

Navigating the AI Journalism Landscape: Innovations and Challenges in the Era of Deepfakes

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Abstract: *The integration of artificial intelligence (AI) in journalism has ushered in a new era of content generation, data analysis, and audience engagement. While AI technologies have brought about numerous benefits, they have also given rise to a growing concern: deepfakes. This abstract explores the multifaceted relationship between AI and journalism, shedding light on how AI is being harnessed to streamline news production, enhance storytelling, and personalize content delivery. However, it also delves into the darker side of AI in journalism, addressing the emergence of deepfake technology and the ethical, legal, and societal challenges it poses. As the boundaries between truth and deception blur, this abstract calls for a balanced approach to harnessing AI's potential in journalism while safeguarding the integrity of news and information.*

Keywords: Artificial, Intelligence, Journalism, Deepfake, Technology, Ethics, Journalism, Credibility