

**Master 1: Audiovisual / Mass communication & New media model answer/
marking rubric**

Artificial intelligence (AI) is transforming journalism, offering powerful tools while posing serious risks to press freedom, information integrity, and public trust. The rise of disinformation, misinformation, and deepfake technology has made it harder for audiences to distinguish real content from AI generated fabrications. Incidents such as the 2024 France 24 deepfake demonstrate how easily journalists can be targeted and misled through synthetic media. News organisations also face severe economic pressures, with declining revenue and increased dependence on digital platforms. AI driven automation may further threaten newsroom jobs, weakening investigative reporting and local coverage.

At the same time, AI can enhance efficiency by processing large amounts of data and assisting with transcription, trend analysis, and drafting. It strengthens data journalism, and NLP Natural Language Processing) tools help summarize information, translate content, and support personalised news experiences. Moving forward, maintaining editorial standards, ensuring accountability, and supporting professional journalists are essential. Responsible use of AI can expand the capabilities of journalism, but safeguarding truth and transparency remains crucial to democratic societies.

A. Comprehension Questions (05 points)

1. What main opportunities and risks does AI introduce to journalism?

- AI helps journalists work faster and process data, but it also creates risks such as disinformation, deepfakes, and job losses.

2. How have disinformation, misinformation, and deepfake technology affected public trust in news?

- They make it difficult for audiences to know what is real, which reduces trust in the media.

3. What does the France 24 deepfake incident reveal about the dangers of synthetic media?

- It shows that journalists can be targeted and misled using fake AI-generated content.

4. In what ways can AI-driven automation threaten newsroom jobs and reporting quality?

- Automation can reduce newsroom staff, which weakens investigative reporting and local news coverage.

5. How can AI tools such as data processing and NLP enhance journalistic work?

- They help analyze large data sets, summarize information, translate content, and improve efficiency.

B. Activity 02: Complete the sentences (05 points)

- 1.** disinformation
- 2.** deepfake
- 3.** synthetic media
- 4.** automation
- 5.** investigative reporting
- 6.** AI
- 7.** data journalism
- 8.** NLP tools
- 9.** editorial standards
- 10.** information integrity

Activity 03: Five simple sentences (05 points)

- 1.** Deepfakes are a serious threat to media credibility.
- 2.** Misinformation spreads quickly on digital platforms.
- 3.** AI is changing how journalists produce news.
- 4.** Investigative journalism is important for democracy.
- 5.** Data journalism helps journalists understand complex information.