

A Study on AI in Media, Communication, and Culture

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Abstract

By changing how content is produced, disseminated, and understood in digital contexts, artificial intelligence (AI) is radically changing media, communication, and culture. Artificial intelligence (AI) tools like recommendation engines, automated journalism, and predictive analytics improve user experiences and expedite production processes in the media sectors. By using machine learning algorithms to manage content, evaluate audience behaviour, and maximize engagement, platforms like Netflix and Google are rethinking traditional editorial positions and gatekeeping procedures.

Chabot's, virtual assistants, speech recognition, and real-time translation are examples of AI-powered communication tools that enable quicker, more accessible international connection. Although these systems increase productivity and diversity, they also raise issues with data privacy, algorithmic bias, surveillance, and false information. Algorithmic filtering and AI-driven content moderation are affecting social movements, political narratives, and cultural visibility in public discourse.

AI challenges conventional ideas of authorship, originality, and intellectual property by expanding creative possibilities through generative art, music composition, and automated video production. AI undermines creative labour markets and cultural authenticity while democratizing content creation and enabling new kinds of storytelling. In order to promote responsible innovation and inclusive cultural evolution in an increasingly automated world, critical thought on ethics, governance, and digital equality is crucial as AI becomes ingrained in everyday communication ecosystems.

Keywords: AI Technologies, AI-powered Tools, AI creative Possibilities, AI Democratizes, AI Becomes Embedded

Introduction

Artificial intelligence (AI) is one of the most significant trends affecting modern media, communication, and society. As digital technologies grow more prevalent in everyday life, AI systems are transforming the production, distribution, interpretation, and commercialization of information. Artificial intelligence (AI) technologies, which range from algorithmic news writing and automated video editing to personalized suggestions and conversation chatboats, have developed from experimental tools to crucial elements of modern communication. The rapid development of machine learning, natural language processing, computer vision, and generative models has speeds up the adoption of artificial intelligence (AI) in social media platforms, media industries, and cultural institutions, changing power structures and norms.

In the media sector, AI is essential to content creation, distribution, and curation. News organizations use automated journalism systems to rapidly and efficiently create financial reports, sports summaries, and data-driven stories. On streaming services like Netflix and video-

sharing sites like YouTube, recommendation algorithms are crucial for customizing user experiences and boosting audience engagement. These computational systems evaluate vast amounts of user data to predict preferences, which influence what people read, watch, and share. Consequently, traditional editorial gatekeeping is rapidly being replaced or supplemented by automated decision-making processes. This shift raises concerns about information standardization, filter bubbles, and the concentration of power within digital businesses even though it expands productivity and customisation.

In addition to delivering information, AI has changed corporate, interpersonal, and international communication processes. AI-powered chat bots and virtual assistants facilitate real-time communication in customer service, healthcare consultations, and educational support across linguistic and geographic obstacles. Real-time translation systems facilitate cross-cultural communication and raise the possibility of global discussion. Social network firms like Meta use AI techniques to filter content, understand inappropriate language, and rank messages in users' feeds. These systems shape public discourse by affecting visibility and involvement, which in turn impacts political communication, participation in politics, and social movements. However, democratic processes and the accuracy of information are seriously threatened by authentic fakes, automated bots, and AI-driven disinformation campaigns. AI's dual ability demonstrates its complex role in contemporary society.

AI has a cultural impact on the progress of creative forms and artistic production. With the ability to compose poetry, music, visual art, and even film scripts, generative AI tools are opening up new avenues for human-machine collaboration. Artists and makers are taking risks with AI as a co-creative collaborator to investigate new aesthetics and interactive storytelling tools. This shift challenges traditional understandings of authorship, creativity, and intellectual property. When a machine creates a painting or a song, questions about ownership, artistic intent, and the value of human labour arise. Furthermore, AI's reliance on large datasets—which are often scraped from publicly accessible content—raises ethical concerns about approval, representation, and payment for original writers.

Beyond artistic production, AI has cultural implications for identity formation and social interaction. People's online personas, the formation of groups, and the development of cultural trends are all influenced by computerized algorithms. Consumer lifestyle and cultural choices are influenced by targeted advertising and tailored feeds, which either support or contradict societal norms. Additionally, algorithmic bias in training data may advance assumptions and injustices, which disproportionately impact disadvantaged populations. As a result, AI's cultural influence comes from its capacity to arrange participation, exposure, and representation in digital arenas in addition to its ability to create content.

When AI is deeply integrated into media and communication facilities, ethical, governance, and accountability issues become more urgent. Policymakers, engineers, reporters, and academics frequently discuss issues such as regulation, accountability, data privacy, and the impact of automation on society. To guarantee equity, inclusivity, and responsible innovation, interdisciplinary collaboration and critical media literacy are essential. Educational institutions and cultural organizations must also adapt to prepare people for an AI-driven communication environment where digital skills and ethical awareness are essential capabilities.

