

Envisioning the Future of Communication

Vol 2, No 1 (2025)

Envisioning the Future of Communication - Conference Proceedings vol. 2



Foreword to the third thematic

Maria Matsiola

doi: [10.12681/efoc.7906](https://doi.org/10.12681/efoc.7906)

Copyright © 2025, Maria Matsiola



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Foreword to the third thematic: Artificial Intelligence and the Evolution of Journalism in the Digital Age

Maria Matsiola *

The third thematic touches upon the up-to-date topic of Artificial Intelligence and its role in the evolution of journalism in the digital age. It explores the profound transformations AI is bringing to news creation, distribution, and journalistic practices. The acceleration caused by the pandemic to the adoption of mobile technologies, the critical issues like data protection, fairness, and human rights and the role of real-time data analysis and personalized content are discussed in the four chapters of the thematic.

The first paper titled “Artificial intelligence in journalism: The new era in news and communication” examines the impact of algorithms and artificial intelligence on journalism by defining automated news content creation and explaining the use of artificial intelligence in the creation of news content in journalism. The positive and negative effects of this use along with the consequences and the ethical issues are presented within the framework of the journalistic profession and the labor relations of journalists.

The second paper of the thematic is titled “The impact of COVID-19 pandemic on the spread of Mobile Journalism within the professional journalists and it explores the impact of the COVID-19 pandemic on mobile journalism among Greek professionals, focusing on the accelerated adoption of mobile technologies in journalism. Using a mixed-methodology approach, including an online survey and a case study, the research examines how mobile devices became central to news production and distribution during and after the pandemic. The findings underscore the app's role in enhancing journalistic practices and supporting efficient news dissemination, contributing to the evolution of digital journalism in the context of global challenges.

The third paper, titled “Artificial intelligence in journalism: Practices, challenges and regulatory framework”, explores how media organizations utilize AI, especially for managing user-generated content, and delves into pressing issues such as data protection, fairness, and human rights. Furthermore, it assesses the emerging regulatory landscape surrounding AI in journalism. The field of journalism is affected by the explosive growth of AI tools and systems

* Assistant Professor, Department of Communication and Digital Media, University of Western Macedonia, Greece, mmatsiola@uowm.gr

and despite the benefits to news production, navigating complexities requires careful consideration of the associated challenges and ethical implications.

The fourth paper is titled “AI in Communication and News Media Organizations: Current Transformations and Future Directions” examines the transformative impact of Artificial Intelligence (AI) on communication and news media organizations. It explores how AI-driven technologies are reshaping the journalistic landscape by enabling real-time data analysis and personalized content generation. The chapter focuses on the extent to which journalists' roles and workflows are evolving and the ethical considerations necessary for fostering a responsible, user-centric news environment. A key aspect of the study addresses the challenges faced by small news media organizations, particularly the lack of support from tech companies, which threatens their sustainability.