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When technology shapes the story: Extending McLuhan's "Medium is the Message" to Mobile and AI Journalism

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Abstract

This paper investigates the change in the form of Journalism from traditional to new to the newer form that is the use of Artificial Intelligence in media by extending the famous theory of McLuhan's "Medium is the message" as it is evident that the medium now is not just a device but its an algorithm creating echo chamber catering the content in a more personalised style. AI is used in both the main stream as well and Alternative media.

This study explores the credibility of the Artificial Intelligence from the point of view of the content producers (the journalist) as well as from the content consumers. This study explores the use of AI in media and also deals with the acceptance of the AI generated content by the audience.

The objective of this study is to tracks the societal impact and acceptance (by the news producers and consumers) of the use of Artificial Intelligence following by ethical concerns of using AI.

To investigate this phenomenon, this paper proposed a mixed method combining qualitative structured interview with four journalists. And on an quantitative approach an online survey of different age group of people to understand the acceptance of the AI generated content among the mass.

The results demonstrate how the medium's evolution fundamentally alters the message and calls into question established ideas of public trust and journalistic authority.

Keywords- #MediumistheMessage #Democratizationofnews #MOJO #ArtificialIntelligenceandethics

"Much of what McLuhan had to say makes a good deal more sense today than it did in 1964 because he was ahead of his time"- Okwor Nicholaas writing in the July 21,2005 Daily Champion (Logos, Nigeria)

Introduction

Mobile journalism refers to a freelance/staff reporter using portable devices (smartphones/digital cameras) for shooting and broadcasting news. News, once gathered, could be shared live or sent to a newsroom for editing. To trace the beginnings of mobile journalism, we travel back to 1925 when the Leica 1 (portable 35mm camera) gave photographers the freedom to move around and shoot. This enabled journalists to shoot live-action visual stories. Gradually, cameras began improving and more and more portable devices replaced the large and heavy recording instruments. With the internet boom at the beginning of the 21st

century, social media and blogging increased rapidly. With the release of the iPhone in 2007, smartphones started replacing cameras and gradually we move towards a fully digital society.

AI's growing presence in every field, particularly through Large Language Models (LLMs) as well as the generative AI has begun to significantly influence on the news producers and the news consumers. AI tools offer journalistic support via instant summarization tools, when it comes to meet the deadlines. It making easy access to resources (Luckin et al., 2016). However there lies the question of fact checking, hence we will be diving deep into this my conducting this study taking different perspectives from the media persons (the news producers) as well as this study also dives into the perspective of the news consumers.

The phrase "the medium is the message" was introduced by Canadian media theorist Marshall McLuhan in *Understanding Media: The Extensions of Man* (1964). It means that the form of a medium its technology, structure, and delivery method has a stronger and longer-lasting influence on society than the specific content it transmits. The medium shapes *how* information is perceived, interpreted, and acted upon, thereby influencing human behaviour, culture, and social organization. For instance, a news story presented via a smartphone live-stream is experienced differently than the same story in print, not because the facts change, but because the medium alters the audience's sense of immediacy, participation, and engagement.

Fast-forward to the 21st century, McLuhan's insight remains strikingly relevant. Artificial intelligence is becoming the defining media of our time, much like television once reorganized culture. AI is more than just a new tool for journalists; it is a medium that transforms the creation, dissemination, and consumption of news. In the same way that television changed the family living room, automated writing systems, algorithmic news feeds, AI-powered fact-checking, and personalized recommendation engines are fundamentally altering the audience-news relationship.

Recognizing that AI's revolutionary impact extends beyond "what" stories are conveyed to "how" they are mediated—through algorithms, machine learning, and conversational interfaces—is what makes it relevant today. AI is reorganizing journalism itself, redefining speed, credibility, and even the journalist's authority, much like television brought about a cultural reorganization. According to McLuhan, the "message" of AI is the reorganization of public discourse and journalism in the digital age. (*Mass Communication in India Keval J. Kumar- P.331*)

AI as a medium - "The medium is the message" demonstrates that a medium's importance is found in the way it alters social structure and human perception rather than in its content. The electric light bulb is among his most frequently mentioned examples:

"The electric light is pure information. It is a medium without a message, unless it is used to spell out some verbal ad or name. This fact, characteristic of all media, means that the 'message' of any medium or technology is the change of scale or pace or pattern that it introduces into human affairs" (*Understanding Media*, McLuhan, 1964, p. 8).

The light bulb, despite its lack of content, changed social interaction, work hours, and leisure habits by bringing activities into the night. Its "message" was not content distribution but environmental transformation.

Artificial Intelligence functions similarly in journalism today. AI transforms the journalistic environment and the audience's interaction with news, making it more than just a tool for creating stories. AI extends journalistic practice beyond human capacity, much as the light bulb expanded human activity beyond

daylight. It can automate financial reporting, monitor data streams in real time, and personalize material for millions of users at once.

Tracing the theory of McLuhan, to today's context the importance of AI in journalism therefore lies not just in what it "writes," but also in how its sheer existence alters news production, legitimacy, and audience involvement. The message of AI is its revolutionary impact on journalism's very structures, much like that of electric light.

Objectives of the Study-

- To **track the societal impact** of the use of Artificial Intelligence.
- To track the **acceptance** of the use of Artificial Intelligence **by news producers (journalists) and consumers**.
- To investigate the **ethical concerns of using AI**
- To identify **the change in the working environment** of journalists with the integration of Mobile Journalism and Artificial Intelligence.

Literature Review-

Artificial Intelligence in Journalism: An Overview of its Applications and uses

In their study "Artificial Intelligence in Journalism: An Overview of its Applications and Uses" (Nandini, Indora, & Singh, 2024), the authors discuss the prospects, problems, and applications of AI in journalism, including deepfakes, bias, and job displacement. A small-scale quantitative survey on public opinion is part of it.

Furthermore, this research *When Technology Shapes the Story: Applying McLuhan's Medium is the Message to AI and Mobile Journalism* highlights an important loophole. Personalized content is discussed in the literature, but it is not conceptually framed as "algorithmic echo chambers" as an extension of McLuhan's theory. The study emphasizes a dual-perspective evaluation of AI's legitimacy from both consumers and content providers (journalists), which is absent from the paper. Additionally, your study uses a thorough mixed-methods approach that combines quantitative content analysis, qualitative interviews, and an online survey. This approach offers a more thorough, multifaceted examination of societal impact, acceptance, and ethical concerns than the survey-based approach used in the reviewed source. This unique theoretical and methodological approach, along with its emphasis on journalistic authority and public trust, closes a big gap.