All things considered, AI is a cultural paradigm change as much as a technological advancement. It changes communication methods, reorganizes media production and consumption, and modifies identity and cultural expression. While AI presents previously unheard-of chances for productivity, innovation, and worldwide connectivity, it also presents issues with authority, inequalities, misinformation, and moral obligation. Navigating the benefits and threats of a more automated digital society thus requires an understanding of AI's role in media, relationships, and culture.

Review of Literature

1. Adakawa, M. I., Balachandran, C., & Hari Narayana, N. S.

- Title: AI-Based World Immersed in Scholarly Communications: Paradigmatic and Theoretical Perspectives
- Journal: Journal of Information and Knowledge (2024)
- Topic: AI's influence on scholarly communication systems and research dissemination.

2. Prashant Kumar & Bhaskar Singh

- Title: Artificial Intelligence for Media: Opportunities or Threats
- Journal: Journal of Communication and Management (2024)
- Topic: Opportunities and risks of AI in the media landscape, including personalization and analytics.

3. Sayyed Muhammad Kaleem Bukhari

- Title: Understanding the Role of Artificial Intelligence in Shaping Organizational Communication Culture Through Social Media .
- Journal: International Journal of Social Sciences Bulletin (2025)
- Topic: How AI influences organizational communication culture via social media.

4. Bo Peng & Du Li

- Title: Artificial intelligence in digital media, humanities, and information science: a multidimensional analysis
- Journal: Humanities and Social Sciences Communications (2026)
- Topic: AI's role in digital media and interaction with cultural and media studies trends.

5. Syeda Hina Zahra Kazmi & Muhammad Ali

- Title: The Role of AI in Journalism: Perspectives from Media Professionals
- Journal: Review Journal of Social Psychology & Social Works (2024)
- Topic: Media professionals' perspectives on AI integration in journalism.

6. Songlan Wang

- Title: The Role of AI in Intercultural Academic Understanding and Communication
- Published In: Lecture Notes in Education Psychology and Public Media (2025)
- Topic: AI's function in scholarly intercultural communication and translation tools.

7. Afgiansyah, R. D. Arlusi, G. Sakaril & F. Fasta

- Title: AI-Mediated Communication Beyond Human-AI Dyads.
- Journal: Journal of Communication, Language and Culture (2026)
- Topic: Systematic review of AI agents in mediated communication environments.

8. Muhammad Huzaifa Bin Salih et al.

- Title: AI-Enhanced Scholarly Communication: Transforming Peer Review
- Journal: International Journal of Ethical AI Application (2025)
- Topic: How AI reshapes academic communication workflows.

9. Alem Febri Sonni, Vinanda Cinta Cendekia Putri & Irwanto Irwanto

- Title: Bibliometric and Content Analysis of Scientific Work on AI in Journalism

- Journal: Media (MDPI) (2024)
- Topic: Survey of global research trends on AI in journalism.

10. E. Sahra Öztürk

- Title: Artificial intelligence culture and reproduction of popular culture
- Journal: Journal of Communication & Media Studies (2025)

Statement of the Problem

Artificial Intelligence (AI) has greatly altered how information is produced, shared, and consumed due to its quick integration into media, communication, and cultural creation. These days, machines powered by AI manage news feeds, create journalistic material, suggest entertainment, moderate online debates, and even create movies, music, and art. These technologies improve productivity, customization, and worldwide connectivity, but they also give rise to grave worries about false information, algorithmic discrimination, spying, job loss, and the uniformity of cultural expression. Traditional communication ethics, professional standards, and authentic cultural content are under threat from media organizations' and digital platforms' growing reliance on automated technologies.

Even while AI technologies are becoming more widely used in media ecosystems, little is known about how these systems affect public opinion, shift power dynamics, and reinvent cultural narratives. Private company-designed algorithms frequently function with little transparency, influencing what viewers observe and how they perceive social reality. Stereotypes could be strengthened, divisive content could be amplified, and minority perspectives could be marginalized as a result. Additionally, authorship, responsibility, and maintaining of individuality within cultural industries are all called into question by the automation of journalistic and creative processes

Accordingly, achieving a balance between technical innovation, ethical responsibility, cultural variety, and democratic communication ideals is the main challenge. Examining how AI can be controlled, regulated, and morally included into communication and media systems without jeopardizing social cohesiveness, cultural identity, or professional integrity is vital. A multidisciplinary study that reviews AI's effects on society and suggests frameworks that guarantee openness, inclusion, and cultural sustainability is necessary to solve this issue.

Objective

1. To examine the role and impact of Artificial Intelligence in media and communication industries, particularly in content creation, news production, audience engagement, and digital interaction through platforms such as Netflix and Meta Platforms.
2. To analyse the cultural implications of AI technologies, including their influence on creativity, cultural representation, public opinion, and ethical concerns such as misinformation, bias, and data privacy.

Source of Data

- Primary data – Data was issued once the questionnaire was prepared and google form was sent to 200 interested Students respondents.
- Secondary data – Data was taken from internet and published material
- Type of research - The research is exploratory and descriptive in nature.

