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The Impact of Artificial Intelligence in Digital Media on the Reality of Content Production and Journalists' Perceptions of Their Functions and Roles

Abeer Salim Mahmoud Alshawi[1]
[1]Assistant Professor, Al Qasimia University, Sharjah, United Arab Emirates
dr.abeeralshawi@hotmail.com

Abstract
This research takes an in-depth examination of AI in digital media affecting content creation and impacting the perception of its professionals of their own roles and functions, specifically in the UAE. It is founded on a framework that theorizes AI as a structuring force that reshapes production, distribution, and interaction processes. The study embarks on a review of previous Arab and foreign literature concerning the professional, ethical, and technological adoption dimensions.
A descriptive-analytical methodology was the choice for this field study. The participants were 200 journalists interviewed within the UAE. Demographic variables, AI technologies awareness, perception of their influence on content, transformation of professional roles, and ethical challenges were under analysis.
The findings reveal high levels of awareness around AI (85%), while also raising its potential to speed up production and improve quality (more than 77%), alongside worries of loss of human creativity (57.5%). The findings also show a shift in professional roles in terms of algorithm supervision and credibility verification (80%) and general agreement about the need to embrace new technical skills (about 90%).
Misinformation and deepfakes are identified as the main challenges (80%), followed by job concerns (67.5%) and vagueness in professional responsibility (75%).
Consequently, the study recommends the provision of specialized training, development of regulatory frameworks to clarify responsibilities, setting up verification units within media organizations, and reforms in media college curricula. Equally pertinent is ensuring a complementary partnership between humans and machines that protects professional value and human facets of content.
Keywords: *Artificial Intelligence, Digital Media, Content Creation, Credibility, Professional Roles, Deepfake, UAE.*

INTRODUCTION

The rapid advancement of artificial intelligence technologies and their penetration into various aspects of daily life are causing deep changes in the media world. Digital media is no longer merely a source of news and entertainment; it is actively creating knowledge and facilitating the formation of a collective consciousness. In the midst of these changes, artificial intelligence has started to play an essential role in restructuring and reconstituting media work from its very base. Currently, various algorithms can write texts, edit images, develop videos, and manage media campaigns more efficiently than ordinary humans ever could. This phenomenon has created a big debate regarding the future of media work and about how much interface is required between the human and the machine when the machine is part of the actual laying down of content and forging of public opinion (Khan, 2023).

AI presence has posed a direct impact on the media content creation system, offering journalists advanced tools for fast pace editing and production, ranging from gathering information and analyzing big data to designing content tailored according to an audience's interests and preferences. Using natural language processing, intelligent systems might produce an article in mere seconds, while deep learning algorithms create images and videos that resemble the real thing. These tools can augment efficiency and reduce costs; on the other side, it generates a set of ethical problems confronting credibility issues, plagiarism, and of course the spreading of misinformation (Khan, 2023).

Above content touches on how AI puts pressure on journalist roles. Tasks have shifted from writing and editing composition to more proactive and creative techniques in matters of assessing output AI production, establishing criteria, and guiding the output. The journalist should now acquire new knowledge of algorithms, monitor their mechanisms, and guarantee that the outputs meet professional and ethical standards. Hence,

the journalist has transformed from news transmission to checking facts, supervising machinery, and guarding media credibility (Erasmus University Rotterdam, 2023).

One knows journalists are aware about these transformations and so it makes them ponder about the nature of their functions and roles in the new media landscape, wherein human creativity intertwines with machine production in a complex interplay. On the one hand, AI seeks to enlarge journalistic horizons so that working journalists may be freed from some of the more mundane burdens. On the other hand, it brings real challenges that, if unregulated or governed by a clear code of professional ethics, could consider threatening to journalistic independence. Within this dual reality, the media remain responsible for conserving a media essence in its messages and remaining abreast of technological developments, so long as these developments do not contradict the core values upon which the profession has been built (Erasmus University Rotterdam, 2023).

