

Artificial Intelligence And Its Application In Media, Communication And Entertainment

Sapana n. Jaiswal

Asst. Prof., Department of Law

Tilak Maharashtra Vidyapeeth, Gultekadi, Pune-37

[*Sapana.jaiswal@gmail.com*](mailto:Sapana.jaiswal@gmail.com)

Abstract

God has gifted humans with the brain and a capacity to use it properly. Man by using his skill and intelligence has developed so much in the field of technology that now he is planning to make a machine that uses his mind to think and understand like him. The machine made from that advanced technology is called Artificial Intelligence. The use of artificial intelligence commonly referred to as AI, is growing at an extraordinary speed. **Artificial Intelligence** means the intelligence of machines. This is different from the natural intelligence of humans and animals. With use of Artificial Intelligence tools now machines perform different functions such as learning, planning, reasoning and problem-solving. Worth mentioning, Artificial Intelligence is the imitation of human intelligence by machines. Most likely it is the fastest-growing development in the World of technology and innovation.

In past few years computer scientists and engineers have taken enormous march in the development of technology. Latest applications and services make simpler personal and professional responsibilities in the workplace. AI is present in all aspects of one's life, when you ask Siri or Alexa to turn on fan or set an alarm for you, use Google Maps for directions to reach your destination, or play what is suggested to you by Spotify, you are using artificial intelligence. So AI helps us in our everyday activities through digital assistants. Nowadays every industry like media and entertainment has also started using it. Media companies are trying to improve their services and enhance the customer experience by use of Artificial Intelligence. Music services like Spotify use AI to track your listening habits and offers suggestions based on your listening habits. AI also helps in improving the communication, like in email communication Gmail offers "smart reply" options. Furthermore, many experts believe that AI could solve major challenges and crisis situations in the future.

Keywords : Artificial intelligence, Communication, Entertainment, Machine learning, Media

Introduction

Man is the only creature in this entire universe, whom God has given the brain as well as the skill to use it properly. With the help of science man has made aeroplanes, engines and all those things which made many things easy for the man. Today man has reached far ahead with his intelligence and skill. On the strength of this intellect, man has made many inventions like computer, internet, internet based mobile phones etc. Man has developed so much in the field of technology that now he is planning to make a machine that uses his mind to think and understand like him. The machine made from that advanced technology is called Artificial Intelligence. Intelligence of man grows inside itself by seeing, hearing or touching something. In the same way, a kind of intelligence is developed inside the computer device as well, by means of which computer systems or robotic systems are prepared, which runs on the same logic on which the human mind works. Today you will find AI equipped cars, Smartphone, smart TV, factories and so on; due to which human life has got a new direction.

In computer science **Artificial intelligence** (AI) is also known as Machine learning. Machine learning is a part of AI, which has the ability to learn and improve the system on its own from past experiences, just like the human beings do. **John McCarthy**, was a prominent computer and cognitive scientist, was one of the greatest innovators in the field and widely **recognized as the father of Artificial Intelligence** due to his astounding contribution in the field of Computer Science and AI. It was in the mid-1950s that McCarthy coined the term “Artificial Intelligence” which he would define as “**the science and engineering of making intelligent machines**”.¹ The other prominent leaders in AI are Alan Turing, Marvin Minsky, Allen Newell, Claude Shannon, Nathaniel Rochester, and Geoffray Hinton who contributed in the field of AI.

What is **Artificial intelligence**?

Artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings.² **Artificial intelligence allows computers and machines to imitate the problem solving and decision making capabilities of the human mind. AI enables the machine to think and take its own decisions. Basically there are two types of AI, one is weak AI and another is strong AI. Weak AI is also known as narrow AI means artificial narrow intelligence, in which AI are made to perform certain specific tasks with focus and training. The system that we see currently is mostly made up of weak AI. Narrow is the more appropriate word of this because, whatever they are, they cannot be weak. Presently by the use of this narrow AI some robust applications like Apple’s Siri, Amazon’s Alexa, IBM WATSON and some automobiles are run. Strong AI is further classified into Artificial General Intelligence and Artificial Super Intelligence. Artificial General Intelligence (AGI) is currently in theoretical part in which machines intelligence will be as equal as human intelligence; it will have self- aware consciousness, problem solving, learning and future planning capabilities. It is predicted that in future Artificial Super Intelligence will surpass the human brain and intelligence; though it is entirely in theory and no practical example is present.**

AI applications include advanced web search engines (e.g., Google), understanding human speech such as Siri and Alexa, recommendation systems (used by YouTube, Amazon and Netflix), self driving cars like Tesla, automated decision making and competing at the highest level in strategic game systems such as chess and Go. As machines are becoming increasingly capable, tasks considered to require "intelligence" are frequently removed from the definition of AI, a phenomenon known as the AI effect. For example, optical character recognition is often excluded from things considered to be AI, having become a routine technology.

