



# STRATCOM SUMMIT '24

INTERNATIONAL  
STRATEGIC COMMUNICATION  
SUMMIT '24

AI in Communication:  
Trends, Traps and Transition

## PANEL NOTES



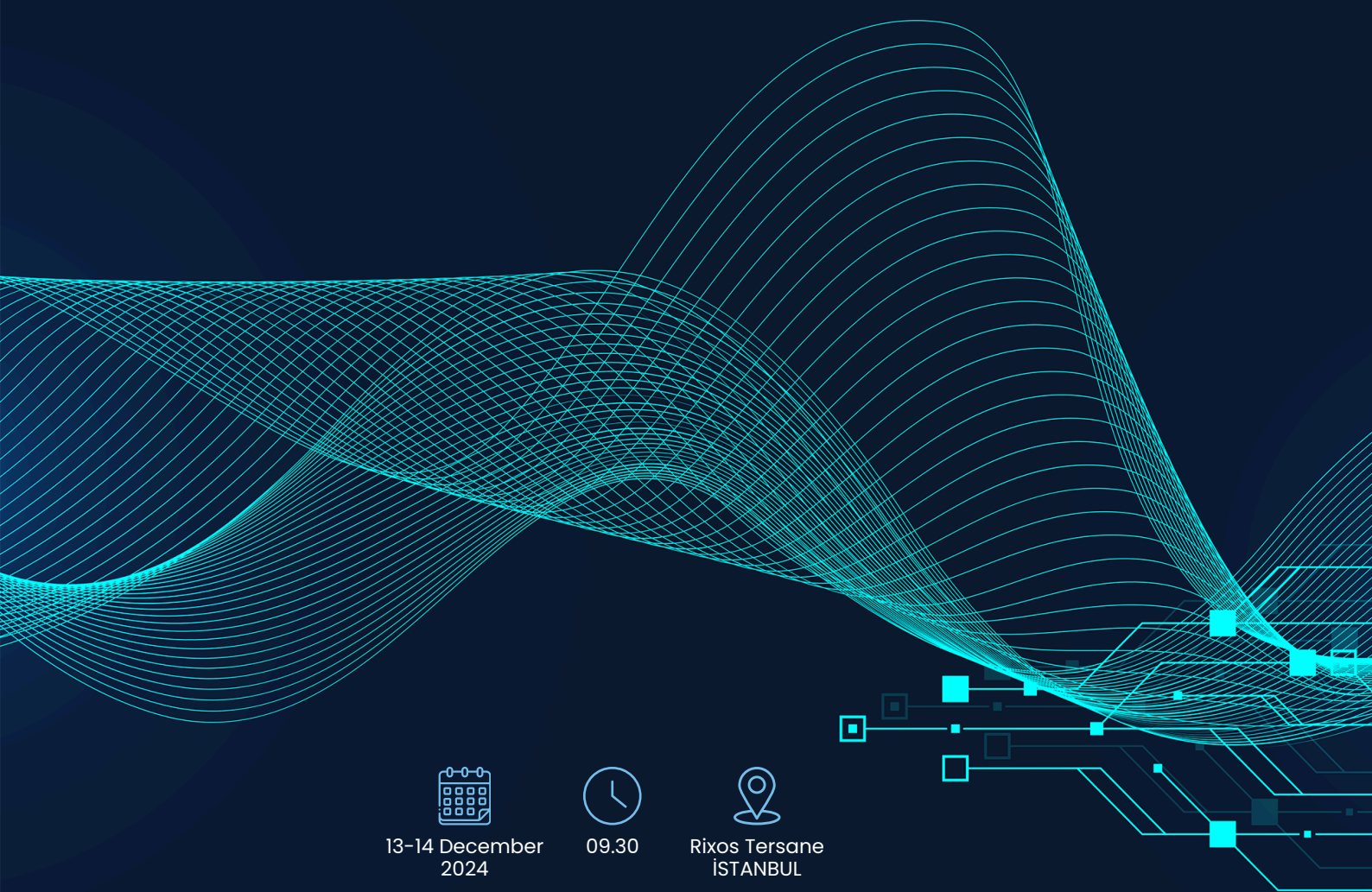
13-14 December  
2024



09.30



Rixos Tersane  
İSTANBUL



# PANEL 7



60 min.



## AI's Impact on Journalism: Balancing Accuracy, Objectivity, and the Threat of Deepfakes

AI is transforming journalism by introducing tools that enhance reporting speed, improve fact-checking, and streamline news distribution. However, it also brings challenges, especially with the rise of deepfake content. This panel will examine AI's role in modern journalism, addressing the ethical implications and risks of deepfakes, and exploring strategies to uphold accuracy and credibility.

### Keywords

- Fabricated Content
- Artificial Intelligence
- Journalism
- Deepfake

### Panelists



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### Discussion Topics

1. How does AI enhance speed and precision in journalism?
2. What ethical challenges arise with AI, particularly in relation to deepfake technology?
3. How can AI support fact-checking without compromising journalistic standards?
4. What risks do AI-generated and deepfake content pose to news integrity?
5. In what ways can AI assist journalists in maintaining objectivity amidst technological advancements?