

Designing a Digital and AI Tools Course for Ethical Practice in Communication Education

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Abstract:

Artificial intelligence has begun to be used in all fields at a very high level. Many digital tools have been created to be used in these fields by personnel who want to use artificial intelligence in their fields of activity. This generates an urgent need to introduce into educational programs courses through which students can acquire the necessary knowledge to use these tools in their workplace and in their current fields of activity. Communication students must prepare themselves for content creation and to recognize content created with the help of tools that use artificial intelligence. For this reason, it is important that students know how to work with these tools.

In this context, it is essential that university curricula be changed or improved and adapted to new trends and new tools that can be used in professional activity. This paper presents the design and implementation of a university course for undergraduate students in communication and publishing that aims to promote digital creativity by using artificial intelligence tools in everyday tasks but also in communication-related tasks. The course design was carried out so as to integrate widely used applications for document creation, video editing, design, or data visualization. In the course structure, a special emphasis was placed on the ethical and legal implications of using artificial intelligence in digital communication.

By designing this course, a concrete example of integrating digital tools that use artificial intelligence for creativity in communication and advertising is achieved.

This study contributes to current debates regarding innovation in university curricula, literacy in the field of using artificial intelligence and responsible adoption of technology in higher education.

Keywords:

Curricula, artificial intelligence, ethical practice, communication, education.