
THE IMPACT OF AI TO CREATIVE JOURNALISM.**Egamova Fazilat Matyoqubovna**

Annotation. *In this article, based on a creative approach to news and changes in the field of journalism, the main goal is to carry out creative activities in various branches of journalism and to illuminate the direction of creative journalism more widely. In addition, the article describes the work of journalists and editors with experience in creative journalism, their skills formed on the basis of their own experience, as well as how important it is to think creatively in the journalistic process, and how popular such processes are today information provided.*

Key words: *visual journalism, phantom scoop, euphemism, creative profession, clickbait, storytelling, brainstorming, newsworthy.*

Enterance: Creative journalism refers to a journalistic story than has been enhanced in a creative way by the journalist, possibly with an intent to mislead or with an objective to cause an event to happen that otherwise would not. Creative journalism has sometimes been applied to newly identified genres until a definitive designated is settled upon.

One usage of the term creative journalism is to cover an overlap between creating writing and journalism that occurs in the feature writing, narrative literature and whatever. Journalism is the factual portrayal of news and events with minimal analysis and interpretation. By contrast creative is original expressive and imaginative. Creative writing refers to imagination. The UNICEF indicated it wished to celebrate creative journalism by was of the Meena Media award, though the award is mainly divided into creative and journalistic categories.

Main body:

Hugh Cudlipp has defined creative journalism differently, as the art of causing something to occur that would not otherwise materialise and the antithesis of the phantom scoop where the foretold event does not occur. He also puts it as making news not faking news. This definition has been alluded to by others. Creative journalism can be applied to a journalistic work that has creative presentation. Used this way it will often be used to denote a praiseworthy example of photojournalism, visual journalism or graphic journalism. The euphemism for Creative journalism refers to the similar use of 'creative' in creative accounting. Here creative is used in the sense to mislead. The term has elements of relationship to tabloid journalism, yellow journalism and fakes news, though there are

differences in emphasis and objectives. A significant difference from clickbait is the former but form emphasis on the story.

What creative journalism is not?

Creative journalism does not occur when the source(s) are incorrect or as a result of spin propaganda providing the journalist has not knowingly colluded or negligently failed to check sources. For that reason it's important to devote time to exploring these new forms editorially: what is generic about the liveblog or social video for example? Answers might include a bullet list of key updates; or the use of text captions. In the fifth in a series of posts on the seven habits of successful journalists, I explore how creativity can be developed in trainee journalists. You can read the posts on curiosity, scepticism, persistence and empathy here. Describing journalism as a **creative profession** can cause discomfort for some reporters: we portray journalism as a neutral activity — “Just the facts” — different to fiction or arts that appear to ‘create something from nothing’.

But journalism is absolutely a creative endeavour: we must choose how to tell our stories: where to point the camera (literally or metaphorically), how to frame the shot, where to cut and what to retain and discard, and how to combine the results to tell a story succinctly, accurately and fairly (not always the story we set out to tell). We must use creativity to solve problems that might prevent us getting the ‘camera’ in that position in the first place, to find the people with newsworthy stories to tell, to adapt when we can't find the information we want, or it doesn't say what we expected (in fact, factual storytelling requires an extra level of creativity given that we can only work with the truth). And before all of that, we must come up with ideas for stories too. The journalist who relies entirely on press releases is rightly sneered at: it is a sign of a lack of imagination when a reporter cannot generate their own ideas about where to look for news leads, or how to pursue those. Creativity has been the focus of a range of research on journalism, from the role that technology plays and tools that can help improve creativity to papers that explore “how journalistic creativity plays out in day-to-day journalism” or “When Creative Potentials are Being Undermined By Commercial Imperatives“. Recent waves of research on innovation in the industry are also often concerned with the barriers to, and enablers of, creativity that makes innovation possible. This is an era that requires creativity from the industry.

Three forms of interactivity

Creativity – and a desire to express it – is also one of the main reasons that people choose to study journalism. The challenge for journalism educators and trainers, often, is how to transform that raw communicative impulse into something more journalistic than the formats it tends to express itself in: writing opinion pieces, for example, or video blogs.

First, then, it's important to separate those **three forms of creativity** and explore each separately:

1. Creativity of story ideas
2. Creativity in problem-solving (newsgathering and production)
3. Creativity of storytelling (communication)

So one of the most basic things we do in journalism education is to expose students to a wide range of journalism. We might do that through assigned readings, through regular newsletters and recommendations, or in-class. Asking them to reverse-engineer a story is one particularly useful teaching technique to help students to understand where a reporter might have got a story lead from, and then developed that into a published or broadcast story.