What is the Meaning of The Medium is the Message? By Mark Federman Chief Strategist McLuhan Program in Culture and Technology

Federman's work serves as a foundation for the explanation of McLuhan's theory, but it mainly functions at a conceptual level and lacks specific empirical application to complex modern digital media, especially AI in journalism, to fully identify its precise societal "messages" through a multi-perspective investigation. In contrast, this paper, "When technology Shapes the Story: Extending McLuhan's 'Medium is the Message to Mobile and AI Journalism,'" tackles this gap head-on. In theory, it goes beyond McLuhan's idea by presenting AI as a "medium that creates echo chambers that cater the content in a more personalized style.

This study uses a thorough mixed-methods approach to investigate the credibility of AI from the viewpoints of both consumers and content providers (journalists). By directly applying McLuhan's thoughts to contemporary issues, this enables a thorough examination of societal influence, acceptability, and ethical issues that go against conventional notions of public trust and journalistic authority.

Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm by Santosh Kumar Biswal and Anand J. Kulkarni (2024)

Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm by Santosh Kumar Biswal and Anand J. Kulkarni (2024) explores the ways in which AI is changing journalism. Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm by Santosh Kumar Biswal and Anand J. Kulkarni (2024) examines how AI is reshaping journalism. In addition to addressing ethical and sociocultural issues, it explores the role of AI in data journalism, beat reporting, citizen journalism, and the transition from print to AI-driven platforms. In contrast to Biswal and Kulkarni's more comprehensive approach, this study, *When technology Shapes the Story: Extending McLuhan's "Medium is the Message" to Mobile and AI Journalism*, provides the dual perspective from the point of view of news producers and the news consumers.

Tech Giants, Artificial Intelligence and the Future of Journalism (2022), Jason Paul Whittaker

In *Tech Giants, Artificial Intelligence and the Future of Journalism* (2022), Jason Paul Whittaker demonstrates how companies such as Google, Facebook, and OpenAI impact journalism by acting as content creators and distributors through automated reporting and content-ranking algorithms. Whittaker highlights how AI and platform power have an impact on the world, but this study focuses on mobile journalism, or *mojo*, in India, particularly in Kolkata. It focuses on the Indian setting, where newsroom resources and digital literacy differ, but it complements work by Salzmann, Guribye, and Gynnild (2021) on German journalists adjusting to mobile reporting. When taken as a whole, these viewpoints place Kolkata's current practices in the context of international discussions about AI, journalism, and platform domination.

Research Methodology

This study used a mixed-method approach to examine this phenomena, combining online surveys aimed at various age groups as quantitative approach and with qualitative structured interviews with four journalists to understand the diverse perspectives on how AI is being adopted, restricted, or cautiously integrated in newsrooms highlighting variations in trust, usage, and reliance across roles and organizations. To find out more about how content consumers perceive the use, legitimacy, and acceptance of AI in journalism, a Google form was used to collect the responses from participants of all ages. There we got 65 responses and thus this approach allowed the study to document the professional viewpoint of news producers as well as the audience's response to AI-generated news.

Subject Analysis

The brief introduction about the Journalists are as follows -



➤ **Joydeep Dasgupta** is a seasoned journalist with over 20 years of experience, having worked as Reporter, Correspondent, and Editor across traditional and digital media. Currently, he serves as the Editor of *News Sense*, a digital platform focused on Solutions Journalism and Fact Checking. He is also the Founder of *Media Skills Lab*, which emphasizes Media Literacy, Fact Checking, AI Literacy, and Data Journalism. Joydeep trains journalists and media professionals in the use of technology-driven reporting, including identifying misinformation and leveraging AI in journalism.

➤ **Anubhav Khasnobis** He has been associated with this for the past six years. He began his career with and has gained experience working with *Kolkata 24x7 KhasKhabor*, taking on roles both at the desk and as a 2021, he joined *ETV Bharat* (website) as a trainee, and beginning of the following year, he was given the responsibility of Shift-in-Charge. While his work there primarily in Bengali, he also contributed in English. At is working as a Content Specialist at *Way2News* (app).



profession
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➤ **Soumyajit Chakraborty**- Multimedia journalist in an web portal (didn't wish to disclosed the news paper he works for) the main reason behind selecting Soumyajit Chakraborty is because he is having a vast knowledge in the technical as well as theoretical part of multimedia journalism and the most importantly as far as the trainings are concerned Mr. Soumyajit Chakraborty is a self taught journalist who has coped up with this technological shift at his own without any formal training but latter he has done a certificate course on digital journalism with Reuters.



➤ **Graphics Designer**- (Didn't wish to mention his full name) He is a senior graphic designer at *TV9 Bangla*. Previously, he worked with *News18 Bangla*, where he contributed to the visual design and graphics that supported daily news production. Over the years, he has built expertise in creating impactful visuals, infographics, and layouts that enhance news storytelling and audience engagement.

Discussion

After conducting the interviews, we can conclude that media workers' career paths mirror the dynamic changes in the sector, where traditional talents like visual design, editing, and reporting are increasingly

overlapping with emerging technology. This study is important because it sheds light on how artificial intelligence is changing journalism by changing newsroom structures, rearranging processes, and posing ethical and authentic challenges. The study's goals are to monitor the effects of AI on society, evaluate its acceptance by news producers and consumers, look into the ethical issues it raises, and determine how the combination of AI and mobile journalism has changed the working environment for journalists. These insights are in perfect alignment with these goals.

Inference from the Interview of Joydeep Dasgupta

The interview with Joydeep Dasgupta shows the increasing use of AI in journalism and its complex effects on news delivery, verification, and production. AI solutions for fact-checking, content verification, narrative ideation, and graphic design include Boom Live, News Sense, Vishvas News, and generative AI models. Human oversight is still essential to guarantee accuracy and credibility, especially when it comes to avoiding deepfakes, bias, and hallucinations, even while these tools increase productivity and enable cutting-edge kinds of journalism including solutions journalism, data journalism, and AI-assisted reporting.

