in the information it selects, and a linguistic bias in favor of English, with errors in Arabic in both political terminology and general vocabulary. It is therefore necessary for the human element to intervene in checking information, texts, and translations, and it is important to make clear to the audience that content has been created using artificial intelligence, to ensure transparency and credibility with the public (Sputnik Arabic. 2025).

The Arab Media Employment of Artificial Intelligence

Although the proportion of artificial-intelligence users in the Gulf Cooperation Council countries rose from 32% to 47% over the past twelve months and more (Al Jazeera Media Institute. 2025. p. 39), the media institutions that have introduced artificial intelligence into their operations remain limited and constitute only a very small share.

The Al Jazeera Media Network is one of the Arab media organizations that has employed artificial intelligence in its work, relying on the "Labeeb" platform[3], which is the most prominent artificial-intelligence tool within the Al Jazeera Media Network.

This platform is distinguished by its adaptability to rapid technological change and its ability to work with multiple intelligent models and applications, and it has contributed to reducing the time required to convert speech into written text, as the Al Jazeera Media Network seeks to make it an open-source platform available for other media institutions to use and benefit from (Al Jazeera Media Institute. 2025. pp. 62, 63).

The Al Jazeera Media Network has also employed artificial intelligence in its newsrooms, to gather and verify news and visual material, select images and visual material, edit and process texts, and handle publishing and distribution, using the "EgyNowX" platform[4], the "NewsFlix" project[5], and "XGrok" tools[6],

[3]A dedicated platform created by the Al Jazeera Network for generating text, producing content, providing text translations, reviewing content, providing captions for video files, and analyzing multimedia data, whether text, images, or video clips.

[4]A live-streaming platform for sporting matches across all the major leagues around the world.

[5]A platform for live and breaking news from around the world, offering international coverage of current events from reliable sources.

[6]An advanced set of artificial-intelligence tools from the company "XAI," aimed at helping people understand and providing clear answers, by conducting research, analysis, review,

in order to ensure accuracy and credibility.

The Al Jazeera Media Network also draws on "Mocha" tools[7] to facilitate the rapid dissemination of content and to study audience interaction with published material; the result was improved audio and video quality and accelerated search processes. Even so, problems persisted relating to culture and the Arabic language, since artificial intelligence was unable to capture fine linguistic distinctions among certain Arabic terms, such as the difference between "detained" (uʿtuqila) and "captured" (usira), or between "missing" (mukhtafin) and "forcibly disappeared" (mughayyab), which affected the accuracy of media content (Al Jazeera Media Institute. 2025. pp. 64, 65).

Among the media organizations that have shown interest in introducing artificial intelligence into their operations is the Sanad News Agency, which has worked to employ machine learning and deep learning for artificial intelligence, giving artificial intelligence an effective role in accelerating the verification of false and misleading information, through examining images and video and analyzing geographic data; however, scarce resources and the weak accuracy of some available tools were among the most significant challenges facing the Sanad News Agency (Al Jazeera Media Institute. 2025. pp. 98, 99).

Al Sharq News Foundation in the United Arab Emirates is one of the organizations that has introduced artificial intelligence to help generate multilingual metadata and descriptive scenes, optical character recognition, the writing of summaries, and content analysis (Arab States Broadcasting Union. 2025).

The Moroccan National Radio and Television Company, through its SNRTnews news platform, presented its experience in employing artificial intelligence in producing and editing content, classifying news, and analyzing and verifying information from multiple sources, under human supervision and review to ensure accuracy and credibility; the result was that artificial intelligence became a partner in producing reliable, sophisticated content marked by quality, innovation, and savings in time and effort (SNRTnews. 2025).

The Egyptian Ministry of Social Solidarity's Directorate of Strategic Communication and Media confined its experience of artificial intelligence to analyzing big data, measuring audience behavior, identifying priority topics, and creating videos and generating characters fluent in 70 languages, in order to enhance communication with the audience; the result was that this contributed to improved performance, higher content quality, and greater audience engagement (Al-Ahram. 2024).

Doubts and Risks

There is no doubt that artificial intelligence has become a major player in providing specialized packages of news around the world, yet full reliance on artificial intelligence in generating texts still carries various risks, in addition to questions about the extent of its legitimacy within the media milieu.