Problem Statement

Technological turmoil in AI is one of the most pressing crisis contemporary digital media faces today. The journalist traditionally encapsulated within producing and delivering content to audiences has found itself, for some time, facing indirect competition from software that does the same job faster, more accurately, and thus, at a relatively lower cost. This shift gave way to recent concerns about the fate of media jobs and eventually raised deep concerns as to whether these technologies would serve to lessen the human input into the media performing process or would themselves redefine it into an entirely new dimension exploitable for the era of the digital revolution (Abuelainin Hussain, 2024).

The problem this study addresses is that the entry of AI into newsrooms and digital media agencies has reshaped journalists' responsibilities and altered the processes of content production. Such a situation creates unprecedented professional and ethical challenges. While at the same time, they furnish an option to increase efficiency and the speed of being able to customize the content to fit audience interests, conversely, those tools challenge the principles of authenticity and credibility and question the rights way of awarding ownership to any content, rendering a visible verification of accuracy impossible. Consequently, such a paradoxical situation necessitates that this study consider the impact of AI on the professional consciousness of journalists and the way they perceive their roles in the digital landscape (Abuelainin Hussain, 2024).

The problems arise in the discrepancies between the ever-growing technical capabilities of AI and journalists' preparedness to adapt to such transformations. Most professionals working for media outlets see AI either in one way as a direct threat against their jobs or as nothing more than a neutral tool to be used at will. In truth, they must learn new skills in order to comprehend how these systems operate and steer them in ways that support professional values. It therefore emerges as an issue worthy of deep study along the lines of explaining how AI has affected digital media, both in terms of content generation and how journalists view their work and functions (Abuelainin Hussain, 2024).

Theoretical Framework and Previous Studies

1. **Al-Asi, Ahmad Ali Youssef. (2021).** Media Experts' Evaluation of the Ethical and Professional Dimensions of Artificial Intelligence in Digital Media: A Field Study. Master's Thesis, Islamic University, Gaza.

This work constitutes a valuable contribution to media studies since it focused on analyzing the level of awareness among journalists and media practitioners of the ethical-professional implications arising due to the incorporation of artificial intelligence into content production. From the researcher's standpoint, rapid technological advancement is enforcing upon digital media such a new reality, requiring a rethinking of the principles of ethical and professional conduct.

This undertaking involved Al-Asi's field study approach toward a questionnaire directed at media experts on their views toward issues ranging from deepfakes and algorithmic bias to loss of editorial control of errors due to intelligent systems and the limits of legal and ethical responsibilities. The bigger chunk of the experts agrees on the existence of real dangers that pose a risk to public trust if artificially intelligent systems are not regulated, and of the absence of a well-structured frame that would make sure the tools are used without undermining the core values of the profession: transparency, accuracy, and objectivity. It further happens to

motivate the existence of a divide between those who see AI as a way to advance media work and those that see it as a threat that could destroy the human side of media.

The researcher delved into the professional side of the matter and stated that technological changes have rendered many traditional journalistic tasks automatable, from initial editing to fast news drafting. Still, several experts felt that AI cannot replace human beings in areas that require critical judgment and real understanding of social and political realities and suspicion of cultural context. Hence, journalists remained worried about the prospect that these technologies would reduce work opportunities in newsrooms and transform the notion of media work forever. The study further proves that media professionals believe that continuous professional development is an option anymore; familiarity with the concepts of AI must form part of their skillset. Also, respondents felt that from a position of strength, engagement with these technologies requires a shift in the identity of journalists from mere content producers to active partners in the management of the technology itself, defined as understanding how algorithms work and where their data sources originate.

In summary, Al-Asi gave excellent practical recommendations, including launching AI and media specialty courses within existing journalism and communication curricula in the universities and even establishing units within media houses that monitor the ethical use of new technologies. The new Ethics Code, he insisted, should be worked on by considering the digital transformations with AI as a supporting tool and not as a substitute for the journalist. The study concluded that the destiny of professional journalism largely depends on reconciling technology with values from the human angle rather than losing it in software dominance. This very conclusion led to a broader discussion about the need to actually redefine, in an AI world, the professional role of the journalist.

Al-Zaanoun, Ismail Mousa Mohammad. (2021). Attitudes of Media Practitioners in Arab Media Institutions Toward Employing Artificial Intelligence in Journalism and Its Impact on Credibility and Professionalism: A Field Study. Master's Thesis.