He also adds that rather than taking the role of journalists, AI should serve as a co-creator and a helpful tool. To keep the public's trust, ethical responsibility, openness, and cross-referencing with reliable sources are crucial. Newsroom roles are also changing as a result of AI's development, some old tasks may become less relevant while new roles with an AI focus arise, demonstrating a dynamic shift in media employment. Lastly, although audience preferences and algorithmic influences continue to alter the content and message itself, audience acceptance of AI-generated news is rapidly increasing.

Key Takeaways from Joydeep Dasgupta's Interview

1. AI tools support fact-checking, content creation, and news distribution.
2. Human verification and ethical responsibility remain indispensable.
3. AI is seen as a co-creator, not a replacement for journalists.
4. Traditional journalistic roles are evolving, with new AI-focused positions emerging.
5. Audience acceptance of AI-generated content is increasing, with transparency being crucial.

Inference from the Interview of Anubhav Khasnobis

Anubhav Khasnobis' interview shows a thorough and human-centered approach to integrating AI in journalism. His main journalistic approach hasn't been significantly altered by AI, and tools like ChatGPT and content-duplication checks are only occasionally employed to create symbolic images or succinct summaries. One significant contributing cause is that his news organization has deliberately restricted the use of AI and placed a higher priority on adherence to conventional journalistic principles, which place an emphasis on factual reporting, accuracy, and verification over engagement metrics. This contrasts with other businesses that are embracing AI in a big way, sometimes using advanced generative AI technology to streamline content development.

Anubhav emphasizes that AI is not a co-creator of news, but rather a supporting tool. Human qualities that cannot be replaced include perspective, social context, emotional intelligence, and critical judgment. In order to ensure credibility before publication, content generated by or connected to artificial intelligence

is rigorously verified through a series of cross-checking steps with reporters, domestic and foreign sources, and news agencies.

Due to the realistic-looking but deceptive photos and videos that can spread false information, AI-generated news still has trouble gaining the trust of its audience. He also discusses the wider effects of AI on journalism employment, pointing out that although automation may eliminate certain traditional professions, the fundamental framework of journalism is evolving because anybody can now produce content that resembles news, which raises concerns about disinformation and the erosion of professional standards.

At the end of the interview, Anubhav also notes that although AI will keep becoming better at data analysis, speed, and fact-checking, it will never be able to fully replace human-driven reasoning, insight, and emotional intelligence in journalism. The impact of algorithms and target audiences on news output has increased, but maintaining journalistic integrity still requires responsible human control.

Key Takeaways from Anubhav Khasnobis's Interview :

1. AI is currently a supportive tool, not a co-creator of news.
2. News organizations may restrict AI usage, prioritizing traditional verification and accuracy standards, unlike others that subscribe to advanced generative AI tools.
3. Core journalistic functions—perspective, analysis, and emotional judgment remain human-led.
4. AI-generated content faces trust issues, especially due to images and videos.
5. Audience preferences and algorithms increasingly shape news dissemination, but ethical responsibility remains critical.

Inference from the Interview of Soumyajit Chakraborty:

Soumyajit Chakraborty's responses highlight the practical challenges and adaptations in mobile journalism (MOJO) within the changing digital media landscape. One major challenge is audience perception: viewers often equate traditional equipment—DSLRs, movie cameras—with legitimacy, while mobile phones and selfie sticks can make reporters appear like casual content creators rather than professional journalists. This demonstrates a tension between technological accessibility and public trust in news reporting.

Soumyajit also notes that digital journalism is gradually surpassing traditional print and television media, yet he stresses that the fundamentals of journalism—accuracy, the 5W1H principles, and objectivity—remain unchanged across mediums. Professionally, he emphasizes that different forms of journalism (print, electronic, digital) serve complementary purposes and must coexist rather than one fully replacing the other.

In terms of technological adaptation, Soumyajit has largely been self-taught, learning independently or via online courses, as formal training from media houses was absent. While mobile journalism allows solo reporting for soft stories, covering hard news, especially in large crowds, still requires multiple personnel to manage shooting, reporting, and broadcasting effectively.

Regarding news ethics and credibility, Soumyajit stresses rigorous verification and responsibility. He avoids publishing superstitious or unverified content and maintains a strict standard for accuracy.

At last we can conclude from his interview that, on AI adoption, Soumyajit acknowledges that he has not integrated AI tools yet but recognizes AI as an inevitable part of the future of journalism. He sees AI,

alongside mobile journalism, as a tool that will influence news production and distribution but emphasizes that human judgment, verification, and ethical responsibility remain central.

Key Takeaways from Soumyajit Chakraborty's Interview :

1. Public perception challenges mobile journalism, as traditional equipment is often equated with credibility.
2. Digital journalism is expanding, but fundamentals of reporting remain unchanged.
3. Mobile journalism allows flexibility, but hard news often requires multiple personnel.
4. Ethical reporting and verification remain paramount, especially to avoid misinformation.
5. AI is acknowledged as the future, but has not yet been adopted in practice; human judgment remains critical.

Inference from the Interview of Graphics Designer (TV 9 Bangla):

He emphasizes how AI is being included into journalistic graphics and design work more and more, especially with Meta AI, which is the AI chat bot of WhatsApp for rapidly generating images and their news house has also taken a ChatGPT-5 subscription for text-related as well as graphics and research related works. As he notes, there is a noticeable lack of complete confidence in information produced by AI and there also lies the problem of "AI slop" which is the tendency for AI outputs to be imprecise, repetitious, or lacking in creativity, basically the low quality graphics generated by the AI.

At the same time, traditional **professional design tools like Adobe Photoshop and After Effects remain the backbone of serious creative work**, with Canva used occasionally but not as a primary tool. This indicates that while AI is being adopted as a **support tool** for efficiency and experimentation, the **core design and motion graphics rely on human expertise with established software**.

To conclude, his perspective reflects a **cautious but practical adoption of AI**: it is useful for **speed and convenience**, but **not yet reliable enough to replace human creativity and technical skill** in professional journalism and design.