In today’s competitive world, it’s essential for businesses to keep up to date on the recent trends to find out where they can incorporate this new technology so that they can increase their efficiency. AI has been a game changer, as it has entered nearly every area of our lives and presenting businesses at top level of productivity. The increasing number of connected devices and the Internet of Things are the chief factors forcing this market growth. Business operations have been changed for better. Through enhanced data collection and prognostic models, business leaders can comprehend their consumers in much better way. AI is being used in nearly every industry like healthcare, banking and e-commerce, not only this but the media and entertainment industry is rising as a remarkable adopter.

Application of AI in Media and entertainment

AI is being used in media and entertainment in many ways. There are two types of media i.e. social media and news media. AI is used to speed up recurring tasks, streamline captioning, filter and distribute news, and much more, leaving more time for creators to use up on actually creating. Media

¹<https://www.artificial-solutions.com/blog/homage-to-john-mccarthy-the-father-of-artificial-intelligence>

²<https://www.britannica.com/technology/artificial-intelligence>

is using the AI for filtering the fake news as well as to increase the efficiency of media industry. Now days the internet is full of with fake news, making it really difficult for readers to identify what is fact and what is fake? But with use of deep learning AI tools now it has become easy to differentiate between real news and fake news. The journalists and entertainment creators are using various AI tools to increase their efficiency so that they can perform tedious jobs in smooth way. For example, various media companies are now using Verbit's automatic-speech-recognition (ASR) technology to caption their videos, including live broadcasts in real-time. Verbit's in-house media transcription and captioning streamlines a once time-consuming process, which allows producers to save money and time on the difficult task of captioning and giving more time to be creative and innovative.

These AI tools are being utilized by media producers by providing them with written or printed copy of everything that was said by any person in show tapings and interview recordings in any show. This functionality allows them to comply with mandatory Federal Communications Commission (FCC) requirements. It also serves as legal proof of interview statements to stay away from possible lawsuits. Broadcasters are always looking for the new ways to reduce the costs and to improve their efficiency as well as increasing viewership, which they found in the form of automating news production. Journalists are also using AI for gathering content, understanding data pools, as well as to compose and distribute media in just one click of button which is known as automated journalism.

Algorithms are being used to produce stories at scale. For example, structured data on sports games and financial earnings can be transformed into news texts with little to no human intervention. The personalization of news is one way AI is being utilized. Machine learning offers possibilities to understand a user's preferences and deliver more engaging content. This technology is also used to break news to your mobile device's lock screen.³

AI has revolutionised and transformed the social media in many innovative ways. In today's world almost all people are using social media as it is valuable source of information that can be validated and trusted. Facebook is one of such social media whose users are ever increasing because of its improvement in its functions by using artificial intelligence and some of the latest innovations in AI things like machine learning and deep learning, which really made a difference in it. It helps them to really understand their users likes and dislikes and so many other things. Facebook can identify faces in photos and use automated retargeting to fetch up ads for commodities you were recently looking at.

It's well known that Facebook uses highly developed machine learning for nearly every aspect of its platform to increase your user experience and its earnings. LinkedIn also uses similar tools to offer related job recommendations, while Instagram and Snapchat use computer vision and AI to overlay filters that move with your face in real-time.

Some other examples of artificial intelligence in social media are auto-generating social media content across channels including hashtags and shortened links known as social creation and management, social insights and social media advertisements etc.

Artificial intelligence is constantly evolving and sweeping the media and entertainment industry, working at the back the scenes to increase effectiveness and bring personalization to an entire new level. In today's competitive world, media outlets necessitate to embrace and employ AI tools.

How AI can make communication effective?

There is a close relationship between Communication and artificial intelligence. Technologies like machine translation of human languages, some applications like Siri with spoken dialogue systems,

³<https://verbit.ai/ai-in-media-industry-latest-technology/>

algorithms that are capable of producing publishable journalistic content and social robots are all designed with intention to communicate with users in a way just like human.

Artificial intelligence develops strong workplace communication. AI by using various analytics can specify the success rate of presentations and foresee the types of interaction that are most suitable for your target audience. A diagnostic assessment of your presentation skills can help you make out your areas of strength and weakness, and measuring individual factors such as your team's response to the presentation content, style and length optimizes your method of transmitting information. The response you receive from these AI programs encourages an understanding of what techniques resonate with your audience, leading to more personalized and targeted communication in the workplace.

Conclusion

Human beings are gifted with the brain and a capacity to use it properly for his progress. **By using his intelligence man has made such machines that can think, understand and can take decisions like humans. Artificial Intelligence is one of the innovations made by man. Artificial Intelligence (AI) is a branch of computer science which deals with stimulation of intelligence in machines. AI has played a very important role in media, entertainment and communication.** Today we have numerous real world applications of AI. Common examples of this are Speech recognition, customer service, computer vision, recommendation engines and automated stock trading etc. It is believed by the experts that AI would certainly become a part and parcel of human life soon. With Artificial Intelligence, the future seems exciting and thrilling.

References

1. https://en.wikipedia.org/wiki/Artificial_intelligence
2. <https://verbit.ai/ai-in-media-industry-latest-technology/>
3. <https://www.nfon.com/en/cloud-insider/cloud-insider-detail/how-will-ai-impact-communication-in-the-workplace>
4. Tilak, G. (2019). Freedom of Expression in the Digital Age.