This thesis is an analysis of earlier views of male media practitioners in Arab media institutions on the use of artificial intelligence technologies and their implications for establishing credibility and professionalism with regard to journalism. Expounding on his thoughts, the researcher explained how fast evolution in digital development is putting new challenges on media institutions; thus, there is a need for such institutions to adapt to more advanced tools to produce content efficiently, even while such rapid changes create disruptions in the value system of professionalism.

The output revealed that a massive proportion of media practitioners feel that AI is contributing to a fast news production cycle and to a much greater degree in managing an enormous flow of information. Still, this contribution has been limited by the constraints of editorial standards. The researcher highlighted the differences in attitudes: some see these AI tools as an absolute necessity, whereas others fear that these tools will diminish the journalist's ability to critically assess matters and sever content from the human and social contexts that confer real worth on it.

The research revealed that workers-said the greatest fear was not job loss but rather the potential erosion of the traditional relationships between journalists and their audiences, particularly if the audience knew that content was being produced by intelligent systems as opposed to human beings. The investigator observed that some in the media career are already gradually adjusting from acquiring their technical skills, which include the use of machine translation tools, intelligent editing, and big data analysis. But the lack of professional standards governing the use of these tools continues to leave those questions open. Al-Zaanoun emphasized that the real danger is when some institutions allow complete reliance on algorithms for their production of news, thereby inviting manipulation, disinformation, and declining trust in the audience.

There were several recommendations that emerged from the conclusion. One of the recommendations was to establish media policies that define the boundaries of AI use in ways that preserve credibility. Another was endorsing the continuous training of journalists with modern technologies, especially emphasizing ethical values. He also recommended the formation of independent regulatory committees within media institutions to oversee observance of professional standards in the use of AI. The thesis underlined the double-edged nature of AI-AI may bring in a qualitative leap into the media industry, but if misused, it may be a de facto

death to the profession. Thus, the balance between technically feasible and media credibility and social role becomes highly imperative.

Abu Al-Hassan, Fatima Shaaban. (2023). Attitudes of Media Students and Practitioners Toward Employing Artificial Intelligence Applications in Media Work in Light of the Unified Theory of Acceptance and Use of Technology (UTAUT). Master's Thesis.

This study sought to understand the different attitudes of media students and field practitioners toward the use of AI applications in media work. The Unified Theory of Acceptance and Use of Technology (UTAUT) acted as the theoretical framework for this study. Acceptance or rejection of certain applications connects to various factors, primarily ease of use, the usefulness of relying on these tools, social influence, and concerns about professional identity.

The study also revealed that most students tend to embrace AI, as they consider it a natural extension of the profession's future. Conversely, practitioners were a bit more reserved for they knew better, having had a plethora of experience and attachment to the classic ways of operation.

Apart from that, it also dealt with the psychological challenges faced by journalists in dealing with AI applications. Many anxieties circulated about losing control over work tools; jobs might be replaced by AI. The data indicated willingness to embrace AI if journalists receive training and consider AI complementary to human functions rather than an alternative. Evidence was put forth that, smart applications of editing and data management can ensure quality and minimize error with the caveat of implementation being within a defined regulatory framework.

From the researcher's perspective, to coexist with AI without losing their professional identity, journalists must hold an identity vision. She stressed the need to introduce courses about AI in the curricula for media studies and the need to have field workshops for practitioners in media establishments. The study also recommended organizational strategies that encourage a human-machine cooperation where the journalist directs these tools and does not act as a passive user. The thesis then set forth the theoretical as well as practical foundations for media professionals' acceptance of technology as the future of digital media rests upon a technological integration that prioritizes efficiency and professional values.

Ismail, Fathi Ibrahim. (2022). Journalists' Attitudes Toward the Use of Artificial Intelligence in Developing Journalistic Content in Egyptian Newspapers and News Websites: A Field Study of Al-Masry Al-Youm, Masrawy, and Cairo 24. Master's Thesis.

This thesis looked at the attitudes of journalists working for Egyptian newspapers and websites toward the use of AI for journalistic content development along with their own field study comprising of three prominent news organizations: Al-Masry Al-Youm, Masrawy, and Cairo 24. The results revealed that journalists were becoming increasingly aware of how AI has accelerated the production of news and improved its quality, but this awareness is followed by certain concerns about how things will work for the profession. The majority of the participating journalists said that AI could help lessen editing time while giving them more time for investigative reporting. Nevertheless, they did voice that it could pose a threat to conventional writing and editing skills for the younger generation of journalists.