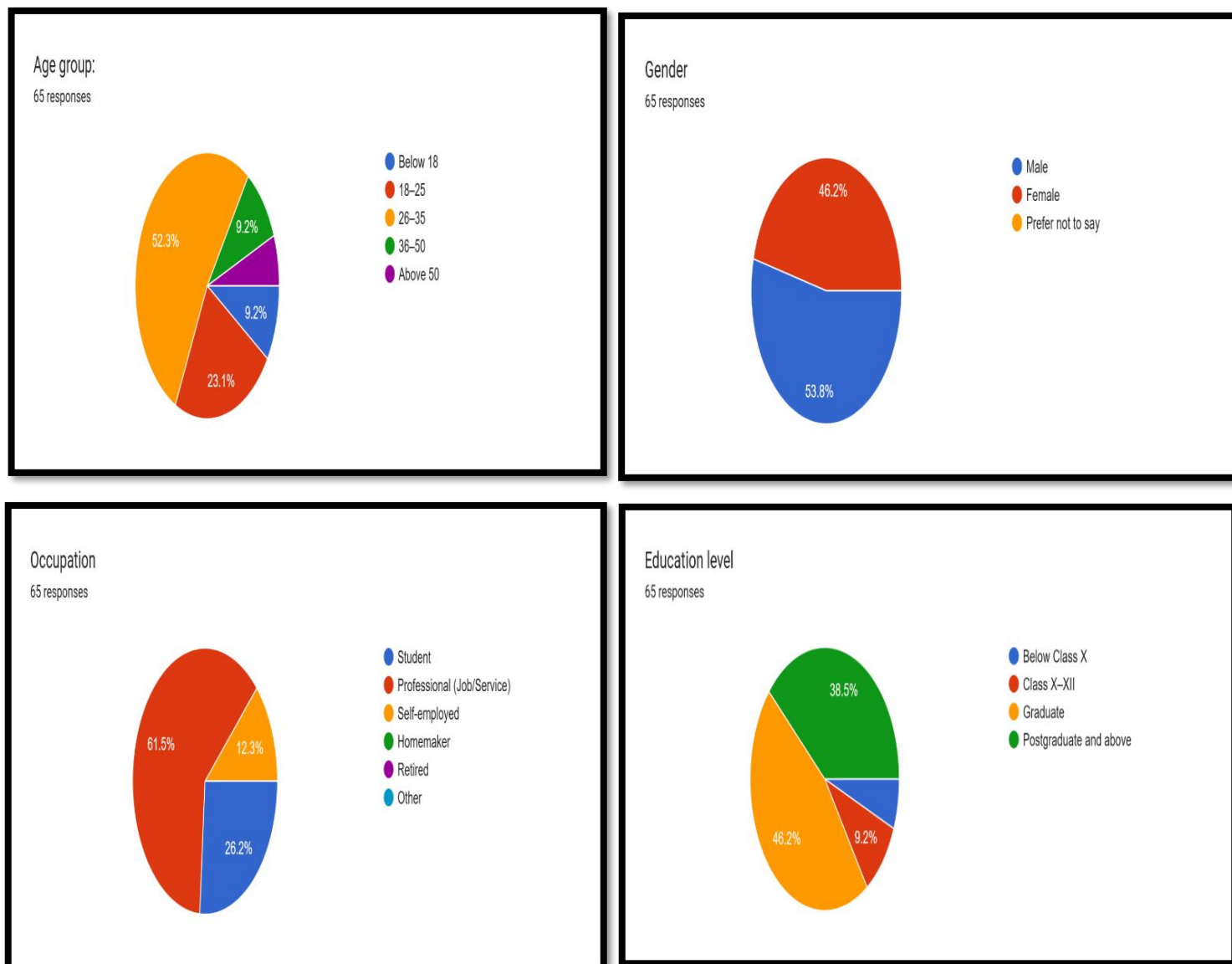
Key Takeaways from the Interview :

1. AI tools like Meta AI and ChatGPT-5 are increasingly used for graphics, text, and research in newsrooms.
2. Concerns persist due to "AI slop", which produces repetitive, imprecise, and low-quality outputs.
3. Professional design continues to rely on Adobe Photoshop and After Effects, with Canva used occasionally.
4. AI is valued for speed and experimentation, but lacks the reliability and creativity of human expertise.
5. He promotes a cautious yet practical adoption of AI, treating it as a support tool rather than a replacement for skilled professionals.

Audience Survey

To understand audience perspectives on AI-generated news content, a survey was conducted with **65 respondents** across different age groups.

The participants' demographic profile shows a wide range: 52.3% of the population was between the ages of 26 and 35, 9.2% were between the ages of 36 and 50, 6.2% were over 50, and 9.2% were under the age of 18 all schoolchildren



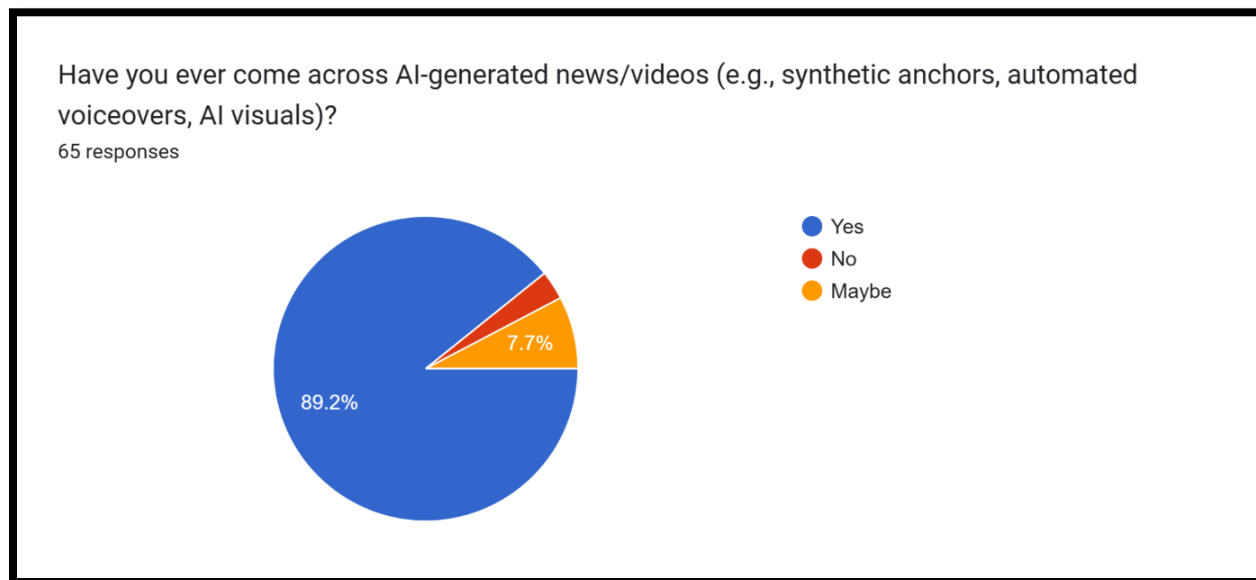
This distribution guarantees that the poll includes the opinions of working professionals, older audiences, and younger viewers. A deeper knowledge of how various societal segments view the use, legitimacy, and ethical ramifications of AI in journalism is made possible by this diversity.

