

Artificial Intelligence and Public Relations Practice in Tanzania: Emerging Opportunities, Ethical Issues and Professional Challenges

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Abstract: Artificial intelligence (AI) is reshaping the practice of public relations (PR) globally, transforming how organisations monitor their environments, craft messages, engage publics and evaluate communication outcomes. While a growing body of scholarship has examined the implications of AI for communication management in Europe, North America and parts of Asia, the African experience in general, and the Tanzanian experience in particular, remains under-theorised. This conceptual paper examines the intersection of artificial intelligence and public relations practice in Tanzania, drawing on a systematic desk review of scholarly literature, professional reports and policy documents. The paper pursues three objectives: to map the emerging opportunities that AI technologies present for PR practice in Tanzania; to interrogate the ethical issues that accompany the adoption of these technologies in the Tanzanian institutional context; and to analyse the professional challenges that confront practitioners, educators and professional bodies as the field undergoes technological transformation. The analysis is anchored in the Technology Acceptance Model, Diffusion of Innovations theory and the Excellence Theory of public relations. The paper argues that AI offers Tanzanian practitioners significant opportunities in media monitoring, content generation, audience analytics, chatbot-mediated engagement and crisis communication, but that these opportunities are conditioned by infrastructural constraints, skills deficits, limited Kiswahili-language AI resources and an evolving regulatory environment. Ethical concerns relating to transparency, misinformation, data protection under Tanzania's Personal Data Protection Act, algorithmic bias and professional accountability are examined. The paper concludes with recommendations for practitioners, professional associations, universities and policymakers, and proposes an agenda for future empirical research on AI adoption in Tanzanian public relations.

Keywords: Artificial intelligence; public relations; Tanzania; communication management; ethics; professional development; digital transformation

I. INTRODUCTION

Public relations, understood as the strategic management of communication and relationships between organisations and their publics, has always been sensitive to technological change. Each successive wave of communication technology, from the printing press through broadcasting to the internet and social media, has altered the channels through which practitioners work, the speed at which publics form and mobilise, and the competencies that the profession demands (Grunig, 2009). The current wave, driven by artificial intelligence, is widely regarded as qualitatively different from earlier transformations because it does not merely provide new channels for human communication but increasingly performs communicative work itself: drafting texts, summarising media coverage, answering stakeholder queries, predicting audience behaviour and generating synthetic images, audio and video (Galloway & Swiatek, 2018; Zerfass,



Hagelstein & Tench, 2020). The public release of powerful generative AI systems since late 2022 has accelerated this shift and moved AI from the margins of professional debate to its centre.

For public relations scholarship, artificial intelligence raises questions that are simultaneously practical, ethical and existential. Practically, AI promises efficiency gains in routine tasks such as media monitoring, press release drafting and reporting, potentially freeing practitioners for higher-order strategic counsel (Panda, Upadhyay & Khandelwal, 2019). Ethically, the same technologies enable new forms of deception, from undisclosed machine-generated content to synthetic media that can fabricate events and statements, threatening the trust on which legitimate public relations depends (Bourne, 2019). Existentially, AI unsettles the professional identity of practitioners by automating tasks that once defined entry-level roles and by raising the question of what uniquely human contribution the profession offers when machines can write fluently and analyse data at scale (Valin, 2018).

These questions have been examined predominantly in the contexts of North America, Europe, the Gulf states and parts of Asia, where surveys of practitioners and content analyses of professional discourse have documented rising awareness of AI alongside persistent uncertainty about its implications (Zerfass et al., 2020). By contrast, the scholarly conversation about AI and public relations in sub-Saharan Africa remains nascent, and Tanzania in particular has attracted little dedicated attention. This is a significant gap. Tanzania has one of the largest populations in East Africa, a rapidly expanding mobile and internet user base, a vibrant and competitive media sector operating in both Kiswahili and English, a growing corporate sector in telecommunications, banking, mining and tourism that invests substantially in communication, and an expanding public sector communication apparatus. At the same time, the country faces infrastructural, economic and human-capital constraints that shape how any digital technology is adopted, and it has recently constructed a legal architecture for the digital sphere, including the Electronic and Postal Communications Act, the Cybercrimes Act of 2015, the Media Services Act of 2016 and the Personal Data Protection Act of 2022, that conditions what practitioners may lawfully do with data and content.

Understanding how artificial intelligence intersects with public relations practice in such a context cannot proceed by simply importing conclusions from studies conducted in high-income economies. Technology adoption is socially embedded: the meaning, value and risk of a technology are shaped by the institutions, infrastructures, languages, regulatory regimes and professional cultures within which it is deployed (Rogers, 2003). A media monitoring algorithm trained predominantly on English-language sources performs differently in a media ecology where much public discourse occurs in Kiswahili; a chatbot strategy designed for high-bandwidth environments encounters different constraints where many users access the internet through low-cost smartphones and costly data bundles; and ethical guidance developed by professional bodies in London or New York may not map cleanly onto the regulatory and cultural realities of Dar es Salaam, Dodoma or Mbeya.

