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ARTIFICIAL INTELLIGENCE TECHNOLOGY IN THE MEDIA: OPPORTUNITIES AND RISKS

Master's Thesis
ABSTRACT
Speciality 1-23 80 11 Communications

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ABSTRACT

Master's thesis is devoted to the study of the opportunities and risks of using artificial intelligence technologies in the media.

The object of this master's thesis is artificial intelligence technology in the media.

The subject of the master's thesis research are the risks and opportunities of artificial intelligence technologies in the media.

The purpose of the master's thesis: to identify the risks and opportunities for the use of artificial intelligence technology in the media. In the process of writing the master's thesis the following results were obtained: the basic concepts and typology of artificial intelligence were studied.

The main areas of application and use of artificial intelligence technologies were examined; the characteristics of digital transformation of the media were described; the features of synthetic media as a media trend were studied; the opportunities and risks of artificial intelligence in the creation of news content were examined; the opportunities and risks of artificial intelligence in the creation of visual and audiovisual content were identified; and the attitude of SFSF students to the use of artificial intelligence was studied and analyzed.

Key words: artificial intelligence, digital transformation of society, synthetic media, new technologies, opportunities of artificial intelligence, risks of artificial intelligence.