

FUNDAMENTALS OF AI-ASSISTED CONTENT CREATION AND EDITORIAL ACTIVITY IN MEDIA

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Abstract. *In this article, the theoretical and practical foundations of content creation and text editing processes using Artificial Intelligence (AI) technologies in the modern media landscape are thoroughly explored. The paper analyzes the impact of neural networks and large language models on journalism, copywriting, and editorial workflows. It highlights the role of AI in increasing the productivity of media professionals, the possibilities of content automation, and the emerging challenges related to ethics, plagiarism, and copyright. Furthermore, the study provides practical recommendations for generating high-quality media texts using neural networks and optimizing digital editing processes.*

Keywords: *Artificial intelligence, media content, digital journalism, automated text, neural networks, editorial activity, media text editing, digital media, media ethics.*

Аннотация. В данной статье рассматриваются теоретические и практические основы процессов создания контента и редактирования текстов с использованием технологий искусственного интеллекта (ИИ) в современном медиaprостранстве. В статье подробно анализируется влияние нейронных сетей и текстовых моделей на журналистику, копирайтинг и редакционную деятельность. Освещаются роль технологий ИИ в повышении эффективности работы сотрудников СМИ, возможности автоматизации контента, а также этические проблемы, вопросы плагиата и авторского права, возникающие в данном процессе. Кроме того, выдвигаются практические рекомендации по созданию качественных медиатекстов с помощью нейронных сетей и оптимизации цифровой редакторской деятельности.

Ключевые слова: искусственный интеллект, медиаконтент, цифровая журналистика, автоматизированный текст, нейронные сети, редакционная деятельность, редактирование медиатекстов, цифровые медиа, этика и медиа.

INTRODUCTION

As a result of the rapid development of digital technologies and the transformation of mass communication tools, the modern media space is undergoing a period of fundamental change. In particular, the integration of generative artificial intelligence (AI) and large language models (LLMs) into editorial practice is reshaping traditional concepts of journalism and copywriting. Today, AI has already become not only an auxiliary tool for performing mechanical or technical tasks, but also a direct participant in content creation and editorial activity.

The fact that more than 70 percent of global editorial offices use AI algorithms for automating news texts, analyzing data, and personalizing content indicates the profound changes taking place in this field. In scientific research, the role of artificial intelligence in media is analyzed as a dual discourse¹. On the one hand, neural networks and automated text generation systems increase the speed of media product creation, process large volumes of data - Big Data - within seconds, and optimize the process of information dissemination². Along with increasing the economic efficiency of editorial offices, this technological achievement gives journalists more time to focus on creative work and in-depth analytical investigations³.

On the other hand, however, the involvement of AI in media content creation gives rise to serious global issues, including ethics, plagiarism, copyright infringement, and the falsification of information, often referred to as AI “hallucination.” In particular, in the digital information space, systematic biases inherent in algorithms, known as data bias, and the lack of transparency pose a threat to the highest values of mass media: objectivity and reliability. Against the background of these issues, the transformation of digital editorial activity is becoming a separate object of scientific research. Editing AI-generated texts and verifying their stylistic and factual accuracy require human critical thinking and an ethical analysis filter. Therefore, in modern journalism, the urgent task is not the full

¹ Amponsah, R., & Atianashie, M. A. The Role of Artificial Intelligence in Contemporary Journalism Practice. *Journal of Media and Communication Studies*. 2024. 5(3).–P. 846.

² Jones L., & Smith K. Digital Newsroom Transformation: A Systematic Review of AI Implementation. *Journal of Media*. 2024. 5(4). – P. 97.

³ Fitria T. N. Artificial Intelligence and Journalism: A Systematic Bibliometric and Thematic Synthesis. *Journal of Digital Media*. 2025. 24(1). – P. 100.

automation of content, but the creation of a “human–algorithm symbiosis” and hybrid editorial models.

LITERATURE REVIEW AND METHODS

International studies have extensively analyzed the role of AI in editorial systems and its functional capabilities. In particular, R. Amponsah and M. A. Atianashie, in their scholarly works, revealed the revolutionary role of artificial intelligence in journalistic practice. The authors emphasize that algorithmic mechanisms not only increase the speed of information processing, but also optimize traditional workflows within editorial offices.

Another international researcher, T. N. Fitria, analyzed the relationship between AI and journalism through systematic bibliometric and thematic synthesis, demonstrating that generative models have brought the content creation process to a mechanized stage and have begun to partially replace human labor in the field of copywriting.

L. Jones and K. Smith, who studied changes in the organizational structure of digital newsrooms, note that the implementation of AI is not merely a technical process, but rather a complete renewal of management and editorial philosophy within the media system.

ANALYSIS AND RESULTS

As a result of the rapid development of digital technologies, artificial intelligence (AI) has become an integral part of the media sector. In particular, the popularization of generative artificial intelligence has created new opportunities in the daily activities of journalists and editors. Today, AI is used not only for text generation, but also in processes such as editing news, developing headlines, fact-checking, analyzing data, and preparing content tailored to audience needs. However, along with the effective use of these technologies, their reliability, objectivity, and compliance with ethical standards remain important issues. The analysis shows that AI-driven content creation enables large volumes of data to be processed within a short period of time. Tasks such as analyzing statistical data, summarizing reports, or preparing standard news texts, which traditionally required several hours or even days, can now be completed within minutes. This significantly

increases the productivity of editorial offices and allows journalists to devote more time to complex analytical materials and investigative journalism.