Against this background, the present paper addresses three research questions. First, what opportunities do artificial intelligence technologies present for public relations practice in Tanzania? Second, what ethical issues arise from the adoption of AI in Tanzanian public relations, and how are these shaped by the national legal and institutional environment? Third, what professional challenges confront Tanzanian practitioners, educators and professional bodies as AI diffuses through the field, and how might these be addressed? The paper is conceptual in design. It synthesises international scholarship on AI in communication management with literature on public relations in Africa and Tanzania, and with Tanzanian policy and regulatory documents, in order to construct an analytical account that can inform practice, pedagogy and future empirical research. In doing so, the paper contributes to the small but growing body of work that seeks to de-Westernise the study of technology in public relations and to theorise digital transformation from the standpoint of African professional contexts.

The remainder of the paper is organised as follows. Section 2 reviews the literature on artificial intelligence in public relations and on the Tanzanian public relations and media environment. Section 3 sets out the theoretical framework. Section 4 describes the methodological approach of the desk review. Sections 5, 6 and 7 present the analysis of opportunities, ethical issues and professional challenges respectively. Section 8 discusses the implications of the analysis,



Section 9 offers recommendations, Section 10 acknowledges limitations and proposes directions for future research, and Section 11 concludes.

II. LITERATURE REVIEW

2.1 Artificial Intelligence: Concepts and Capabilities Relevant to Communication

Artificial intelligence is an umbrella term for computational systems that perform tasks ordinarily associated with human intelligence, including perception, language understanding, reasoning, learning and decision-making (Kaplan & Haenlein, 2019). Within this broad field, several families of techniques are especially consequential for communication work. Machine learning refers to systems that improve their performance on a task through exposure to data rather than through explicit programming; it underpins most contemporary applications from spam filtering to recommendation engines. Natural language processing (NLP) enables machines to parse, classify, summarise, translate and generate human language, and is the foundation of media monitoring tools, sentiment analysis, machine translation and conversational agents. Computer vision allows systems to interpret images and video, supporting logo detection in media coverage and the analysis of visual social media content. Most recently, generative AI, exemplified by large language models and text-to-image systems, produces novel text, images, audio and video in response to natural-language prompts, collapsing the cost of content production and raising acute questions of authenticity and attribution (Kaplan & Haenlein, 2019; Floridi et al., 2018).

Two properties of these technologies deserve emphasis because they shape the analysis that follows. First, contemporary AI systems are data-dependent: their performance reflects the volume, quality and linguistic composition of their training data. Systems trained predominantly on English-language and Global North data perform less reliably on low-resource languages and culturally specific contexts, a limitation of direct relevance to Kiswahili-language communication (Nekoto et al., 2020). Second, AI systems are probabilistic rather than deterministic: they generate outputs that are statistically plausible rather than verified as true, which is why large language models can produce fluent but factually incorrect text, a phenomenon commonly described as hallucination. Both properties have significant implications for professional communicators whose stock-in-trade is accuracy, credibility and trust.

2.2 Artificial Intelligence in Public Relations: The Global Scholarly Conversation

Scholarly attention to AI in public relations has grown rapidly since the late 2010s. Galloway and Swiatek (2018) offered an early agenda-setting statement, arguing that AI was not merely about robots but about a broad reconfiguration of communicative labour, and urging the profession to engage proactively rather than reactively. Panda, Upadhyay and Khandelwal (2019) characterised AI as a strategic disruption, documenting applications in media intelligence, campaign personalisation and stakeholder analytics, and arguing that AI would shift practitioner value from execution to strategy. Zerfass, Hagelstein and Tench (2020), drawing on large-scale survey evidence from communication professionals in Europe, found that while practitioners expected AI to change the profession substantially, most reported limited personal competence and organisational readiness, a gap the authors described as a major challenge for communication management.

A second stream of literature has been more critical. Bourne (2019) analysed the role of public relations itself in promoting AI, cautioning that practitioners often act as cheerleaders for the technology while neglecting its social risks, including bias and labour displacement. Professional bodies have also intervened: the Chartered Institute of Public Relations' AI panel concluded that human judgement, contextual understanding and ethical reasoning remain indispensable even as tools automate technical tasks, encapsulated in the finding that humans are still needed (Valin, 2018). Subsequent work has examined big data and analytics in corporate communication (Wiencierz & Röttger, 2017), the ethics of algorithmic decision-making in stakeholder engagement, and the implications of generative AI for misinformation and crisis communication. Across this literature, a recurring conclusion is that AI redistributes rather than eliminates professional work: routine production tasks are automated while demand grows for strategic counsel, data interpretation, ethical governance and the management of AI systems themselves.