The prevailing sense of apprehension stems from what are known as algorithms, since a biased algorithm can be built, meaning that the media material it generates will be biased from the outset.

In a study conducted by Kawthar Saleh to evaluate artificial intelligence in the production of political news, applied to native artificial-intelligence news on the "NewsGPT" network[8], the study's findings showed that this network relies entirely, in its sourcing, on Western news networks and did not draw on a single piece of news from networks belonging to the Global South, and that the rate of plagiarism reached 100% in 8 out of 35 articles; the information artificial intelligence relies upon and the sources it learns from are non-traditional, yet artificial intelligence has not risen to the level of the human journalist, who relies for the news on a diversity of sources, and it therefore cannot arrive at an unbiased truth (2025. p. 22).

If media work is characterized by neutrality as far as possible, and by not siding with one party against another, then artificial intelligence may not itself be neutral, since its system may be built on an inherently biased algorithm, and there may consequently be no neutrality in the creation of media content with the assistance of artificial intelligence.

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and verification of the accuracy of news and images, and by holding natural conversations.

[7]A platform that enables the building of custom applications and various tools for generating images, designs, and videos from text, and that also handles task management and provides market studies.

[8]Native artificial-intelligence news (AI Native News), meaning news that is not reproduced but is instead produced entirely by artificial intelligence.

The use and employment of artificial-intelligence tools and applications may exacerbate systemic inequality and the marginalization of minorities (Jaakola. 2024. p. 47), which means media entering the terrain of discrimination and racism, since biased algorithms produce racial discrimination; it is therefore essential to put in place a legislative framework guaranteeing the protection of personal rights and freedoms from automated processing based on discriminatory rules (Ibrahim. 2022. p. 1049).

It is therefore necessary to examine the ethical dimensions of relying on artificial intelligence, and to put in place a set of laws and legislation capable of contributing to the regulation and legal ordering of the use and employment of artificial-intelligence tools, along the lines of what the science-fiction writer Isaac Asimov did during the 1940s and 1950s, when he formulated three laws of robotics and programmed them in to protect humans from harm: that a robot may not injure a human being, that a human being may not be permitted to injure it, that a robot must obey the orders given it by human beings, provided such orders do not conflict with the first law, and that a robot must protect its own existence, provided this does not conflict with the first or second law (Jaakola. 2024. p. 44).

In reality, however, humanity's greatest shock came from the existence of deeply fabricated content, produced using artificial-intelligence tools and applications capable of generating video and generating sound, which confronted people with entirely fabricated media material: the figure moving in the scene never actually moved as shown, and the words the figure uttered were never actually said by them before, yet the image was theirs, the movement was theirs, and the voice was theirs.

The first casualty, with artificial intelligence's assistance, was thus the ethical dimension represented by the highest standard of media credibility — video — which made society in general, and the media community in particular, recoil from an artificial intelligence that had struck at the very highest level of trust among media professionals and at the very highest level of media richness, through transgression, deception, fraud, and fabrication concerning individuals' identities and privacy, whether of public and legal figures or of marginal individuals, since "the right to privacy and to the confidentiality of personal data is a matter of concern for most legislation and international charters, which requires that such data not be used in a way that squanders those personal rights, particularly when processed through artificial-intelligence systems" (Ibrahim. 2022. p. 1046).

"Deepfake" technology is considered one of the greatest risks and ethical dilemmas facing the use and employment of artificial-intelligence applications, since some digital platforms, such as the "MetaAI" platform[9], may cease to provide verification services, which increases the difficulty of distinguishing correct information from incorrect (Al Jazeera Media Institute. 2025. p. 69).

We thus stand before a new world that needs clarity, crystallization, filtering, and regulation, and debate continues over whether it is a curse or a blessing, just as debate continues over the dangers it may cause, until all visions and ideas crystallize and all relevant legislation becomes integrated, so as to eventually form a complete and integrated system of media work.

And "given the many potential risks and harmful effects of using artificial intelligence for malicious purposes, preparing for a beneficial artificial-intelligence society has become a recurring theme in discussions; in this context, the term 'friendly artificial intelligence,' coined by Yudkowsky in 2001, is used to refer to positive uses of artificial intelligence, with the central idea being that artificial intelligence can have a beneficial effect on humanity" (UNESCO. 2024. p. 87).