According to the results of bibliometric studies, the number of scholarly articles in the field of artificial intelligence and journalism increased sharply between 2023 and 2025. These studies mainly identify generative AI, automated journalism, fact-checking, multimedia content, and information reliability as leading research areas⁴. This indicates the growing strategic importance of artificial intelligence in the media industry. Systematic scholarly reviews confirm that AI performs five main functions in modern newsrooms: preparing initial news texts, editing articles, generating headlines and annotations, forecasting audience behavior, and personalizing content⁵. In particular, materials based on standard data, such as financial, sports, and weather news, are increasingly being produced in an automated manner. As a result, the volume of journalists' technical work is reduced, allowing greater attention to be paid to their creative and analytical activities⁶.

In editorial work, AI is capable of identifying grammatical and stylistic errors, evaluating the readability of a text, eliminating excessive repetition, and recommending an appropriate style for different audiences. Algorithms are also used to detect plagiarism, conduct preliminary fact-checking, and assess the likelihood of misinformation. However, the final editorial decision is still made by a human specialist, since AI cannot always correctly interpret complex political, cultural, or social contexts. The results of international studies conducted in 2025 show that audiences approach materials prepared with the help of artificial intelligence with caution. Although the majority of users support the idea that AI can serve as an auxiliary tool for journalists, the level of trust in the fully automated creation and publication of news remains low. Respondents particularly emphasized the need for human editorial oversight in political, healthcare, and socially significant topics.

⁴ World Economic Forum. The Future of Jobs Report 2025. Geneva, 2025.
<https://www.weforum.org/publications/the-future-of-jobs-report-2025/>

⁵ World Economic Forum. The Future of Jobs Report 2025. Geneva, 2025.
<https://www.weforum.org/publications/the-future-of-jobs-report-2025/>

⁶ Reuters Institute for the Study of Journalism. Digital News Report 2025. Oxford: University of Oxford, 2025.
https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2025-06/Digital_News-Report_2025.pdf

The analysis identifies speed, high productivity, the ability to process large volumes of data, cost reduction, and the production of multilingual content as the main advantages of AI-generated content. At the same time, there are also risks such as algorithmic errors, false information or “hallucinations,” copyright-related issues, data privacy concerns, and algorithmic bias. This creates the need for every AI-generated material to be reviewed by a professional editor⁷. The experience of media organizations shows that artificial intelligence is not a tool for replacing journalists, but rather a technological assistant that increases their efficiency. The most successful model is recognized as the cooperation between “human + artificial intelligence.” In this model, AI performs technical and repetitive tasks, while the journalist verifies information, analyzes it, provides context, and assumes ethical responsibility.

Overall, the analysis shows that artificial intelligence is significantly improving the efficiency of content creation and editorial activity in the media sector. However, for the full and safe implementation of this technology, it is important to develop standards for working with AI in editorial offices, ensure transparency in algorithmic operations, improve journalists’ digital competencies, and maintain human oversight over every piece of material. This approach is considered the most optimal model for ensuring the quality of journalism, the reliability of information, and audience trust.

DISCUSSION

The conducted analysis shows that the introduction of artificial intelligence into the media sector is bringing journalistic activity to a new stage. The research findings confirm that AI technologies significantly accelerate the processes of content creation, editing, fact-checking, and audience engagement. At the same time, all researchers evaluate artificial intelligence not as a replacement for journalists, but as a tool that supports their professional activity.

The discussion revealed that the greatest advantages of artificial intelligence are its ability to process information rapidly, analyze large volumes of data,

⁷ Reuters Institute. Generative AI and News Report 2025: How People Think About AI's Role in Journalism and Society. Oxford University Press. 2025. <https://reutersinstitute.politics.ox.ac.uk/generative-ai-and-news-report-2025-how-people-think-about-ais-role-journalism-and-society>

personalize content, and create multimedia materials. However, risks such as algorithmic bias, misinformation, copyright-related issues, and information security require caution when using these technologies. Therefore, many international organizations and scholars recommend that AI-generated products undergo mandatory editorial review.

Overall, the analyzed scholarly sources confirm that artificial intelligence will serve as an important strategic tool in the future development of the media industry. However, its effective application directly depends not only on technological capabilities, but also on journalists' professional competence, adherence to ethical principles, transparency, and the preservation of human oversight. Therefore, the most appropriate model for media organizations is the development of a hybrid editorial system based on cooperation between artificial intelligence and professional journalists.

CONCLUSIONS

This study was devoted to examining the impact of the use of artificial intelligence in the media sector on content creation and editorial activity. The results showed that artificial intelligence technologies increase efficiency in collecting, processing, and editing information, preparing headlines and annotations, conducting preliminary fact-checking, and developing multimedia materials. This optimizes editorial workflows and enables journalists to focus more on analytical and creative tasks.

At the same time, materials generated by generative artificial intelligence still involve issues related to factual errors, algorithmic bias, copyright, information security, and compliance with ethical standards. These circumstances indicate the need for any material to be reviewed by a professional editor and verified on the basis of reliable sources before publication. Therefore, in modern journalism, human oversight remains a key factor in ensuring the quality and reliability of information. The analysis confirms that artificial intelligence is not a technology that replaces journalists, but an effective tool that supports their professional activity. While the automation of technical and repetitive processes increases labor productivity, the content, social significance, objectivity, and ethical responsibility of the material are

ensured by humans. For this reason, a model based on cooperation between humans and artificial intelligence is emerging as the most appropriate approach in media practice.

In the future, it will be important to improve the legal and ethical criteria for the use of artificial intelligence in media organizations, develop journalists' digital competencies, strengthen fact-checking systems, and enhance artificial intelligence solutions that operate in the Uzbek language. Research in this area will contribute to improving the quality of journalism, forming a reliable information environment, and accelerating the digital transformation of the media sector.

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