2.3 Public Relations Practice in Africa and Tanzania

Public relations in Africa has developed along trajectories that both parallel and diverge from Western models. Scholars of African public relations have emphasised the field's colonial-era origins in government information services, its post-independence role in nation-building communication, and its more recent professionalisation driven by economic liberalisation, the growth of private media and the entry of multinational firms and agencies (Skinner & Merham, 2009). They have also emphasised distinctive contextual features: the salience of community and interpersonal communication channels alongside mass media, multilingual publics, the strong role of the state in the communication environment, and resource constraints that shape the scale and sophistication of practice. Calls to develop African-centred theory in public relations stress that relationship cultivation in African settings draws on communal values, such as the Ubuntu ethic of mutual recognition and interdependence, that are not fully captured by imported frameworks (Skinner & Merham, 2009). In Tanzania specifically, public relations practice spans government communication units in ministries, departments and agencies; corporate communication functions in telecommunications, banking, mining, energy, aviation and tourism firms; communication roles in non-governmental and faith-based organisations, which are significant employers given the country's large development sector; and a small but growing agency and consultancy market concentrated in Dar es Salaam. Practitioners operate within a media environment that liberalised in the 1990s and now comprises numerous newspapers, radio stations, television channels and online platforms in Kiswahili and English, with radio retaining particular reach in rural areas and social media platforms, especially those accessible on low-cost mobile devices, increasingly central to urban public discourse. The regulatory environment is consequential for practice: the Media Services Act of 2016 regulates journalism and media content, the Electronic and Postal Communications Act and its online content regulations govern digital platforms, the Cybercrimes Act of 2015 criminalises the publication of false information among other offences, and the Personal Data Protection Act of 2022 established a data protection framework and a Personal Data Protection Commission, bringing Tanzania into the growing family of African states with dedicated data protection law. Professional organisation of the field has been advanced through practitioner associations and through the expansion of university programmes in public relations, mass communication and marketing at institutions across the country, including faith-based universities such as the Catholic University of Mbeya.

Research on digital communication in Tanzania has examined social media use by government and corporations, mobile money communication, media freedom and online content regulation. However, dedicated scholarly treatment of artificial intelligence in Tanzanian public relations is scarce. This paper addresses that gap by constructing a systematic conceptual account, in the expectation that it will provide a framework and hypotheses for subsequent empirical investigation.

III. THEORETICAL FRAMEWORK

The analysis in this paper is guided by three complementary theoretical lenses: the Technology Acceptance Model, Diffusion of Innovations theory, and the Excellence Theory of public relations. Together they connect the micro level of individual practitioner adoption, the meso level of organisational and professional diffusion, and the normative question of what excellent public relations requires in an AI-mediated environment.

3.1 Technology Acceptance Model

The Technology Acceptance Model (TAM) holds that an individual's intention to use a technology is determined primarily by two beliefs: perceived usefulness, the degree to which the technology is expected to enhance job performance, and perceived ease of use, the degree to which using it is expected to be free of effort (Davis, 1989). Applied to Tanzanian public relations, TAM directs attention to how practitioners evaluate AI tools against the realities of their work. Perceived usefulness is likely to be high where tools demonstrably reduce the burden of media monitoring, translation and report writing; perceived ease of use, however, is conditioned by digital skills, the availability of training, interface language, and the reliability of connectivity and payment systems needed to access subscription tools. TAM also accommodates external variables, such as organisational support and cost, that are particularly salient in resource-



constrained settings and that help explain why awareness of AI can substantially outrun actual adoption, a pattern documented among European practitioners (Zerfass et al., 2020) and plausibly sharper in East Africa.

3.2 Diffusion of Innovations Theory

Diffusion of Innovations theory explains how innovations spread through social systems over time via communication channels, distinguishing adopter categories from innovators to laggards and identifying attributes of innovations, relative advantage, compatibility, complexity, trialability and observability, that influence adoption rates (Rogers, 2003). The theory is valuable here for two reasons. First, it foregrounds the social system: AI diffusion in Tanzanian public relations will be shaped by opinion leaders such as prominent agencies, telecommunications firms and professional associations whose visible adoption legitimises the technology for others. Second, it highlights compatibility: AI tools diffuse faster where they fit existing values and workflows. Tools that support Kiswahili, operate on mobile devices, tolerate intermittent connectivity and align with local media relations routines exhibit higher compatibility than tools designed around Global North workflows. Diffusion theory also cautions against assuming uniform adoption; a stratified pattern is likely, with multinational subsidiaries and large agencies adopting early while public sector units and small consultancies adopt later, potentially widening capability gaps within the profession.