There are marked acceptance differences: The younger generation of journalists has been reportedly more amiable towards adopting these tools, while the more oldie in their approach has viewed them with a greater level of suspicion. The investigator said this difference stems from professional culture and individual experience, where some see AI tools as the natural development of their media while others see these as a direct threat to the human role of journalists. The research further demonstrated that some Egyptian institutions had started investing in smart editing and data analysis tools, but they had not developed any policy that would govern the usage of these tools to make the users accountable for their actions.

In conclusion, the researcher said that for the media institutions to successfully make use of AI, especially in a framework that puts journalists at the heart of the media process, such regulatory systems need to be created. He therefore urged that specialized training programs be designed wherein journalists can learn to use intelligent tools without compromising their professional identity. The study further added that credibility must be maintained in an ethical manner at all cost, lest AI be exploited into a channel of misinformation or

disinformation. The thesis concluded that the future of Egyptian journalism depends on how far institutions can achieve this compromise between technology and human expertise.

Al-Gammal, Fathi Mohammad. (2024). Employing Artificial Intelligence Applications in News Websites and Their Relationship to Audience Acceptance of Digital Content. Master's Thesis, Institute of Arab Research and Studies – Arab League.

This study dwells on a major facet of the interaction between AI and audiences: the extent to which readers embrace journalistic outputs either produced by or assisted by AI technologies. The researcher followed a field methodology of an online questionnaire administered to a broad sample of readers following Arab news websites. It was found that audiences do not reject the content outright; rather, they welcome it on the basis of qualities such as good quality, objectivity, and fulfilment of their needs for information. In the opposite direction, acceptance diminishes when readers think that texts have been produced in automatic manners deprived of human sensitivities or analytical maturing by highlighting the necessity of retaining any role that humans may play in media production.

It was found in the study that audience trust largely depended on how transparent media institutions were about their use of AI. Participants were willing to accept AI-generated content if clear safeguards were in place to prevent disinformation and deepfakes. Some readers mentioned the growing reliance on AI that could create false news or diminish the role of journalists as legitimate concerns, whereas others stated that such concerns could be addressed if institutions imposed strict editorial procedures and made sure of double-checking of the content. The researcher also commented that, from an industry point of view, AI could be an enhancement to the audience experience because news could then be personalized to the reader's interest, but this does not necessarily mean that the audiences are willing to see humans retreat from the media landscape.

According to Al-Gammal, using AI in websites for mass media must be carried out within ethical and professional considerations to retain the audience's trust. Accordingly, he proposed training journalists to work with intelligent tools in editorial work without forsaking the profession's traditional values while also engaging in dialogue with the audiences for enlightening them about how these technologies are employed. The thesis suggested that the future of digital media lies under this paradigm of human–machine collaboration, i.e., AI is a supportive instrument rather than a competing one, while the acceptance by the audience still hinges on whether news is of quality and credible.

Theoretical Framework

1. Artificial Intelligence as a Theoretical Approach to Understanding Transformations in Digital Media

Artificial intelligence today is considered an important driving force in the transformation of digital media structures and tools. It works with algorithms capable of analysing data, processing natural languages, and deep learning to generate texts, images, and videos very similar to human-made ones. These types of technical qualities have not come into existence on their own but rather as a result of more than a century of knowledge in computer science, mathematics, and communications. As a consequence, AI has now acquired the ability to simulate a few human functions such as thinking, predicting, and decision-making, which have given it an advantage in entering the media sector- an area with data abundance and rapid transformation. (Abuelainin Hussain, 2024).

The technology has made digital media more interactive and versatile. Media institutions can now rely on intelligent systems that classify news and prioritize publishing according to audience interests, other than developing tools for a real-time reaction measure from audiences. The transformation clearly shows that media has no longer depended upon professional intuition and human expertise but increasingly integrates with automated capacity systems that provide quicker and more precise alternatives to performing routine tasks. But, this qualitative shift has induced wide academic discourse on the boundaries of reliance on AI, and whether it really augments or otherwise undermines human agency (Nasser & Abu-Nasser, 2024).

