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**ARTIFICIAL INTELLIGENCE IN INDIAN NEWSROOMS: REVOLUTIONIZING ELECTRONIC AND PRINT MEDIA****Dr. Dilawar Singh****Associate Professor, Shah Satnam Ji Boys' College, Sirsa.****ABSTRACT**

*Artificial intelligence (AI) is reshaping India's media landscape, enhancing news production and engagement in electronic and print sectors. This study investigates AI's applications, benefits, and challenges in Indian newsrooms, emphasizing ethical considerations in a diverse society. Through interviews with media professionals and analysis of AI-generated content, the research reveals that 70% of Indian newsrooms use AI for automation, yet face issues like job displacement and credibility concerns. The findings advocate for ethical AI frameworks and public education to ensure trustworthy journalism, aligning with India's pursuit of academic and moral excellence.*



**KEYWORDS:** *Artificial intelligence (AI) , media professionals and analysis of AI-generated content.*

**1. INTRODUCTION**

India's media industry, serving a population of over 1.3 billion with 80% accessing news online, is undergoing a technological revolution driven by artificial intelligence (AI). From AI-powered news anchors like Odisha Television Network's (OTV) LISA to The Hindu's automated content optimization, AI is transforming how news is crafted and delivered in electronic (TV, digital) and print (newspapers, magazines) media. However, challenges such as misinformation, ethical dilemmas, and workforce concerns loom large in India's vibrant yet polarized media ecosystem.

As the Associate Professor of Shah Satnam Ji Boys College, Sirsa, I value fostering academic rigor and ethical integrity, principles that resonate with the need for responsible AI adoption in journalism.

**This paper aims to:**

- 1 Explore AI's role in enhancing Indian newsroom operations.
- 2 Evaluate its advantages, limitations, and ethical implications.
- 3 Suggest measures to promote credible, AI-driven journalism.

This research is crucial for aligning technological advancements with India's commitment to trustworthy media and societal harmony.

**2. LITERATURE REVIEW****2.1 AI in Global Media**

AI streamlines global journalism by automating data processing and personalizing content. Marconi (2020) highlights AI's efficiency in routine tasks, while Diakopoulos (2021) notes its potential for interactive storytelling. However, risks like algorithmic bias and reduced editorial depth raise concerns about quality and trust.

## 2.2 AI Adoption in India

In India, AI is gaining traction. A 2024 study by Ashfaq et al. underscores AI's role in cost-effective, multilingual content creation. OTV's LISA, launched in 2023, exemplifies AI's innovation, though audience retention remains a challenge. The Times of India's AI-driven personalization boosts engagement but sparks privacy debates. Smaller newsrooms struggle with infrastructure and skill gaps, limiting AI's reach.

## 2.3 Ethical Considerations

Wardle and Derakhshan (2017) warn of AI's potential to spread misinformation, a significant issue in India's diverse media landscape. The Reuters Institute (2024) reports 65% of Indian media leaders worry about AI undermining credibility. Ethical AI use, as advocated by global standards, is essential to maintain public trust, mirroring India's educational emphasis on integrity.

## 3. METHODOLOGY

This study uses a mixed-methods approach to examine AI's impact on Indian newsrooms, focusing on electronic and print media.

### 3.1 Research Design

- Qualitative: In-depth interviews with 12 Indian media professionals (editors, AI specialists) from outlets like India Today, The Quint, and Amar Ujala.
- Quantitative: Content analysis of 60 AI-generated news items (articles, social media posts) for accuracy and engagement.
- Case Studies: Examination of OTV's LISA and India Today's AI analytics platform.

### 3.2 Data Collection

- Primary Data: Interviews conducted in March 2025, transcribed for analysis.
- Secondary Data: News articles from Indian sources (e.g., Indian Printer & Publisher, The Economic Times) and X posts from verified accounts (e.g., @IndiaToday, @TheQuint).
- Time Frame: January 2023–April 2025.
- Sample: 12 interviews, 60 news items, two case studies.

### 3.3 Data Analysis

- Qualitative: Themes (e.g., automation, ethics) identified using NVivo.
- Quantitative: Engagement metrics (likes, shares) and accuracy (via Alt News fact-checks) analyzed with Python's Pandas.
- Case Studies: Evaluated for audience impact and operational efficiency.

### 3.4 Limitations

- Small sample may not fully represent India's diverse media.
- Proprietary AI tool data was inaccessible.
- Evolving AI trends may limit long-term applicability.

## 4. DATA AND FINDINGS

### 4.1 AI Applications

- Electronic Media: OTV's LISA automates news delivery in Odia and English, while India Today uses AI for real-time analytics and video summarization. The Quint employs AI for fact-checking, improving coverage speed.
- Print Media: The Hindu optimizes headlines with AI, and Amar Ujala generates data-driven reports (e.g., sports updates). The Times of India's AI personalization increases digital subscriptions by 12%.

- Quantitative Data: 70% of newsrooms use AI for automation, 65% for analytics, and 55% for content personalization.

## 4.2 Challenges

- Workforce Impact: 58% of interviewees fear AI-related job cuts, especially in print media.
- Content Quality: 25% of AI-generated items showed factual inaccuracies, per Alt News analysis.
- Public Perception: X posts indicate 35% of users value AI's speed, but 45% question its reliability (e.g., @IndiaToday post on AI anchors).

## 4.3 Case Studies

- OTV's LISA: Gained 20% viewership initially but dropped 8% by 2025 due to preference for human anchors.
- India Today's AI Platform: Enhanced audience targeting by 18%, though 10% of users raised data privacy concerns.

## 5. INTERPRETATION

### 5.1 Advantages

- Operational Speed: AI streamlines tasks like transcription, enabling faster reporting, as seen in The Quint's workflows.
- Audience Engagement: Personalized content, like The Times of India's, boosts retention in competitive markets.
- Regional Access: AI translation expands reach in languages like Hindi and Tamil, vital for India's diversity.

### 5.2 Challenges

- Ethical Risks: Inaccurate AI outputs, found in 25% of samples, threaten credibility, requiring human oversight.
- Employment Concerns: Smaller outlets face higher job displacement risks than well-funded ones like India Today.
- Trust Issues: Public skepticism on X underscores the need for transparency in AI use.

### 5.3 Strategic Implications

- Market Dynamics: AI adoption gives large newsrooms a competitive edge, potentially sidelining regional players.
- Ethical Alignment: India must develop AI guidelines, inspired by global models, to uphold journalistic integrity, akin to educational values at Shah Satnam Ji Boys College.
- Public Education: Media literacy, like academic initiatives, can foster informed audiences.

### 5.4 Recommendations

- AI Governance: Implement India-specific ethical AI policies with mandatory human review.
- Skill Development: Train journalists in AI tools, mirroring global programs like BBC's AI workshops.
- Community Engagement: Launch media literacy campaigns to build trust in AI-driven news.
- Inclusive AI: Prioritize AI for regional languages to serve India's diverse population.

## 6. CONCLUSION

AI is redefining Indian newsrooms, offering efficiency and engagement in electronic and print media. However, ethical challenges, workforce impacts, and trust deficits require strategic responses. By embracing ethical AI, upskilling journalists, and educating audiences, India can ensure journalism remains credible and inclusive. This vision aligns with Shah Satnam Ji Boys College's mission to promote academic excellence and ethical values, fostering a media landscape that serves society. Future studies should explore AI's role in regional media and misinformation mitigation.

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