3.3 Excellence Theory of Public Relations

The Excellence Theory holds that public relations contributes most to organisational effectiveness when it is practised strategically and symmetrically, that is, when communication is managed by empowered professionals who use research to cultivate mutually beneficial relationships and genuine dialogue with publics, rather than one-way persuasion (Grunig, Grunig & Dozier, 2002). Excellence Theory supplies the normative benchmark for this paper. It implies that AI should be evaluated not only by efficiency criteria but by whether it strengthens or weakens two-way symmetrical communication. AI-enabled listening tools that help organisations genuinely understand publics advance excellence; AI-enabled manipulation, undisclosed synthetic content or engagement automation that simulates dialogue without dialogue's substance undermines it. The theory also underpins the argument, developed below, that the appropriate professional response to AI is to move practitioners up the value chain into the strategic managerial role that excellence requires, rather than to compete with machines in technical production.

IV. METHODOLOGY

This paper adopts a conceptual, desk-review design. It does not report primary empirical data; rather, it systematically synthesises three bodies of secondary material. The first is peer-reviewed scholarship on artificial intelligence in public relations and communication management, identified through searches of major databases and leading journals in the field using combinations of terms including artificial intelligence, machine learning, automation, public relations, corporate communication and communication management. The second is professional and industry literature, including reports of professional bodies such as the Chartered Institute of Public Relations and global practitioner surveys, which capture the applied state of the field ahead of academic publication cycles. The third is Tanzanian policy, legal and contextual material, including the Personal Data Protection Act of 2022, the Media Services Act of 2016, the Cybercrimes Act of 2015, online content regulations under the Electronic and Postal Communications Act, and literature on the Tanzanian media and communication environment.

Sources were analysed thematically. Following an initial reading, material was coded to the paper's three guiding questions, opportunities, ethical issues and professional challenges, and themes were developed iteratively within each category, moving between the international literature and the Tanzanian contextual material to identify where global patterns hold, where they require qualification, and where distinctive local dynamics emerge. The approach is interpretive and integrative rather than exhaustive: the aim is analytical synthesis that generates a coherent framework and researchable propositions, in the tradition of conceptual papers that consolidate emerging fields. The obvious limitation of this design, the absence of primary data from Tanzanian practitioners, is acknowledged in Section 10, where an



empirical research agenda is proposed. Given the near absence of published empirical work on AI in Tanzanian public relations, a rigorous conceptual mapping is a necessary and appropriate first step.

V. EMERGING OPPORTUNITIES FOR PUBLIC RELATIONS PRACTICE IN TANZANIA

This section analyses six domains in which AI presents substantive opportunities for Tanzanian practitioners: media monitoring and intelligence; content generation and adaptation; audience analytics and personalisation; conversational agents and stakeholder service; crisis anticipation and management; and measurement, evaluation and professional productivity. In each domain the analysis considers both the generic capability and its specific inflection in the Tanzanian context.

5.1 Media Monitoring and Environmental Intelligence

Environmental scanning is a foundational public relations function, and it is among the most labour-intensive. Tanzanian practitioners have traditionally monitored a fragmented environment of newspapers, radio, television and, increasingly, social media platforms, largely through manual clipping and viewing. AI-powered monitoring tools can ingest online news, broadcast transcripts and social media at scale, classify coverage by topic and tone, detect emerging issues and alert practitioners in near real time (Wiencierz & Röttger, 2017). For organisations whose reputations can be made or unmade by rapidly circulating social media narratives, a dynamic well documented in East African public discourse, such capabilities offer a decisive improvement in situational awareness. The opportunity is qualified by language: sentiment analysis and topic classification perform best in high-resource languages, and Kiswahili, despite being one of Africa's most widely spoken languages, has historically been under-served by NLP research (Nekoto et al., 2020). This is changing as African NLP communities and commercial providers expand Kiswahili resources, and improving machine support for Kiswahili should be understood as a threshold condition for the full realisation of AI monitoring benefits in Tanzania. Practitioners evaluating tools should therefore test vendor claims specifically against Kiswahili and code-switched content rather than assuming parity with English performance.

5.2 Content Generation, Adaptation and Translation

Generative AI dramatically lowers the cost of producing first drafts of press releases, speeches, newsletters, social media posts, talking points and internal communications. For small communication units, which are common in Tanzanian organisations where a handful of officers may serve an entire ministry or company, this augmentation can materially expand output capacity. Equally significant for Tanzania is machine translation and bilingual adaptation. Public communication in Tanzania routinely moves between Kiswahili and English, and effective practice often requires producing parallel materials for different audiences, ministries, media houses, investors and communities. AI translation and drafting assistance can accelerate this bilingual workflow, provided outputs are reviewed by competent human editors, since machine translation of institutional and legal terminology, idiom and honorific register remains imperfect. The professional model that emerges from the international literature, and that this paper endorses for Tanzania, is human-in-the-loop production: AI generates and adapts drafts, while accountable professionals verify facts, tone, cultural appropriateness and legal compliance before release (Valin, 2018; Zerfass et al., 2020). Used this way, generative tools convert practitioner time from mechanical drafting to editorial judgement and strategy.