This beneficial effect is undoubted, but everything has a good side and a bad side depending on how it is used — a knife can be used for good or for harm — and the apprehensions that exist are therefore justified, governed as they are by the absence of legislation regulating the use of artificial intelligence for positive purposes and preventing its use for negative purposes or in ways that harm the interests of others.

Challenges

The preceding experiences of media organizations reveal a set of challenges that can be summarized as follows:

1. Cognitive bias resulting from algorithmic control of data, rendering it biased, inaccurate, or misleading, which affects media values and public trust in content produced by artificial intelligence.

2. The weakness of Arabic data available on the internet, which does not exceed 0.05% of the total

[9]An independent platform comprising a set of applications that provide access to a dedicated smart assistant without the need for major investment in infrastructure.

digital data present in cyberspace, resulting in weak Arabic content production and an inability to distinguish between vocabulary and terminology.

3. Reliance on external parties for data storage, parties that hold full authority and power to control the data, as illustrated by the previous suspension of the "Snapchat" application's content owing to political repercussions.

4. The concentration of data in the hands of a limited number of giant companies such as Google, X, Facebook, and Microsoft, which increases the risks associated with privacy on the one hand and with control over data on the other, since the concentration of power in the hands of a few individuals within these companies has raised concerns owing to their direct control over, and influence upon, the knowledge and information people obtain.

5. Artificial intelligence's effect on future generations who rely on tools such as "ChatGPT," leading some to lose basic human capacities over time, particularly since artificial-intelligence applications have not been tested to determine their effects on future generations, whether in the short, medium, or long term; real effects have already appeared on cognitive abilities and skills, including memory loss, or what is known as "digital dementia," owing to growing reliance on digital technology, alongside other effects on individuals' critical faculties, which makes them liable to accept artificial-intelligence information and recommendations without scrutiny — a warning sign of real dangers for decision-making and for broader strategies.

6. Media disinformation, spread through the dissemination of false and misleading information by thousands of fake accounts operating simultaneously to amplify false messages and make them appear as facts enjoying broad support; fake accounts have waged campaigns aimed at defaming particular groups, spreading hate speech, and increasing polarization. Elon Musk has used the "X" platform to influence public discourse through repeated tweets, some containing misleading information, in addition to the controversy Mark Zuckerberg stirred over "Facebook's" role in spreading false news (Al Jazeera Media Institute. 2025. p. 112).

7. A lack of skills among media professionals and a lack of awareness in using artificial-intelligence tools and applications, given that 77% of newsrooms use artificial-intelligence tools and applications, while the proportion of media professionals qualified to use them correctly does not exceed 30%.

8. Fear of future job losses and of artificial intelligence replacing the human element.

Solutions

1. Training media professionals and developing their skills in the effective use of artificial-intelligence tools and techniques, and improving their skills in verifying false information, distinguishing facts, and recognizing fabricated content generated by algorithms, since the media professional constitutes the first line of defense against media disinformation.

2. Preserving human competencies and keeping the human role at the forefront, so that the human element remains the supervisor and decision-maker over content produced and generated through artificial intelligence, in order to preserve human values, the quality of journalistic work, and personal interaction, since humans alone possess intuition, emotional intelligence, and ethical judgment.

3. Dealing with the use and employment of artificial-intelligence tools and applications cautiously and rationally, recognizing both their capabilities and their risks so as to limit negative effects, seeking sustainable solutions in the use of artificial intelligence, and employing a variety of tools to enhance accuracy and reduce bias, such as subjecting content simultaneously to verification tools and bias-detection tools.

4. Strengthening Arabic content, developing technologies that support the Arabic language, providing data that accurately reflects the culture of Arab society, encouraging Arab users to contribute to building Arabic databases, thereby strengthening models and the use of deep learning, developing the skills of correct delivery and pronunciation for news bulletins, devising responsible artificial-intelligence systems that rely on a wide diversity of data to ensure fairness of outputs, reduce bias, and increase accuracy and effectiveness.