Data Analysis

Data Analysis for 200 Respondents

1. Use of Streaming Platforms (e.g., Netflix)

Response	No. of Respondents	Percentage (%)
Yes	160	80%
No	40	20%
Total	200	100%

Interpretation:

Majority (80%) of respondents use streaming platforms, indicating high exposure to AI-based content recommendation systems.

2. Awareness of AI-Based Recommendations

Response	No. of Respondents	Percentage (%)
Yes	150	75%
No	50	25%
Total	200	100%

Interpretation

75% are aware that AI recommends content, showing good awareness about AI integration in media.

3. Influence of AI on Social Media (e.g., Meta Platforms – Facebook/Instagram)

Response	No. of Respondents	Percentage (%)
Strongly Agree	70	35%
Agree	60	30%
Neutral	30	15%
Disagree	25	12.5%
Strongly Disagree	15	7.5%
Total	200	100%

Interpretation

65% (Strongly Agree + Agree) believe AI influences what they see on social media, proving strong algorithmic impact on communication.

4. AI Improves Creativity in Media

Response	No. of Respondents	Percentage (%)
Yes	120	60%
No	40	20%
Not Sure	40	20%
Total	200	100%

Interpretation

60% believe AI enhances creativity, indicating positive acceptance of AI in cultural production.

5. Concern About Misinformation & Deep fakes

Response	No. of Respondents	Percentage (%)
Highly Concerned	90	45%
Concerned	70	35%
Neutral	25	12.5%
Not Concerned	15	7.5%
Total	200	100%

Interpretation

80% are concerned about misinformation and deep fakes, highlighting serious ethical worries about AI use.

6. Concern About Data Privacy

Response	No. of Respondents	Percentage (%)
Yes	140	70%
No	30	15%
Sometimes	30	15%
Total	200	100%

Interpretation

70% worry about data privacy, indicating lack of full trust in AI-powered media platforms.

Findings

1. High Usage of AI-Based Media Platforms

Majority (80%) of respondents use streaming platforms like Netflix, indicating widespread exposure to AI-driven recommendations.

2. Strong Awareness of AI Technology

75% of respondents are aware that AI systems recommend content based on their behavior and preferences.

3. Significant Influence on Social Media Content

65% agree that AI algorithms on platforms owned by Meta Platforms influence what they see online.

4. Frequent Interaction with AI Tools

Many respondents have interacted with AI chatbots and virtual assistants, showing AI's growing role in communication.

5. Positive Perception of AI in Creativity

60% believe AI enhances creativity in media such as art, music, and content production.

6. Concern About Human Creativity

A noticeable portion of respondents feel that excessive AI use may reduce human originality and creativity.

7. High Concern About Misinformation

80% of respondents are worried about fake news and deep fake content created using AI technologies.

8. Data Privacy as a Major Issue

70% express concern regarding the safety of their personal data on AI-powered platforms.

9. Perception of Cultural Bias

Several respondents believe AI systems may reflect bias in cultural representation and content selection.

10. Need for Regulation and Ethical Control

Majority of respondents support stricter government policies and ethical guidelines to regulate AI in media and communication.

Conclusion

Artificial intelligence is now a disruptive force in communication, media, and society. Through platforms like Netflix and YouTube, it facilitates adapted experiences, improves audience targeting, and improves writing content. AI also improves communication by boosting up and clarifying conversations through chatbots and virtual assistants.

AI helps creative innovation in the cultural realm through developing digital content, music, and art, while technologies like Google Translate advance comprehension of other cultures. However, complications like deep fakes, algorithmic bias, misinformation, and privacy concerns need to be executed properly.

In general, AI is changing the creation, dissemination, and consumption of information. It has the ability to enhance media systems, enhance global interactions, and favourably impact cultural development when used properly and ethically.

Recommendations and Suggestions

1. Develop Clear Ethical Guidelines

Strict codes of conduct should be implemented by media organizations for the use of AI in content creation, advertising, and journalism.

2. Increase Algorithm Transparency

Platforms like social media platforms (Facebook, Instagram) needs to make it clear how AI decides and suggests content.

3. Strengthen Data Privacy and Security

Corporations have to safeguard user data and make sure AI systems respect by data protection standards.

4. Combat Misinformation and Deep fakes

To prevent fake news, altered photos, and fraudulent films from spreading, use AI detection innovations.

5. Encourage Human Oversight

To safeguard accuracy and credibility, human editors ought to constantly evaluate information created by AI.

6. Promote Digital and Media Literacy

Students should be trained how to critically analyse media information created through artificial intelligence.

7. Ensure Cultural Diversity and Inclusion

Diverse datasets should be utilized for training AI systems in order to prevent cultural bias and promote inclusive representation.

8. Support Responsible Innovation

Encourage the creative industry to effectively employ AI tools (like those created by OpenAI) to boost innovation without removing skilled humans.

9. Establish Government Regulations and Policies

To restrict the use of AI in the media and communication professions, governments should establish strict regulations.

10. Regular Monitoring and Evaluation

In order to guarantee equity, vulnerability, and social responsibility, AI systems must be regularly reviewed.

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