5.3 Audience Analytics, Segmentation and Personalisation

AI enables the analysis of large behavioural and attitudinal datasets to segment publics, model their concerns and tailor messages accordingly (Panda et al., 2019). In Tanzania, the raw material for such analytics increasingly exists: mobile penetration is extensive, social media use is substantial and growing, and organisations in telecommunications, banking and utilities hold rich customer interaction data. Applied responsibly, analytics can help practitioners move beyond intuition-driven audience assumptions toward evidence-based strategy, for instance by identifying which health communication frames resonate in which regions, how youth audiences in Dar es Salaam differ from those in Mbeya or



Mwanza, or which stakeholder concerns are rising around an extractive project. Personalisation, however, must be reconciled with the Personal Data Protection Act of 2022, which establishes principles of lawful, fair and transparent processing and rights for data subjects. The opportunity is therefore inseparable from a compliance capability: organisations that build privacy-respecting analytics will enjoy both legal safety and reputational advantage, a point developed in Section 6.3.

5.4 Conversational Agents and Stakeholder Service

Chatbots and voice assistants allow organisations to provide instant, round-the-clock responses to routine stakeholder queries. Tanzanian banks, telecommunications operators and government service portals already field enormous volumes of repetitive questions concerning services, tariffs, procedures and documentation. AI-driven conversational agents, particularly those deployed on channels that Tanzanians already use intensively, such as messaging platforms and USSD-adjacent mobile interfaces, can absorb this routine load, improve responsiveness and generate structured insight into stakeholder concerns. From an Excellence Theory perspective, conversational agents are genuinely dialogic only to a limited degree; they handle transactional communication well but should route substantive grievances, media queries and sensitive matters to human professionals. Kiswahili-capable conversational AI is again the pivotal enabler, and its steady improvement makes this one of the most immediately practicable AI applications for Tanzanian organisations.

5.5 Issues Management and Crisis Communication

Crises in the social media era escalate within hours, and the international literature identifies AI-supported early warning as a core benefit for crisis communicators: anomaly detection in mention volumes, rapid clustering of emerging narratives, and identification of influential accounts spreading a story. In Tanzania, where rumours can propagate rapidly through messaging applications and social platforms in both Kiswahili and English, such capabilities can compress the time between the emergence of a damaging narrative and an informed organisational response. AI can also support scenario preparation, drafting holding statements and question-and-answer documents for anticipated contingencies, which practitioners then refine. The caution is symmetrical: the same generative technologies empower malicious actors to fabricate synthetic audio or video of executives and officials, meaning that crisis playbooks in Tanzania, as elsewhere, must now include protocols for detecting and rebutting synthetic media, discussed further in Section 6.2.

5.6 Measurement, Evaluation and Professional Productivity

Demonstrating the value of public relations has long been a professional preoccupation, and weak measurement cultures are frequently cited as constraining the field's strategic standing. AI-assisted analytics lower the cost of evaluation by automating coverage analysis, share-of-voice tracking, sentiment trends and campaign reporting, enabling even modestly resourced Tanzanian communication units to produce evidence of outcomes for management. This matters for the profession's institutional position: practitioners who can quantify contribution are better placed to secure seats in dominant coalitions, as Excellence Theory prescribes (Grunig et al., 2002). More broadly, productivity gains across monitoring, drafting, translation and reporting can be reinvested in the activities machines cannot perform: relationship building with editors and community leaders, ethical counsel to management, negotiation with stakeholders, and strategy. The opportunity, correctly framed, is not the replacement of Tanzanian practitioners but the upgrading of their role.

VI. ETHICAL ISSUES IN AI-MEDIATED PUBLIC RELATIONS IN TANZANIA

The ethical stakes of AI in public relations are high because the profession's social licence rests on truthful, accountable communication. This section examines five clusters of ethical concern, transparency and authenticity; misinformation and synthetic media; privacy and data protection; algorithmic bias and inclusion; and accountability and professional responsibility, situating each within Tanzanian law and professional context.



6.1 Transparency and Authenticity of Machine-Generated Communication

A first-order ethical question is disclosure: should publics be told when content is machine-generated or when they are conversing with a bot rather than a person? Deceptive non-disclosure violates the honesty norms embedded in international professional codes and in the ethical ideals of two-way symmetrical communication (Grunig et al., 2002). The mainstream position emerging in professional guidance is that organisations should disclose material uses of AI, clearly identify automated agents as such, and never use AI to impersonate humans (Valin, 2018). For Tanzania, this paper argues that professional associations and training institutions should adopt and localise such disclosure norms early, before questionable practices become entrenched. Authenticity has a further dimension in a relational culture where communication carries strong interpersonal expectations: audiences who discover that a seemingly personal message from an institution was machine-generated may experience the deception as a breach of relational respect, with reputational costs exceeding those observed in more transactional communication cultures.