A common mistake that journalism students make when brainstorming story ideas is to suggest a topic, not a story:

“I am going to write a story about climate change”.

Who can you write a story about? Is there a specific person who is doing something newsworthy?

Where might a story be taking place, or have taken place? Is there a location which is experiencing some sort of change – or will do – or has done and this has topical relevance?

What is new, or surprising?

When is something taking place? Is there an upcoming event you can report on?

How can you report this story in a way that is interesting? Could you do your interview in an unusual way? Is there a first-person experience you could write about? (‘A day in the life’)

Why would a particular story be newsworthy now? Why would it appeal to your audience?

The Impact of AI on Creative Journalism

1. Positive Impacts of AI on Creative Journalism

1.1. Speed and Efficiency

AI tools can automate tasks such as writing drafts, editing, translating, and fact-checking. This allows journalists to focus more on storytelling, in-depth analysis, and investigation.

1.2. Personalized Content

AI can analyze reader behavior and help create or recommend personalized content based on audience interests. This leads to deeper engagement with readers.

1.3. Data Analysis and Insight Generation

AI can quickly process large datasets to uncover patterns, trends, and anomalies. Journalists can use these insights to write data-driven, analytical, and impactful stories.

1.4. Multimedia Enhancement

AI helps in producing creative content like automated video highlights, voice-to-text articles, infographics, and even deepfake-style reenactments (with ethical considerations), expanding storytelling formats.

2.1. Copyright and Authorship Issues

AI-generated content raises the question: who is the true author? This leads to ongoing legal and ethical debates in media law and copyright regulations.

2.2. Reduced Originality

AI often repurposes existing information. Over-reliance on it may decrease the level of original creativity and nuanced human insight in journalism.

2.3. Misinformation Risks

AI systems can generate false or misleading content if not properly trained or monitored, which is dangerous in journalism where credibility is key.

2.4. Job Displacement

As automation increases, some fear that human journalists — especially in basic news reporting — could be replaced,

AI's impact on print journalism includes automating repetitive tasks, like data analysis, transcription, and drafting, freeing journalists for in-depth investigation and storytelling. It enhances content quality through data-driven insights, fact-checking, and personalized content delivery. However, AI also poses challenges such as potential job displacement, the risk of unoriginal or biased content, and the amplification of misinformation, necessitating a cautious, human-centric approach to ensure journalistic integrity and public trust.

Enhanced Efficiency & Capabilities

Streamlined Workflow: AI can automate time-consuming tasks like transcription, data processing, and initial drafts, allowing journalists to focus on complex investigative work and creative storytelling.

Data Journalism: AI excels at identifying trends, patterns, and anomalies in large datasets, enabling more insightful and comprehensive data-driven reports.

Content Creation & Translation: Tools powered by natural language processing can summarize lengthy documents, translate content into multiple languages, and even generate automated reports for topics like sports scores and weather.

Improved Content Quality & Audience Engagement

Advanced Fact-Checking: AI can assist in detecting fake news, verifying sources, and ensuring the accuracy of stories, thereby safeguarding journalistic integrity.

Personalized Content: By analyzing audience data, AI can tailor content to individual reader preferences, increasing relevance and engagement.

Enhanced Storytelling: AI tools can help identify key themes and sentiments in content, allowing journalists to craft more impactful narratives.

Challenges and Concerns

Job Displacement: There is concern that AI-powered automation may lead to job losses in the journalism field, particularly with the rise of generative AI.

Content Quality & Bias: AI-generated content can sometimes be unoriginal, lack proper context, or exacerbate existing biases present in the data it was trained on.

Misinformation: While AI can help combat fake news, generative AI can also be used to create convincing misinformation, amplifying a major challenge for journalists.

Loss of Human Judgment: AI lacks the ethical reasoning, news judgment, and understanding of human context that human journalists possess, making human oversight essential.

The Future of Journalism with AI

Human-AI Collaboration: The most successful future for journalism involves a collaborative model where AI complements journalists, much like photography complements painting.

Ethical Frameworks: There is an urgent need for robust ethical guidelines and frameworks to ensure AI is used responsibly in journalism, maintaining public trust.

Human Expertise as the Core: Despite technological advancements, the core tenets of journalism—investigation, storytelling, and nuanced interpretation—remain a fundamentally human endeavor.

Artificial intelligence (AI) is transforming sectors from healthcare to education, with its impact on journalism being particularly profound. As the media landscape evolves, AI presents both powerful tools and significant threats to press freedom, integrity, and public trust.

