



## **Humanities Department**

### **Master 1 : Audiovisual / Mass communication & New media**

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?

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

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

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

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

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**B. Activity 02 :** Complete the sentences using the words from the word bank.(05 points)

**Word Bank:** AI – information integrity – disinformation – deepfake – synthetic media – automation – investigative reporting – data journalism – NLP tools – editorial standards

1. The rise of ..... and misinformation makes it harder for audiences to identify real content.
2. The 2024 France 24 incident shows how a journalist can be targeted through ..... technology.
3. Journalists can be misled by ..... that manipulate voices, images, or headlines.
  
4. News organisations face economic difficulties that could be worsened by AI-driven.....
  
5. The loss of newsroom staff threatens the quality of ..... and local coverage.
  
6. By processing large amounts of data, ..... can enhance efficiency in news production.
  
7. ..... becomes more effective when AI helps detect patterns and trends in large datasets.
  
8. Tools such as summarisation and translation are made possible through advanced .....
  
9. Maintaining strong ..... is essential to preserve trust in journalism.
  
10. AI-generated fabrications threaten ..... by blurring the line between truth and falsehood.

**Activity 03:** Build five sentences using the following concepts (05 points) : **(Deepfakes-misinformation – AI- investigative journalism – Data journalism )**

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