6.2 Misinformation, Disinformation and Synthetic Media

Generative AI lowers the cost of producing persuasive false content, including deepfake audio and video. Public relations sits on both sides of this problem: practitioners must defend their organisations against synthetic attacks, and the profession must ensure its own members never deploy such techniques. The concern is acute in contexts where information ecosystems are already vulnerable to rumour and where verification infrastructure, such as fact-checking organisations and forensic capacity, is thin. Tanzanian law criminalises the intentional publication of false information under the Cybercrimes Act of 2015, and media content is regulated under the Media Services Act of 2016 and online content regulations; practitioners therefore face legal as well as ethical exposure if AI-assisted content proves false. Yet legal deterrence is a blunt instrument, and scholars have noted that broadly drafted false-information offences can also chill legitimate speech. The professional imperative is proactive: rigorous human verification of all AI-assisted output before release, internal policies prohibiting synthetic impersonation, participation in verification initiatives, and preparedness to rapidly rebut deepfakes targeting the organisation. In this respect Tanzanian practitioners can position themselves as custodians of information integrity, a stance consistent both with professional ethics and with national interest in a trustworthy information environment.

6.3 Privacy and Data Protection under the Personal Data Protection Act

AI-driven analytics and personalisation depend on personal data, and their ethics in Tanzania is now structured by the Personal Data Protection Act of 2022, which establishes principles for lawful processing, obligations for data collectors and processors including registration and security safeguards, protections for sensitive data, and a Personal Data Protection Commission to oversee compliance. For public relations, several implications follow. Audience data used for segmentation and targeting must be collected and processed on lawful bases with appropriate transparency to data subjects. Social media monitoring that profiles identifiable individuals, for example influential critics or activists, raises ethical questions that exceed mere legal compliance, touching on surveillance and the chilling of public discourse. Transfers of Tanzanian personal data to foreign AI vendors, which occur whenever practitioners paste stakeholder information into cloud-based tools, engage the Act's provisions on processing and cross-border transfer and demand contractual and technical safeguards. The ethical practitioner treats the Act as a floor rather than a ceiling: privacy-by-design in communication analytics, data minimisation, and honesty about data practices are also reputational assets in a market where public trust in institutions is contested.

6.4 Algorithmic Bias, Language Equity and Inclusion

AI systems inherit biases from their training data, and for Tanzania the most consequential bias is linguistic and cultural. Tools optimised for English and for Global North contexts may misread Kiswahili sentiment, misclassify culturally specific expression, underweight rural and non-elite voices that are less digitally visible, and default to foreign frames in generated content (Nekoto et al., 2020). If practitioners rely uncritically on such tools, their organisational listening will



systematically over-represent English-speaking, urban, connected publics, an inequity with real strategic and ethical costs, particularly for government and development communication whose mandate encompasses the whole population. Bias also arises in generated imagery and text that reproduces stereotypes about Africa. Ethical practice therefore requires bias awareness as a professional competency: interrogating what a tool was trained on, validating outputs against local knowledge, deliberately supplementing digital listening with offline and community-based research, and supporting the development of African language technologies. Bourne's (2019) warning that public relations should not act as an uncritical cheerleader for AI applies with particular force here.

6.5 Accountability, Professional Responsibility and Human Oversight

When an AI-assisted communication causes harm, a defamatory claim in a machine-drafted release, a discriminatory targeting decision, a chatbot giving incorrect guidance about a public service, responsibility cannot be delegated to the machine. Ethical and legal accountability remains with the organisation and the professionals who deployed the system (Floridi et al., 2018). This principle should be institutionalised in Tanzanian practice through explicit human-in-the-loop policies: designated professional sign-off on AI-assisted content, documented verification steps, audit trails for automated interactions, and clarity in job descriptions about responsibility for AI oversight. Professional associations have a decisive role in codifying these expectations. The alternative, a diffusion of AI use without a corresponding diffusion of accountability norms, would expose organisations to legal risk under Tanzanian media, cybercrime and data protection law, and would corrode the credibility that gives public relations its social function.

VII. PROFESSIONAL CHALLENGES FOR TANZANIAN PUBLIC RELATIONS

If Sections 5 and 6 mapped what AI makes possible and what it makes ethically fraught, this section examines what stands between the Tanzanian profession and the responsible realisation of AI's benefits. Six challenges are analysed: skills and competency gaps; infrastructure and cost barriers; the language resource deficit; employment anxiety and role redefinition; curriculum and professional development lag; and governance gaps in professional and organisational policy.

