DJMC IUST organises special lecture on future of broadcasting in AI era

Awantipora, Nov 23: Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), organised a Special Lecture on 'Future of Broadcasting in the Era of Artificial Intelligence' on Monday.

The lecture was delivered by Mr. Qazi Mohammad Salman (IIS), Director, Press Information Bureau (PIB), Srinagar, and Director News, Doordarshan Kendra (DDK), Srinagar, at the Conference Hall of Rumi Library, IUST. The lecture focused on the rapidly changing landscape of broadcasting in the age of AI.

The session began with a formal welcome address by Dr. Rabia Noor, Head, DJMC. "Artificial Intelligence is transforming the media landscape in unprecedented ways, and broadcasting is no exception. From news gathering and production to content dissemination and audience engagement, AI is redefining the very nature of broadcasting," she said, adding that these developments raise important questions concerning the role of media persons in future.

Delivering the lecture, Mr. Salman highlighted how AI is transforming every stage of broadcasting, from news gathering to content creation and audience engagement. He said, the challenge for future journalists is to embrace this technology while upholding the values of accuracy, credibility and ethics. "The tools of AI that we use today are only a glimpse of what is to come. The future impact of AI on media will be far bigger and transformative," he said.

Mr. Salman further added that broadcasting has always had the power to change the course of history, and that the willingness of the people to follow is what gives media its power. "With the change in the landscape of media and technology, AI will have a twofold impact, that is it will impact society, and it will transform society at the same time," he said.

"Media professionals should keep a check for consistency, values and standards, while producing the content to bridge the gaps of past experiences keeping in consideration the ethical side of it," he added. AI, he stressed, is a good tool but would become a master if left unchecked.

Dean Outreach, IUST, Dr. Ruheela Hassan, in her special remarks, said, there are definitely certain challenges and problems concerning AI. "But we as media professionals must use AI and our own abilities to find a solution to these problems," she said. "The focus should be on generating authentic content."

The lecture was followed by a lively interaction, in which students engaged with the guest speaker, raising questions on AI, media ethics, credibility of journalism, and evolving role of media in the society. The session concluded with a formal vote of thanks by Dr. Vikash Kumar, Assistant Professor, DJMC.

Director, Rinchen Shah Centre for West Himalayan Cultures, Prof. Yasmeen Ashai, Director, Centre for Good Governance and Policy Analysis, Dr. G N Itoo, Heads of departments, faculty members and university officials were present on the occasion.

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