5. Studying the impact of artificial-intelligence technologies and large language models such as "ChatGPT" in order to understand their implications for individuals and society in the short, medium, and long term.

6. Addressing the ethical and legal issues associated with artificial intelligence, and establishing laws, systems, and legislation that ensure a balance between imposing order and encouraging innovation, and that set limits on responsibility and accountability in the employment and use of artificial-intelligence applications, since "applying the law against the unregulated circulation of dangerous artificial-intelligence systems is of the utmost importance, particularly when dealing with artificial intelligence as a digital mind"

(Ibrahim. 2022. p. 1059).

7. Incorporating artificial intelligence and its tools and applications into media-college curricula, to ensure that new journalists are able to adapt to rapid developments, training designers to give them scope for artistic creativity and to stimulate innovation, and strengthening a culture of continuous development and updating among journalists so as to make use of the tools, applications, and technologies available.

8. Investing in the development of tools specialized in detecting deepfakes, in algorithms for analyzing audio, images, video, and various forms of data, and in multimodal analysis, and making these tools available to the public and to media organizations rather than restricting them to internal use only, while strengthening verification tools that rely jointly on artificial-intelligence techniques and the human element to ensure accuracy and credibility.

Governments should also develop a regulatory environment suited to artificial-intelligence technologies, refrain from allowing artificial intelligence to bypass human control, ensure that applications remain safe and accurate against attempts to use them for illegitimate purposes, prevent individuals from gaining access to personal data through artificial intelligence, protect data from theft and unlawful use, subject the manufacture of these technologies to accountability, and afford protection to whistleblowers who report any violations (Ibrahim. 2022. pp. 1063, 1064).

Results

The experiences undertaken by media organizations, whether foreign or Arab, yielded a set of results, which we set out below:

1. The use and employment of artificial-intelligence tools and applications was represented in the following:

Natural-language generation.

Creating virtual anchors.

Creating news chatbots.

Creating the smart editor.

Summarizing news.

Writing headlines and summaries.

Converting text to speech.

Converting speech to text.

Multilingual translation.

Converting text to video.

Analyzing speeches and press data.

Analyzing big data.

Smart indexing.

Building semantic search engines.

Verifying images and video.

Improving audio and video quality.

Detecting disinformation.

Analyzing audience behavior.

2. The experiences undertaken by media organizations also highlighted a set of negative results, represented in the following:

The existence of a linguistic bias in favor of English.

Weak context, and the scarcity of Arabic content in cyberspace.

Artificial intelligence's inability to distinguish between Arabic vocabulary and terminology.

Audience rejection of virtual anchors.

Audience rejection of organizations disclaiming responsibility for artificial-intelligence-generated content, with some audiences cancelling their subscriptions for this reason.

The weakness and limitation of Arabic resources, producing negative results for the use and

employment of artificial intelligence.

3. Media organizations did not confine themselves to the applications and tools available on the internet from technology companies, but worked to create and develop their own artificial-intelligence applications and tools, such as "Labeeb," (XGrok), (EgyNowX), (NewsFlix), (Chatbots), (Multimodal models), (OCR), and (Translation Engines).

4. Foreign media organizations used advanced linguistic technologies and powerful bots, provided content descriptions, employed virtual anchors, drew on semantic search, and employed massive tools and applications capable of producing 800 news stories a month, whereas Arab media organizations focused on more limited, less complex tools, such as converting speech to text, verifying information, translating texts, and supporting visual production.

5. The foreign environment is more mature and more heavily invested in artificial intelligence, and is proceeding on a large and expanding scale in benefiting from and developing artificial-intelligence tools and applications, whereas Arab experiences remain at a foundational stage and appear few and tentative.

6. Artificial intelligence has contributed effectively to improving editorial efficiency, accelerating production processes, raising the quality of audio and visual content, and reducing processing time; one organization achieved production of 800 journalistic stories a month.

7. Artificial intelligence has become a key factor in increasing subscriptions and audience engagement, and has become a major player in the effective management of data.

8. Artificial intelligence has contributed to easing the concerns of journalists who have adopted and employed it, and integrated it into their daily work, since they have found themselves to be supervisors of what artificial intelligence produces, and that artificial intelligence is merely a faithful assistant to media professionals in producing high-quality content in the least possible time.

