

AI in Communications: Ethical Implications for Media and Consumers

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Abstract:

The integration of artificial intelligence (AI) in strategic communication is transforming how information is created, disseminated, and consumed.

This paper critically navigates through the ethical contours of AI-augmented communication, touching on subjects like automated journalism, virtual influencers, and algorithmic content curation. An analytical approach is used to synthesize existing literature, case studies, and statistical reports to assess the impact of AI on media credibility, audience trust, and ethical communication. The results highlight that as AI brings greater efficiency and personalization, these benefits come at the cost of more misinformation, transparency, and bias. The conclusion includes recommendations for the ethical use of AI applied to communications.