In terms of **occupation** 61.5 % were working **professionals**, 26.2% were **students**, 12.3% were **self-employed or freelancers**. This occupational diversity allows the study to capture perspectives from both content consumers and individuals likely to engage professionally with media, reflecting different levels of exposure, reliance, and trust in AI-driven news content.

The survey participants also represented a variety of **educational qualifications**. 38.5% of respondents had completed **post graduations**, 46.2% are **graduates**, 9.2% are students of class xi-xii and the rest

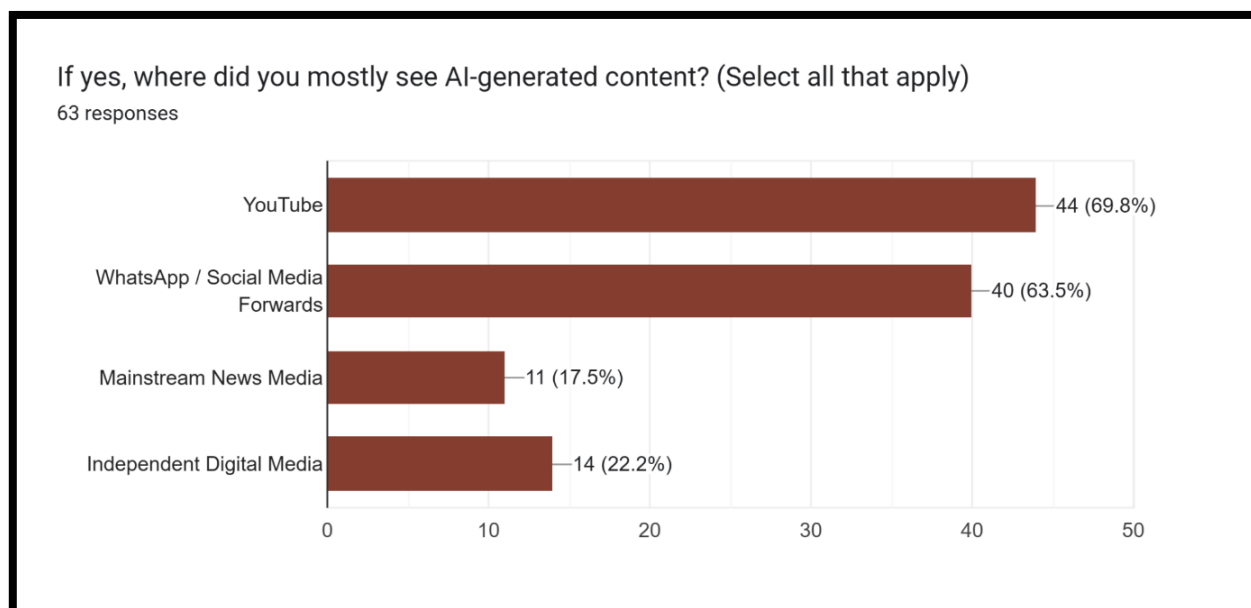
6.1% are below class x students. This range provides insights into how understanding and acceptance of AI-generated news may vary with educational attainment.

Awareness and Exposure



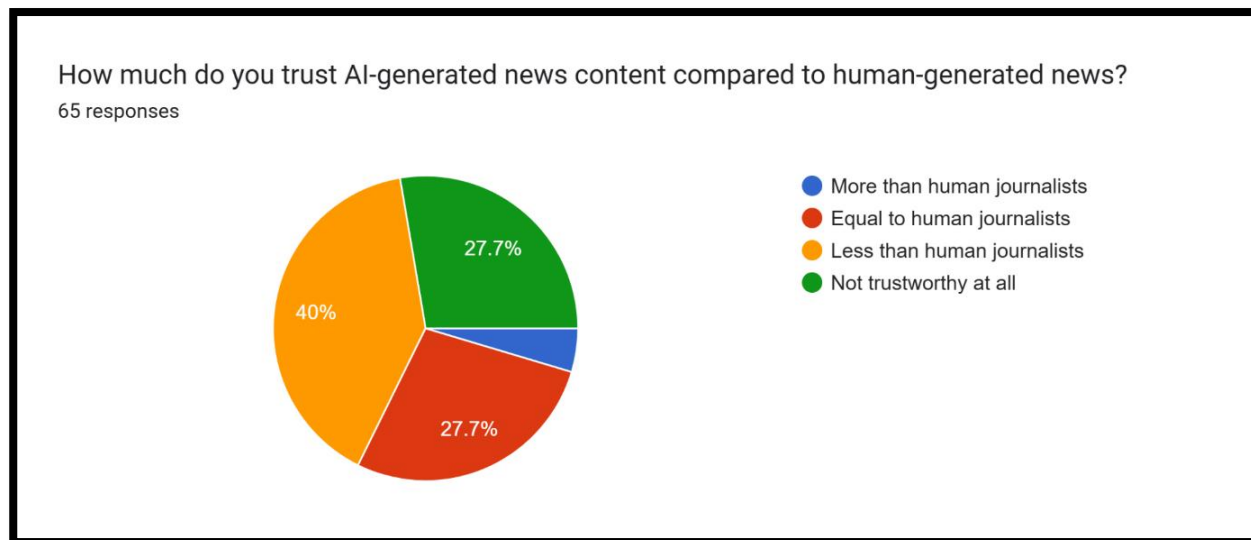
The survey asked respondents if they had ever come across AI-generated news/videos, such as synthetic anchors, automated voiceovers, or AI visuals. Most of the recorded individual responses indicated "Yes" to this question.

When asked where they mostly encountered AI-generated content, **YouTube** and **WhatsApp Social Media Forwards** were the most frequently cited platforms. **Mainstream News Media** and **Independent Digital Media** were also mentioned by several respondents.