On this World Press Freedom Day, we explore how AI is reshaping journalism, examining both the risks it poses and the opportunities it creates.

AI and the Rise of Disinformation

Journalists today face a growing tide of disinformation and misinformation. As public trust in traditional news media declines, audiences increasingly turn to social media platforms where professional journalism must compete with unverified and often misleading content. AI tools are being used maliciously to generate convincing but false content, including articles, images, audio clips, and deepfake videos. This makes it harder for the public to distinguish fact from fiction. The rapid spread of such content overwhelms

newsrooms, which lack the capacity to verify every claim. This challenge, in turn, fuels further distrust in the media. A striking example occurred in early 2024, when a journalist from France 24 was targeted with a deepfake that manipulated both his voice and article headline. The altered content distorted his reporting on President Emmanuel Macron’s visit to Ukraine, spreading disinformation and undermining his credibility. Such tactics illustrate how even seasoned professionals can fall victim to AI-driven deception.

Artificial Intelligence and the Future of Journalism: Risks and Opportunities

Person working on an article using a laptop and handwritten notes from a notepad. Artificial intelligence (AI) is transforming sectors from healthcare to education, with its impact on journalism being particularly profound. As the media landscape evolves, AI presents both powerful tools and significant threats to press freedom, integrity, and public trust.

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Economic Pressures

Traditional news outlets are under significant financial strain. Declining advertising revenue, reduced subscriptions, and the dominance of digital platforms have eroded their economic models. These pressures can lead to editorial compromises, such as prioritising trending content over public-interest reporting or aligning coverage with political interests. AI may worsen this crisis. Automation could potentially replace not only reporters, but also designers, editors, and distribution staff. With fewer journalists on the ground, we risk losing investigative reporting, local news coverage, and the rich storytelling that defines quality journalism.

Trust, Deepfakes, and Accountability

As awareness grows about how easily content can be altered, public skepticism rises. Deepfakes and other AI-generated media contribute to an erosion of trust in the news. The lack of transparency around how AI systems operate further complicates accountability. Without clear standards and oversight, AI risks undermining the credibility that journalism depends on it. Professional journalists are also vulnerable to reputational harm from AI-based impersonation or manipulation. This threatens the safety and effectiveness of those who report in the public interest.

AI’s Potential to Boost Efficiency

Despite these concerns, AI offers valuable tools for journalists. It can process vast volumes of data, from official documents and transcripts to videos and social media, far faster than traditional methods. Time-consuming tasks such as transcription, keyword searching, trend analysis, and even initial drafting can be streamlined. This frees up journalists to focus on in-depth investigation, fact-checking, and narrative storytelling, the core tenets of high-quality journalism.

Expanding the Newsroom’s Capabilities

AI is not only changing how journalism is produced, but also what it can achieve. Data journalism, for example, benefits from AI’s ability to identify patterns, anomalies, and correlations in large datasets. This supports more insightful and comprehensive reporting.

Natural language processing tools can summarise lengthy documents, highlight key quotes, and translate content into multiple languages. These advances help make journalism more accessible to global audiences.

Some newsrooms also use AI to personalise content for readers, increasing engagement and retention. When applied thoughtfully and ethically, AI can enhance the speed, depth, and reach of journalism without compromising its principles.

The Path Forward

AI is here to stay, but so is the need for accurate, credible, and human-centered journalism. Journalists must continue to verify and contextualise AI-generated information, especially on matters of public concern.

Supporting professional journalists and local media outlets is more vital than ever. By investing in their capacity to uphold editorial standards, we ensure that journalism remains a trusted foundation of democratic societies.

On World Press Freedom Day, we are reminded that protecting the press means embracing innovation responsibly—and always putting truth first. The advent of Artificial Intelligence (AI) has introduced significant transformations across various industries, and journalism is no exception. This paper delves into the implications of AI for print media and

journalism, examining both the challenges and opportunities presented by this technological revolution. We explore the historical context, current applications of AI in journalism, and strategies for print media to adapt and thrive in this new era. By analyzing case studies, industry trends, and academic perspectives, this paper aims to provide a comprehensive understanding of how print media can survive and evolve amidst the rise of AI, with a particular focus on the Nigerian context.

Challenges and Opportunities The digital revolution presented both challenges and opportunities for Nigerian print media. On the one hand, the shift to digital platforms led to a decline in print circulation and advertising revenue, posing economic challenges for traditional newspapers. On the other hand, digital media offered new opportunities for innovation, audience engagement, and revenue generation. Digital platforms enabled Nigerian newspapers to reach a global audience, providing news and information to the Nigerian diaspora and international readers. Social media allowed for greater interaction and feedback from readers, fostering a more participatory media environment. Additionally, digital technologies facilitated multimedia storytelling, incorporating video, audio, and interactive graphics to enhance news coverage.