One may claim that the inception of AI has discovered a whole new horizon for researchers and journalists in understanding the multiverse of changes in media functions. AI is not an innocent tool; rather, it is an organizing force that shapes modes of thinking and working, thus redefining the interrelation between journalists, audiences, and media institutions. Therefore, studying AI may shed theoretical light on the

ongoing transformations in digital media, particularly as the latter is increasingly positioned within big data analytics and new paradigms of audience interaction (Nasser & Abu-Nasser, 2024).

2. Media Content Production in the Age of Artificial Intelligence

In the media, content creation has been deeply affected by the advent of AI technologies. Today, content creation is no longer wholly human-dependent, as algorithms interfere at every stage of news-making. The automatic creation of journalistic articles and news reports by means of natural-language-processing techniques has now become possible. Further applications have appeared for editing and text simplification for their target audience level. While they help speed up media cycles and reduce errors in language and facts, content credibility and journalist strength to compete with machines also come into question (Nasser & Abu-Nasser, 2024).

Customizing media content to an individual's liking stands as another significant function of AI in production. Intelligent algorithms monitor the behaviors of users on digital platforms and, by considering their interaction patterns, offer content that matches their attitudes and preferences. While it increases interaction and reinforces loyalty among audiences with the platforms, it also poses the danger of shrinking the audience's perspective. It confines them in what is referred to as "Information Bubbles," reducing their access to sources from diverse perspectives, thus making them susceptible to steering by algorithms (Al-Zaanoun, 2021).

Moreover, artificial intelligence has brought about new avenues for content production like producing explanatory videos for greater understanding, able to stoke both the hands of marketers in advertising and the bigger audiences in need of mass enlightenment. It then endangers the distinction between reality and fabrication, especially since the rise of “deepfake” technology makes it more difficult to ascertain whether materials are genuine or synthetic. It thus forces the system to rethink professional values about media content production in such a complicated environment (Al-Zaanoun, 2021).

3. Journalists’ Perceptions of Their Functions and Roles in the Age of Artificial Intelligence

In the new AI world setup, the journalists are no longer actually carrying out positions as they did before the invasion of AI into the media landscape. Usually, they were the sole content creators. They are now more supervisors and guides of algorithmic work while news transmitters have turned into fact-checkers and evaluators of machine-generated output. That change in perception has put shock into some of the journalists who regard AI as an existential threat to the craft, while others think that it remains an avenue for extending their ambit and an opportunity to free themselves of routine burdens (Ismail, 2022).

Consider that the authors inform you of how journalists see their new roles and of their awareness of AI capacities and threats. If training was provided in the news institutions to the journalists about the intelligent tools, then, for the most part, there has been a good integration of technology with humans. On the other hand, news institutions that consider the AI to have fully replaced the journalist have had problems related to content quality and credibility. Hence, the awareness of the journalist about themselves and their professional identity becomes essential for maintaining their creative and supervisory roles in digital media (Ismail, 2022).

Moreover, the rapid changes brought about by AI have forced journalists to acquire these newer skills of understanding algorithms, practicing digital verification, or learning data analysis. These skills, once applied in certain ways, are no longer optional but are needed for being viable in the media job market today. It is now that a journalist's perception of themselves in turn ceases to exist as a certain thing and is being set into motion ever-changing processes through interaction with these intelligent tools (Ismail, 2022).

4. Ethical and Professional Challenges of Using Artificial Intelligence in Media

In the digital media realm, AI application presents manifold ethical and professional quandaries, with credibility standing paramount. Put simply, an algorithm, with content generated to closely resemble that made by humans, places the questions of authenticity-with respect to the matter at hand-in its wake: is it a truthful representation of reality, or merely a technical simulation? Also, given the rapid spread of deepfake systems capable of distributing misinformation about an event or otherwise distorting the truth, media organizations should double down on efforts in verification and fact-checking mechanisms before any information goes to print (Mukasa, 2024).

Another critical issue concerns professional responsibility. When machines generate content that contains errors or misleading information, the question remains: who bears responsibility-the programmer, the media institution, or the journalist supervising the tool? This opacity invites legal and ethical complications that must be addressed by way of a clearer regulatory framework that draws the lines on siting use so as to protect the audience from misinformation (Mukasa, 2024).