Recommendations

Arab media organizations, in employing artificial intelligence, should proceed from a set of foundations, as certain foreign organizations that reaped a range of successes have done:

1. Adopting hybrid strategies that combine artificial intelligence with the human element in newsrooms, keeping the human element at the top of the decision-making hierarchy for everything related to content-production processes, so that artificial intelligence remains a supporting tool rather than a substitute, with mandatory policies for human review of artificial-intelligence-produced content, and leaving room for human media professionals to focus on major, in-depth issues, given their capacity for cultural understanding, their knowledge of linguistic context, their capacity for judgment, and their ability to work with balance, alongside the human feeling and sensibility that artificial intelligence lacks.

2. Organized investment in data infrastructure, establishing centers that support the Arabic language and strengthen its presence in cyberspace, encouraging individuals and cultural institutions to feed digital platforms with such data, developing independent Arabic tools that reflect Arab cultural and linguistic identity, transcend Western biases, and address the weaknesses of the Arabic language in cyberspace, and working to detect and remove cultural bias from the outputs of large language models, given that successful experiences have achieved their success thanks to the existence of large, organized datasets and rich language models.

3. Establishing clear strategies for the use and employment of artificial intelligence, without neglecting professional and ethical values and principles, and declaring transparency of use to the audience, in order to ensure trust and credibility, avoid negative reactions, and contribute to governance and accountability, since the use of artificial intelligence does not exempt media organizations from their ethical responsibility.

4. Training media professionals, providing innovative solutions to raise their level, and developing their capabilities periodically in the use and employment of artificial intelligence, and preparing a dedicated guide for editing content with artificial intelligence, emphasizing the cases requiring human review, so as to preserve neutrality and balance, address bias resulting from algorithms, and identify reliable content and distinguish it from misleading content.

5. Media colleges adopting the artificial-intelligence applications and tools used in editing media content within their curricula, and emphasizing the importance of the ethical and professional dimensions of employing artificial intelligence to produce content.

6. Encouraging investment in scientific research and sustainable solutions, supporting academic research related to the use, employment, and development of artificial-intelligence tools and applications, as well as scientific research studying the effects of artificial intelligence on media professionals in the short,

medium, and long term.

7. Exchanging expertise among media organizations in order to find innovative solutions for the safe employment and use of artificial-intelligence tools and applications, establishing standards for data protection and the prevention of breaches related to artificial-intelligence use, training media professionals in protective methods and in dealing with cyber threats, improving policies related to data storage and processing, and adopting applications and tools that help in the early detection of security risks and in confronting cyberattacks and threats.

Conclusion

Progress in the field of artificial intelligence is rapid and continuous, and will not stop regardless of our position toward it; we face a real state of affairs, and under this technology we are bound to deal with this reality and to make use of the applications and tools that are available.

Apprehensions will not disappear easily and will continue to exist, being fundamentally a function of how new the experience is, and of the novelty of these tools and applications whose role grows more significant by the day; it remains for media professionals to engage with this experience, just as they engaged with the experience of digital journalism and social-media networks, since, amid these rapid successive developments, it is important to draw on artificial-intelligence applications and tools and to produce distinguished media content.

The experiences of media organizations that have used and employed artificial-intelligence tools and applications have resulted in significant improvement and acceleration in their production processes, whether in translation, in searching for and processing information, in summarizing data, interviews and meetings, in customizing content and generating main news headlines, or in archiving multimedia with great accuracy and ease. With the assistance of artificial intelligence, these organizations have been able to accelerate their production processes and save effort, time, and money while improving the efficiency and quality of their work.

There is no doubt that establishing a global framework for the use and employment of artificial-intelligence tools and applications, regulating the mechanisms of work carried out through them, and putting in place regulatory and ethical legislation, will have a major effect in limiting deepfakes and misleading information, even though disinformation and fabrication will remain among the challenges that cannot be entirely eliminated.

The development of tools and applications capable of detecting fabrication and disinformation will make the greatest contribution to eliminating fake and misleading information, just as cybersecurity standards will be of major importance in regulating the development of work carried out by means of artificial intelligence..

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