7.1 Skills and Competency Gaps

International surveys consistently find that practitioners rate their own AI competence as low relative to the technology's expected impact (Zerfass et al., 2020), and there is every reason to expect the gap to be at least as wide in Tanzania, where formal training in data literacy and computational tools has not been a traditional component of communication education. The competencies now required extend beyond tool operation to critical capacities: framing problems for AI systems, evaluating output quality, understanding data provenance and bias, prompt design for generative systems, and interpreting analytics for strategic decision-making. Without deliberate upskilling, a two-tier profession may emerge in which a small cadre of digitally fluent practitioners, concentrated in multinationals and leading agencies, captures the strategic benefits of AI while the majority is confined to increasingly precarious routine work.

7.2 Infrastructure, Cost and Access Barriers

AI tools presuppose reliable connectivity, adequate devices and, for professional-grade platforms, foreign-currency subscriptions that can be significant against Tanzanian organisational budgets, particularly in the public sector and civil society. Electricity reliability and bandwidth costs, though improving, remain practical constraints outside major urban centres. Diffusion of Innovations theory predicts that such structural factors will stratify adoption (Rogers, 2003): early adopters will be organisations with resources and international exposure, while district-level government communication units and small enterprises lag. The rise of freemium generative tools accessible through ordinary smartphones partially mitigates cost barriers and may enable a degree of leapfrogging, but free tiers raise their own concerns regarding data confidentiality and dependence on foreign providers whose terms can change without notice.



7.3 The Kiswahili Language Resource Deficit

The recurring thread across opportunities and ethics, language, is also a structural professional challenge. Kiswahili is central to public communication in Tanzania, yet it remains comparatively under-resourced in commercial NLP despite encouraging growth in African-led research communities (Nekoto et al., 2020). Practically, this means monitoring tools that miss or misread much of the national conversation, generative drafting that is weaker and less idiomatic in Kiswahili than in English, and conversational agents that frustrate users. The challenge is not merely to wait for global vendors: Tanzanian professional bodies, universities and large organisations have an interest in actively supporting Kiswahili language technology, through partnerships, data contributions consistent with privacy law, and procurement pressure that rewards vendors investing in the language. Language equity in AI is thus simultaneously an ethical issue, a market opportunity and a professional development priority.

7.4 Employment Anxiety and the Redefinition of Professional Roles

Automation anxiety is documented across the global profession, and it is legitimate: tasks that historically occupied junior practitioners, monitoring, first drafts, basic reporting, are precisely those most amenable to automation (Galloway & Swiatek, 2018; Valin, 2018). In a labour market where communication graduates already compete intensely for positions, the prospect of shrinking entry-level task volume raises real questions about career pathways. The literature's considered response, which this paper endorses, is role redefinition rather than replacement: human advantage concentrates in strategy, ethics, relationship management, cultural judgement and creativity, and entry-level roles must be redesigned around supervised AI-augmented work that builds these higher-order capacities early. Achieving this, however, requires deliberate action by employers and educators; left to inertia, the transition could hollow out the profession's training ground.

7.5 Curriculum and Professional Development Lag

Universities and colleges training Tanzania's future communicators face the challenge of integrating AI literacy into curricula that are periodically reviewed and accredited on multi-year cycles, a pace mismatched to the technology's evolution. Required updates span technical familiarisation with monitoring, analytics and generative tools; data and privacy law, including the Personal Data Protection Act; AI ethics; and critical algorithm studies that equip graduates to interrogate rather than merely operate systems. Faculty development is the binding constraint, since educators must themselves be trained. Professional associations similarly need continuing professional development offerings on AI, and there is a strong case for collaboration among universities, associations and industry to pool scarce expertise, for instance through shared short courses, case repositories drawn from Tanzanian practice, and practitioner-academic exchanges. Institutions such as the Catholic University of Mbeya, which train business and communication professionals for the Southern Highlands region and beyond, are well placed to pioneer such integration outside the Dar es Salaam metropole.

7.6 Governance Gaps: Organisational Policy and Professional Standards

Finally, the profession faces a governance challenge: most organisations currently lack explicit policies on staff use of AI, covering permissible tools, data that may and may not be entered into them, verification requirements, disclosure standards and accountability for outputs. In the absence of policy, practice develops informally, and informal practice tends to follow convenience rather than ethics. Professional associations in Tanzania have an opportunity to lead by issuing national guidance that localises international frameworks to Tanzanian law and context, establishing AI ethics as a component of professional accreditation, and providing model organisational policies that members can adapt. Early standard-setting is easier than retrospective correction; the window in which norms are being formed is precisely now.