5 Current Trends and Future Prospects Contemporary Nigerian print media continues to evolve in response to changing technologies and audience preferences. Key trends include the increasing use of mobile platforms, the rise of citizen journalism, and the integration of artificial intelligence (AI) in news production. Mobile platforms have become a dominant medium for news consumption in Nigeria, with many newspapers optimizing their content for mobile devices. This trend reflects the growing importance of mobile internet access and the need for media organizations to cater to the preferences of a digitally-savvy audience. Citizen journalism has also gained prominence, with individuals using social media and digital tools to report on events and share information. This trend has democratized news production, allowing for diverse voices and perspectives to be heard. However, it also poses challenges related to accuracy, credibility, and the spread of misinformation. The integration of AI in journalism represents another significant development. AI-driven tools are being used for automated content generation, data analysis, and personalization, enhancing the efficiency and relevance of news coverage. Nigerian newspapers like "Vanguard" and "Premium Times" are exploring the potential of AI to streamline their operations and better serve their readers. Despite these challenges, print media has continued to adapt, leveraging digital technologies to reach wider audiences and remain competitive. **The Emergence of AI in Journalism** AI's introduction into journalism represents the latest technological disruption, offering both opportunities and challenges for the industry. AI encompasses a range of technologies, including machine learning, natural language processing (NLP), and

computer vision, which are being integrated into various aspects of news production and distribution. AI encompasses a broad range of technologies, including machine learning, natural language processing (NLP), and computer vision. These technologies enable machines to perform tasks that typically require human intelligence, such as recognizing speech, understanding natural language, and making decisions based on data analysis. In journalism, AI is being integrated into various aspects of the news production process, offering opportunities for enhanced efficiency, accuracy, and personalization. Automated Content Generation One of the most prominent applications of AI in journalism is automated content generation. AI-driven tools, such as OpenAI's GPT-3 and Narrative Science's Quill, can produce written content by analyzing data and generating coherent narratives. These systems are capable of writing news articles, financial reports, and sports summaries with minimal human intervention.

6 Automated journalism has proven particularly valuable for covering data-intensive topics. For example, the Associated Press (AP) uses AI to generate earnings reports, enabling the organization to produce a higher volume of stories with greater speed and accuracy (Carlson, 2015). Similarly, Reuters employs AI to automate the production of financial news, allowing journalists to focus on more complex and investigative reporting. In Nigeria, leading newspapers like Vanguard and Punch are exploring the potential of AI to streamline content creation. By integrating AI tools for generating financial reports and sports updates, these newspapers aim to enhance productivity and maintain their competitive edge in the rapidly evolving media landscape. Data Analysis and Insights AI's ability to process and analyze vast amounts of data has transformed how journalists gather information and uncover stories. Machine learning algorithms can sift through large datasets, identifying patterns and correlations that might not be immediately apparent to human analysts. This capability is particularly useful for investigative journalism, where uncovering hidden connections and insights is crucial. For instance, The Washington Post's AI-powered tool, Heliograf, analyzes social media trends and user engagement to identify emerging news topics and audience preferences. This data-driven approach helps journalists tailor their content to meet reader interests, increasing engagement and relevance (Graefe, 2016). In Nigeria, Premium Times leverages AI to analyze data from government reports, social media, and other sources to identify trends and issues that warrant investigative reporting. This approach enhances the newspaper's ability to provide in-depth and impactful journalism. Enhancing Multimedia and Interactive Content AI is also being used to enhance multimedia and interactive content in journalism. Machine learning algorithms can assist in video editing by selecting the best clips, arranging sequences, and suggesting creative edits based on the content's context and intended audience. This technology allows media

organizations to produce high-quality videos and interactive features more efficiently. For example, IBM Watson's AI-driven video editing tools can create highlight reels from longer video content, such as sports events, by analyzing footage to identify key moments (IBM, 2017). This application of AI is not only faster but also ensures consistency and accuracy in identifying the most important moments.

Conclusion.

In conclusion, I would like to point out how important creativity is in the field of journalism, that the demand for creative journalism has increased in our developing era, and at the same time I would like to quote the following sentence of a famous journalist. Andy Dickinson's journalism.cards "aims to encourage critical and creative thinking when developing ideas". Key to these cards, argues Dickinson, is the building of confidence: "A working sense of how these ideas play out gives you the confidence to challenge them, play with them and mould ideas to fit — confidence and experience allow us to be creative."

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