There is a risk that AI could create uncomfortable pressure between humans and machines within media institutions. Choosing authorities may be tempted to pull journalists off from working with algorithms just to reduce costs. Thus, rich human sensitivities in media coverage could be lost since no algorithm can interpret social and cultural contexts as well as a journalist does. So, the bigger challenge lies in finding a balanced recipe that protects professional values while at the same time exploiting AI for the good of media and society (Mukasa, 2024).

Applied Study

1. Demographic Variables of the Sample

Table (1): Distribution of the sample by gender

Gender	**Number**	**Percentage %**
Male	120	60%
Female	80	40%
Total	**200**	**100%**

Analysis:

In fact, males constitute the majority of the study population being approximately 60%, whereas females merely form a 40%. This stands true with a parallel reality in the media labor market in the UAE, where male presence numerically remains dominant despite the phenomenal rise of female participation in the media field in the past decade.

Table (2): Distribution of the sample by age group

Age group	**Number**	**Percentage %**
Under 30	50	25%
30–39 years	80	40%
40–49 years	50	25%
50 and above	20	10%
Total	**200**	**100%**

Analysis:

Age group 30 to 39 remains the largest group represented in the figure, with 40%. Following this are those below 30 years of age, comprising 25% of the population. This shows that the media sector in the United Arab Emirates still enjoys a relatively young age structure, which in turn becomes favorable for adopting modern technologies and AI.

Table (3): Distribution of the sample by years of experience in the media field

Years of experience	**Number**	**Percentage %**
Less than 5 years	40	20%

5–10 years	70	35%
11–15 years	50	25%
More than 15 years	40	20%
Total	**200**	**100%**

Analysis:

Most of the sample (35%) has medium experience, between 5 and 10 years, and there are long experience holders too- around 25% (11-15 years). This variety in professional backgrounds truely depicts the potential for capturing different perspectives relating to the impact of AI in media- from the side of old-timers and younger professionals.

Table (4): Distribution of the sample by media sector

Media sector	**Number**	**Percentage %**
Print journalism	30	15%
Digital journalism	70	35%
Radio	20	10%
Television	50	25%
News agencies & multi-platform	30	15%
Total	**200**	**100%**

Analysis:

Within the sample, digital media accounts for the largest market share (35%), to be closely followed by TV (25%). This distribution is a representation of the UAE's move towards digitization and the growing reliance on the electronics and digital media.

2. Level of Awareness of Artificial Intelligence

Table (5): General level of AI awareness among journalists

Awareness level	**Number**	**Percentage %**
High	80	40%
Medium	90	45%
Low	30	15%
Total	**200**	**100%**

Analysis:

The findings show that 85% of journalists manifest either high or medium awareness regarding AI technologies, whereas only 15% show low awareness. The high level of awareness corresponds with the UAE's national strategic orientation, which compellingly thrusts the spotlight on artificial intelligence through government support and through specialized training. However, the presence of a discernible segment with weak awareness certainly calls for more capacity-building programs within media institutions.

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3. The Impact of Artificial Intelligence on Content Production

Table (6): The impact of AI on aspects of content production

Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Helped accelerate media production	100 (50%)	70 (35%)	20 (10%)	10 (5%)	0 (0%)
Improved accuracy and quality of content	80 (40%)	75 (37.5%)	25 (12.5%)	15 (7.5%)	5 (2.5%)
Led to a decline in human creativity	60 (30%)	55 (27.5%)	40 (20%)	30 (15%)	15 (7.5%)

Analysis:

Dwelt-upon statistics show 85% of journalists agree that the AI has accelerated, or directly helped in accelerating media production. More than 77% of them think that it has helped in improving the accuracy and quality. Meanwhile, 57.5% think AI packs in human creativity-may for journalists here signify concern for losing human touch in media work.