VIII. DISCUSSION

Three integrative arguments emerge from the analysis. First, the opportunities, ethics and challenges of AI in Tanzanian public relations are not separate lists but a single system connected by conditioning factors, most prominently language



resources, regulation, skills and infrastructure. The value of monitoring, generation, personalisation and conversational AI in Tanzania rises and falls with Kiswahili NLP capability; the legitimacy of analytics rises and falls with data protection compliance; the distribution of benefits across the profession rises and falls with training access. Interventions should therefore target these conditioning factors, where leverage is greatest, rather than treating each application in isolation.

Second, viewed through the theoretical framework, the Tanzanian trajectory is best understood as conditioned diffusion. TAM predicts adoption where usefulness is evident and ease of use is achievable; diffusion theory predicts stratified uptake led by resource-rich, internationally connected organisations; and Excellence Theory supplies the normative direction, insisting that adoption be steered toward genuine two-way communication and strategic professionalism rather than toward cheaper one-way messaging at scale. The risk scenario is a profession that adopts AI's persuasive efficiencies without its listening capabilities and without ethical guardrails; the opportunity scenario is a profession that uses AI to institutionalise research-based, dialogic, accountable practice earlier in its development than Western professions did, effectively leapfrogging not only in technology but in professional norms.

Third, the analysis suggests that Tanzania, and Africa more broadly, should be treated not as a late recipient of a finished global transformation but as a context that generates distinct theoretical questions: how AI adoption proceeds in bilingual and low-resource-language environments, how data protection regimes new to a jurisdiction shape communication analytics from the outset, and how relational communication cultures evaluate machine-mediated interaction. These questions are of general scholarly interest, and Tanzanian research is well positioned to address them.

IX. RECOMMENDATIONS

For practitioners, the paper recommends adopting a human-in-the-loop discipline in which AI assists drafting, monitoring and analysis while accountable professionals verify accuracy, legality, cultural fit and tone before release; testing tools explicitly against Kiswahili and code-switched content before procurement; treating the Personal Data Protection Act as a baseline for privacy-respecting analytics; and reinvesting productivity gains in strategy, relationships and counsel rather than simply in higher content volume.

For employers and organisational leaders, the paper recommends issuing explicit AI use policies covering approved tools, confidential data handling, verification, disclosure and accountability; budgeting for structured staff upskilling rather than assuming informal learning; redesigning junior roles around supervised AI-augmented work that preserves career development; and incorporating synthetic media response protocols into crisis plans.

For professional associations, the recommendations are to develop national guidance on AI ethics in public relations that localises international frameworks to Tanzanian law; to make AI literacy a strand of continuing professional development and, in time, of accreditation; and to convene practitioners, regulators, platform representatives and academics in ongoing dialogue on information integrity.

For universities and training institutions, the paper recommends integrating AI literacy, data protection law and algorithmic ethics into public relations, communication and business curricula; investing in faculty development; building teaching cases from Tanzanian practice; and partnering with industry and African NLP initiatives so that students engage with Kiswahili-capable tools. For policymakers, the priority is an enabling environment: supporting local language technology development, ensuring data protection enforcement that is firm but predictable, and framing false-information enforcement so that it targets deliberate deception without chilling legitimate professional communication.

X. LIMITATIONS AND FUTURE RESEARCH

As a conceptual desk review, this paper is limited by its reliance on secondary sources and by the scarcity of published empirical evidence on AI use among Tanzanian practitioners; its propositions are therefore analytical rather than statistically established. Future research should test and extend them empirically. Priorities include a national survey of Tanzanian practitioners measuring AI awareness, adoption, perceived usefulness and ease of use, and training needs, allowing formal testing of TAM and diffusion propositions; qualitative interviews and case studies of early-adopting



organisations in telecommunications, banking, government and the development sector; audits of Kiswahili performance in widely used monitoring and generative tools; studies of audience responses to disclosed versus undisclosed machine-generated institutional communication in Tanzania; and comparative East African research examining how differing regulatory regimes shape practice in Tanzania, Kenya, Uganda and Rwanda. Such a programme would move the field from conceptual mapping to evidence-based guidance.

XI. CONCLUSION

Artificial intelligence is neither a distant prospect nor an automatic benefit for public relations in Tanzania; it is an unfolding transformation whose direction will be determined by choices made now by practitioners, employers, educators, professional bodies and policymakers. This paper has mapped the terrain of that transformation: substantial opportunities in monitoring, content production, analytics, stakeholder service, crisis management and evaluation; serious ethical obligations concerning transparency, information integrity, privacy under the Personal Data Protection Act, bias and accountability; and structural professional challenges of skills, cost, language resources, role redefinition, curriculum and governance. The through-line of the analysis is that technology does not itself decide outcomes. Guided by the normative compass of excellent, two-way, ethically accountable communication, Tanzanian public relations can harness AI to become more strategic, more evidence-based and more genuinely dialogic, and can contribute African answers to questions the global profession is only beginning to ask. The task for scholarship, to which this paper is an early contribution, is to accompany that transition with rigorous, contextually grounded research.

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