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REPRESENTATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE MEDIA SPACE

Graduate Thesis
ABSTRACT
Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of research of the thesis is artificial intelligence as a phenomenon of communication. The subject of the research thesis – the peculiarities of the representation of artificial intelligence in the media space. The aim of the thesis is to determine the role of artificial intelligence in human life and the representation of this phenomenon on the Internet. The methodological basis of the thesis was made up of general scientific methods: analysis, synthesis, induction, deduction, comparison, structural classification method. In order to study artificial intelligence, scientific and methodological literature, statistics, the method of unconnected observation, analysis and interpretation of materials from scientific collections placed in electronic libraries were used. Content analysis was used as a method of empirical research.

As a result of the conducted research, it was revealed that artificial intelligence is being actively popularized, new and new fields of application are being developed, artificial intelligence is making new discoveries, developing and improving. The main methods of using artificial intelligence in various spheres of life were studied in detail and what problems of artificial intelligence technologies are considered in the context of socio-philosophical discourse. What is the media space, what models of its understanding exist, how artificial intelligence is represented in it.

The scientific novelty of the research lies in the study of the attitude and features of the positioning of artificial intelligence and artificial intelligence technologies in particular. The topic is poorly developed and therefore its study is a promising direction for the field of communication, both at the theoretical and practical levels.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Keywords: artificial intelligence, media space, weak artificial intelligence, news content, representation of artificial intelligence technologies.