4. Journalists' Perceptions of Their New Roles

Table (7): Journalists' perceptions of new roles under AI

New Role	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Transition from direct producers to supervisors of algorithms	70 (35%)	90 (45%)	20 (10%)	15 (7.5%)	5 (2.5%)
Focus on verification and credibility instead of routine production	80 (40%)	85 (42.5%)	15 (7.5%)	15 (7.5%)	5 (2.5%)
Necessity of acquiring new technical skills	110 (55%)	70 (35%)	10 (5%)	5 (2.5%)	5 (2.5%)

Analysis:

The results prove that most participants, or 80%, do recognize this shift in the journalist's role from direct content production to the supervision of an algorithmic job. A further 82.5% argue their role now is more concerned with fact-checking than with routine production. Most importantly, 90% see the necessity of equipping themselves with brand new technical skills to stay competitive in the market. This confirms that AI truly has altered journalists' consciousness about the very nature of their professional functions and roles.

5. Professional and Ethical Challenges

Table (8): Key challenges AI poses to media

Challenge	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Risk of spreading misinformation and deepfakes	100 (50%)	60 (30%)	20 (10%)	15 (7.5%)	5 (2.5%)
Threat to journalists' job opportunities	70 (35%)	65 (32.5%)	30 (15%)	25 (12.5%)	10 (5%)
Ambiguity in determining professional responsibility	80 (40%)	70 (35%)	25 (12.5%)	20 (10%)	5 (2.5%)

Analysis:

The findings show that, according to journalists, misinformation and deepfakes are considered the most pressing concerns for the UAE at 80%, followed by job threats at 67.5%. Besides that, 75% claimed there was ambiguity in assigning professional responsibility where errors result from the use of AI. This implies that despite the benefits, AI still remains a source of professional and ethical dilemmas, which require clear regulations and safeguards.

Findings, Recommendations, and Conclusion

First: Findings

1. The study indicates that most journalists in the UAE, accounting for 85% of the total number, have either high or medium awareness of AI, which clearly shows an alignment toward digital transformations.

2. It was found above 77% of the sample think that AI extensively helps the speeding-up of media production and advancing content accuracy and quality.
3. On the converse, 57.5% of the journalists maintained that AI may cause a decrease in human creativity, expressing a valid professional concern of losing the human element in media work.
4. These results revealed that journalists became more cognizant of their new roles, with 80% stating their transition from direct producers to supervisors of algorithmic work, placing more emphasis on verifying the credibility and quality of media outputs.
5. An overwhelming majority of the sample (90%) believes that new technical skills will have to be acquired to survive in the future job market of media.
6. Major challenges posed by AI in the Emirati media are: dissemination of misinformation and deepfakes (80 percent); threat to job via 67.5 percent; and ambiguity in assigning professional responsibility (75 percent) when errors occur from the use of these technologies.

Second: Recommendations

1. Enhanced training: Arrange specialized training programs for journalists for raising practical awareness of AI and the development of technical skills.
2. Developing legislative policies: Should enact clear regulations specifying professional responsibility in the use of AI in the media, thereby protecting the institution and the audience.
3. Combating misinformation: Should have special fact-checking units in the Emirati media institutions to counter the threats of deepfakes and media manipulation.
4. Marks the human-machine balance: Emphasize that AI is to assist the journalist and not be an alternative to them, thus maintaining the human and creative aspects of journalism.
5. Integration of AI in media education: Update the curricula for media studies offered by universities in the UAE with specialized courses in digital media and artificial intelligence.
6. Encouraging local innovation: Financing projects by young Emirati media professionals in the development of local applications and tools concerning AI, geared toward national media values and culture.

THIRD: CONCLUSION

From the study, the conclusion can be drawn that artificial intelligence presents a dual opportunity and challenge to digital media in UAE. It has ushered in avant-garde technologies that fast-track production and enrich content, while providing media institutions with opportunities of interacting with their audiences in more innovative ways. Conversely, it has created complex professional and ethical challenges for credibility, intellectual property, and the threat of media jobs.

The study affirm that the future of media in the UAE will not be competing with the human replacement by machines but in setting a cooperative partnership where AI acts as an empowering tool to help journalists along routine tasks so they have more time to dedicate creativity, analysis, and interpretation. Therefore, the presence of Emirati media in the AI era depends, first, on its ability to achieve such a balance and, secondly, on its clear policy formulation that allows for the optimum use of the technology without compromising professional and human values of the field.

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