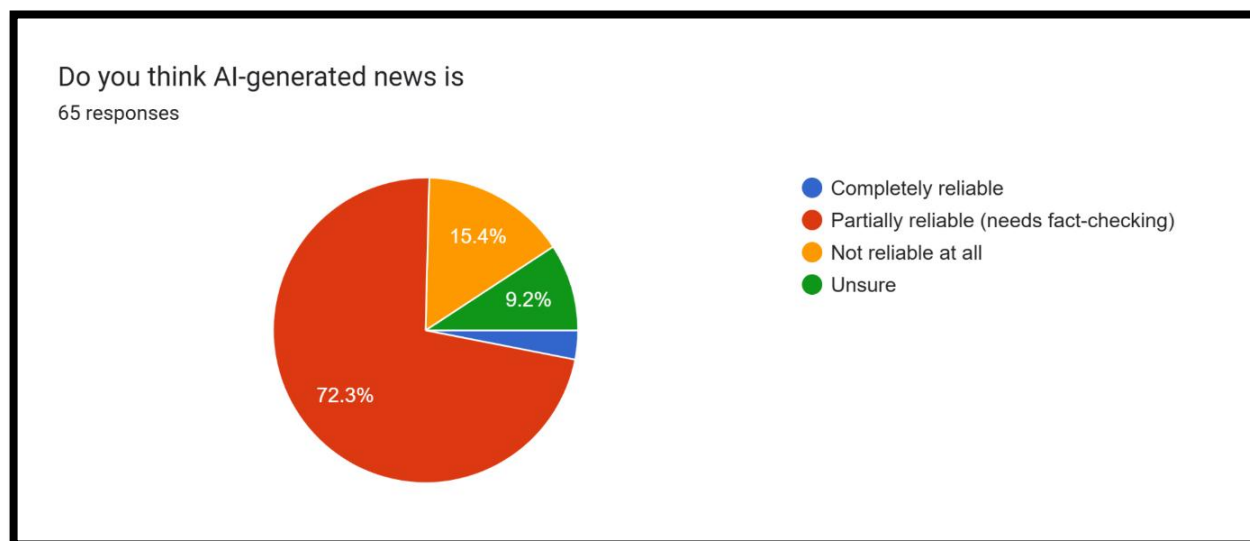


Credibility and Trust

Public perception of AI-generated news credibility and trustworthiness varied significantly:



Trust Comparison: A considerable number of respondents stated they trust AI-generated news "**Less than human journalists**". Many also outright considered it "**Not trustworthy at all**". However, a notable segment found AI-generated news to be "**Equal to human journalists**". A few even believed it to be "**More than human journalists**".

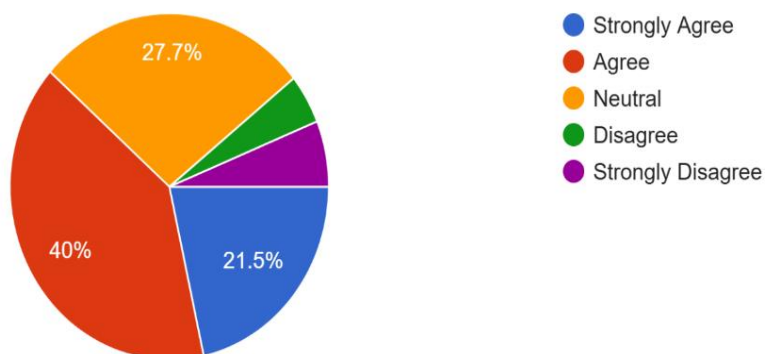


Reliability Assessment: The most common view was that AI-generated news is "**Partially reliable (needs fact-checking)**". Only a few perceived it as "Completely reliable", while several considered it "Not reliable at all". Some were "Unsure" about its reliability.

Societal Impact and Acceptance

9. Do you think AI-generated news can make information more accessible and faster to the public?

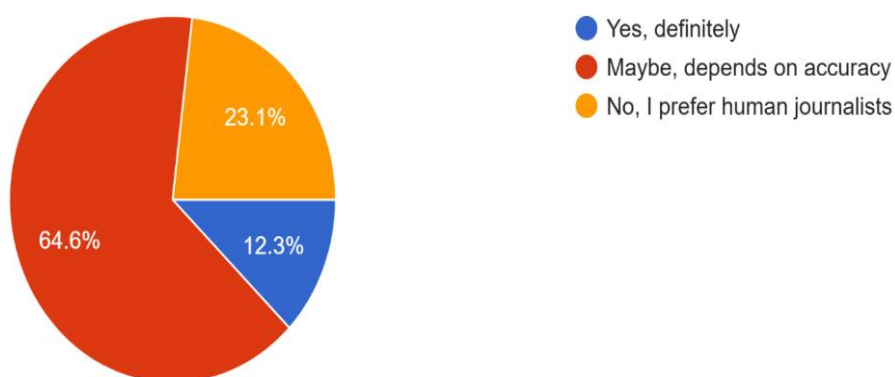
65 responses



Accessibility and Speed: A majority of respondents "**Agree**" or "**Strongly Agree**" that AI-generated news can make information more accessible and faster to the public. Some remained "Neutral", while a few "Disagree" or "Strongly Disagree".

Would you personally prefer consuming AI-generated news content in the future?

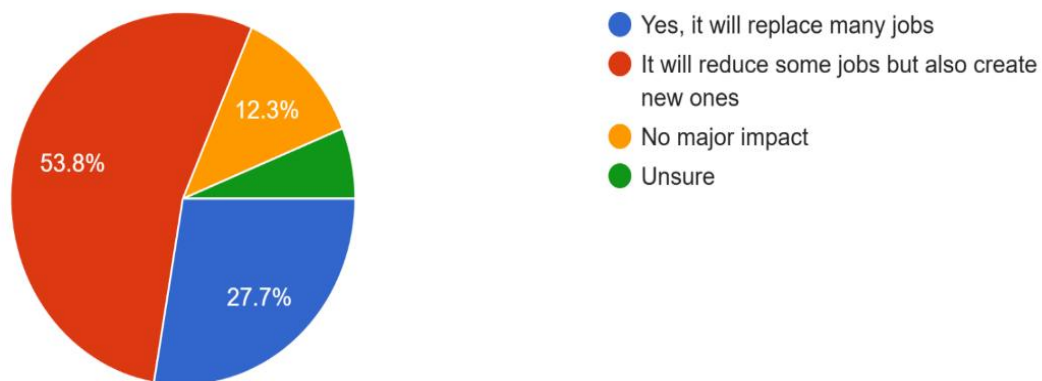
65 responses



Future Consumption Preference: Most respondents expressed a conditional acceptance, stating "**Maybe, depends on accuracy**" for personally consuming AI-generated news in the future. A significant portion, however, preferred "**No, I prefer human journalists**". Only a few answered "Yes, definitely".

In your opinion, will AI-generated news impact jobs of journalists in India?

65 responses

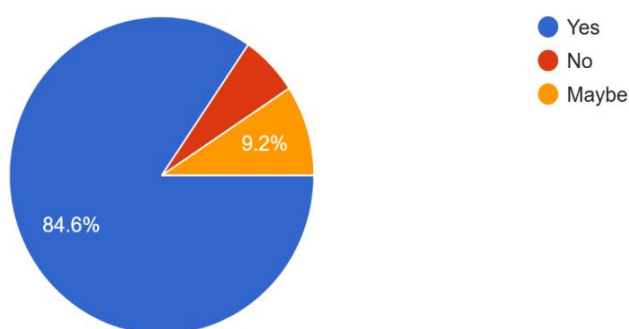


Impact on Journalists' Jobs in India: The predominant view was that AI "will reduce some jobs but also create new ones". However, a substantial number also feared that "Yes, it will replace many jobs". A smaller group anticipated "No major impact".

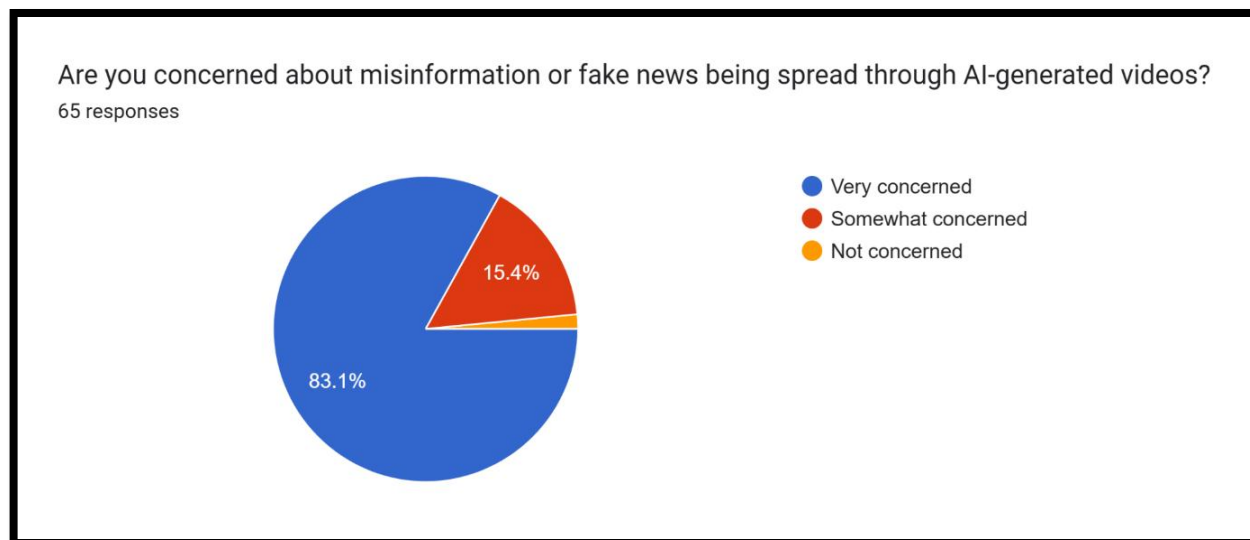
Ethical Concerns

Do you feel AI-generated content should be clearly labeled as "AI-created" for transparency?

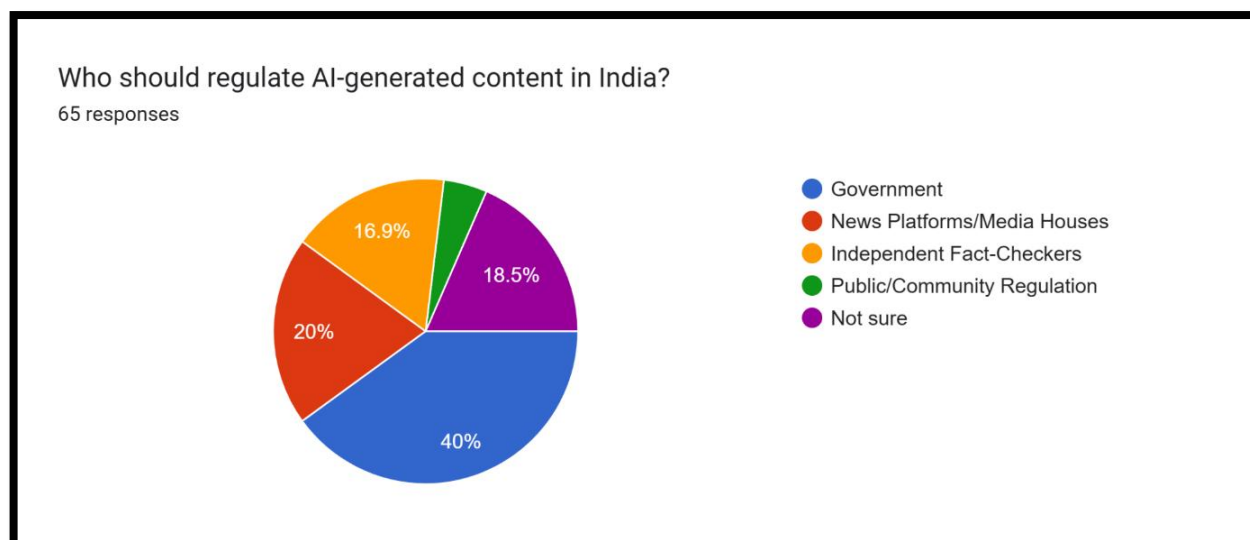
65 responses



Labeling for Transparency: There was a near-unanimous agreement that AI-generated content "should be clearly labeled as 'AI-created' for transparency".



Misinformation/Fake News: The vast majority of respondents were "**Very concerned**" about misinformation or fake news being spread through AI-generated videos. Several others were "Somewhat



concerned".

Regulation: The "**Government**" was the most frequently chosen entity to regulate AI-generated content in India. "**News Platforms/Media Houses**" and "**Independent Fact-Checkers**" were also commonly selected. A significant number of respondents were "Not sure", indicating uncertainty in this area. "Public/Community Regulation" was also suggested by a few.

Conclusion

The study's structure, which is based on McLuhan's "Medium is the Message," successfully illustrates how mobile journalism (MOJO) and artificial intelligence (AI) are not just tools but also revolutionary mediums that are changing the journalism environment. By examining ethical issues, detecting shifts in

the working conditions of journalists, and monitoring the societal impact and acceptance of AI among news producers and consumers, we were able to achieve our goals.

Even though many people recognize AI's promise to offer information more quickly and easily, the public's general concern about false information from AI-generated videos (83.1% "very concerned") is indicative of the societal impact. Consumer acceptance is still conditional, with a notable preference for information produced by human journalists or by AI that guarantees accuracy. Importantly, almost everyone (84.6%) wants transparent labeling of content produced by AI.

According to news producers interviewed, human oversight, creativity, and ethical responsibility are essential, even though AI tools can assist with activities like research, graphics, and writing.

Journalists stress that rather than replacing humans, AI should be a co-creator.

Throughout the investigation, ethical issues were frequently brought up, including "AI slop," algorithmic prejudice, deepfakes, and unidentified sources.

According to the study, AI is in fact changing the speed and reliability of journalism, therefore its integration must be wise and morally sound in order to protect human potential and uphold public confidence.

Findings

The study found high public awareness and exposure to AI-generated news content, predominantly through platforms like YouTube and WhatsApp/Social Media Forwards

A considerable percentage of the public views AI-generated news as "less trustworthy than human journalists" or "not trustworthy at all," frequently judging it to be "Not quite trustworthy (requires fact-checking)

An overwhelming 83.1% of respondents are "Very concerned" about misinformation, and a significant majority (84.6%) think AI-generated content should be properly labeled for transparency.

News producers stress that human creativity, emotional intelligence, and meticulous fact-checking are indispensable, even while they acknowledge AI's effectiveness for activities like data processing and content creation.

According to the survey, the general population is well-informed of and exposed to AI-generated news material, mostly via YouTube and WhatsApp/Social Media Forwards. There is a mixed level of public trust in AI-generated news; many people believe it to be "Less than human journalists" or "Not trustworthy at all," frequently classifying it as "Partially reliable (needs fact-checking)". An overwhelming 83.1% of respondents are "Very concerned" about false information or fake news being disseminated via AI-generated videos, and a significant majority (84.6%) think that AI-generated content should be properly labeled for transparency.

According to the news producers interviewed, artificial intelligence (AI) tools are useful for assisting with jobs including research, graphics, text, fact-checking, content verification, and narrative development.

But in order to ensure accuracy and credibility, journalists stress the critical role of human oversight, verification, and ethical responsibility. They specifically raise worries about deepfakes, algorithmic bias, "AI slop" (imprecise, repetitive, or low-quality outputs), and hallucinations.

Since human attributes like perspective, social context, emotional intelligence, and critical judgment are regarded as irreplaceable, AI is mostly seen as a co-creator or assisting tool rather than a substitute for journalists.

Some news outlets purposefully limit the use of AI, giving conventional journalistic values precedence over engagement numbers.

Public image, which frequently equates traditional equipment with legitimacy, is one of the challenges facing mobile journalism.

Despite changes in technology, the core elements of journalism objectivity, accuracy, and the 5W1H principles remain constant across all media.

Traditional activities may soon be automated, and new occupations centered on artificial intelligence are emerging as journalistic roles change.

Limitations and future scope of the Study

The study had a number of shortcomings that might have affected how broadly applicable and comprehensive its conclusions were:

- **Small Sample Size:** The quantitative survey was conducted on a small scale, gathering only 65 responses. Similarly, the qualitative component involved structured interviews with only four journalists. This small sample size limits the broader applicability of the findings to the general population or a wider range of journalism professionals.
- **Geographical Focus:** The research, especially concerning mobile journalism, was rooted in the Indian context, specifically Kolkata. This localized focus means that the insights may not directly translate to other regions with different technological infrastructures, digital literacy levels, or media landscapes.
- **Reliance on Self-Reported Data:** The online survey captured respondents' perceptions and opinions, which may not always align with their actual behaviors or deeper understanding of AI's complexities.
- **Early Stage of AI Development:** Some sources suggest that the full impact of AI phenomena like deepfakes has not yet been entirely witnessed due to the technology's nascent stages. Current perceptions might evolve significantly as AI capabilities advance.

Future Scope of the Study

Building on the insights from this research, several avenues for future investigation emerge:

- **Expanded Quantitative Research:** A larger-scale survey with a significantly increased number of respondents from diverse demographics and geographical locations would provide a more comprehensive and statistically robust understanding of public perception and acceptance of AI in journalism.
- **Broader Qualitative Research:** Future studies could involve interviews with a wider array of news producers, including those from print, broadcast, and electronic media, and across different roles (e.g., editors, photojournalists, investigative reporters) to gain a more varied professional perspective.

- **Longitudinal Studies:** To track the evolving impact of AI on journalistic practices, job displacement, ethical standards, and public trust, longitudinal studies over an extended period would be invaluable.
- **Theme-Based Research:** Specialised research could focus on specific aspects or themes, such as the implications of generative AI in specific journalistic genres, the development of ethical frameworks for AI use, or the effectiveness of different regulatory models for AI-generated content
- **Comparative Studies:** Conducting comparative research across different countries or regions would highlight cross-cultural variations in AI adoption, societal impact, and regulatory responses in journalism.
- **Investigating Emerging AI Trends:** Future research should actively speculate on and investigate the impact of newer AI developments, such as AI-driven reporting, advanced automated journalism, and innovative content verification technologies, as they emerge
- **Focus on Specific Ethical Challenges:** Deep dives into specific ethical dilemmas posed by AI, such as managing algorithmic bias, ensuring data transparency, and combating sophisticated deepfakes, could yield practical guidelines for the industry

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