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ARTIFICIAL INTELLIGENCE AND THE TRANSFORMATION OF EDITORIAL PRACTICE

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Abstract: This article examines the application of artificial intelligence technologies in the editorial activities of the mass media. It analyzes the capabilities of intelligent systems at various stages of media text production and their impact on the professional functions of editors. The study demonstrates that artificial intelligence can effectively automate specific editorial tasks; however, it cannot replace editorial expertise related to assessing the credibility of information, ensuring compliance with professional ethics, and making editorial decisions. It is concluded that, in the context of digital transformation, artificial intelligence should be regarded as an effective tool for improving the quality of editorial work rather than as an alternative to the editorial profession.

Keywords: artificial intelligence; editorial activity; editorial expertise; media text; digital journalism; generative artificial intelligence.

The rapid development of digital technologies has significantly transformed the activities of the mass media. Over the past few years, artificial intelligence has evolved from a promising area of information technology into one of the key tools of media production. It is widely used for information retrieval and processing, news production, automated text translation, multimedia content creation, and audience analytics. These developments necessitate a reconsideration of the editor's role and the definition of the scope of artificial intelligence applications in editorial practice.

Most contemporary studies focus on the use of artificial intelligence in journalism, the automated generation of media texts, and the digital transformation of the mass media. Considerably less attention, however, has been paid to the transformation of editorial activity, despite the fact that editors are ultimately responsible for ensuring the quality of publications and making the final decision on their release. The integration of intelligent technologies not only affects the organization of the editorial workflow but also reshapes the content of editors' professional responsibilities.

Traditionally, editorial activity encompasses the analysis of media texts, verification of the accuracy of factual information, improvement of text structure and language, and oversight of compliance with editorial policy and professional ethical standards. Performing these tasks requires a high level of professional competence, practical experience, and responsibility. For this reason, editorial activity is regarded as a form of professional expertise that ensures the accuracy, objectivity, and public value of media content.

The emergence of generative artificial intelligence has significantly expanded the technological capabilities of editorial work. Modern AI-powered systems can rapidly process large volumes of information, automatically transcribe interviews, produce concise document summaries, suggest alternative headlines, translate texts, and identify linguistic errors. The use of such tools accelerates the preparation of publications and enhances the overall efficiency of newsroom operations.

At the same time, artificial intelligence should not be viewed solely as a means of automating editorial activity. Practice demonstrates that intelligent systems are most effective in performing algorithmic tasks related to information processing and the technical preparation of media content.

However, decision-making that determines the quality of a media text remains the responsibility of the editor. It is the editor who assesses the credibility of information, evaluates the public significance of a publication, ensures its compliance with editorial policy, and makes the final decision regarding its publication.

The expanding use of artificial intelligence is leading to a redistribution of professional responsibilities within editorial activity. While algorithmic tasks are increasingly delegated to intelligent systems, the analytical, expert, and ethical dimensions of editorial work are becoming even more significant. An analysis of contemporary editorial practice indicates that automation is primarily applicable to technical processes, whereas the expert evaluation of media texts, editorial decision-making, and responsibility for the quality of publications remain fundamental regardless of the level of digital technological development.

Artificial intelligence is most effective when applied to tasks involving the processing of large datasets and repetitive algorithmic operations. Contemporary digital services can automatically transcribe interviews and press conferences, organize information resources, retrieve relevant documents, generate concise summaries, translate texts, and detect spelling and certain grammatical errors. The use of these tools reduces the time required for publication preparation and enhances the overall efficiency of newsroom operations.

An analysis of recent studies indicates that intelligent technologies are gradually being integrated into virtually every stage of media content production. According to B. S. Alimov, artificial intelligence is employed not only for text generation but also for processing multimedia content, producing video materials, visualizing data, personalizing news content, and analyzing user activity, thereby expanding the technological capabilities of newsrooms [1, pp. 43–45].

One of the most widely adopted applications of artificial intelligence is the automatic transcription of interviews. Modern speech recognition systems can convert audio and video recordings into text within minutes, significantly reducing the time required to prepare publications. Nevertheless, the resulting transcripts require mandatory editorial review, as AI algorithms may misidentify proper names, geographical names, specialized terminology, and features of spoken language. Thus, while artificial intelligence optimizes the technical stage of media text production, it does not replace professional editorial expertise.

Another promising area is the creation of multimedia content. According to B. S. Alimov, platforms such as Wibbitz and Lumen5 automatically transform text-based materials into short videos, infographics, and other multimedia formats optimized for digital platforms and social media [1, p. 43]. The use of such services enables newsrooms to produce multimedia content more rapidly while preserving the coherence of the publication's informational concept.

Artificial intelligence technologies are also increasingly employed in fact-checking. Contemporary digital services can compare information from multiple sources, analyze statistical data, identify logical inconsistencies, and detect potential discrepancies. However, the final assessment of the credibility of information remains the exclusive responsibility of the editor. No intelligent system is capable of independently determining the reliability of a source, taking into account the broader social context of an event, or deciding whether controversial information is appropriate for publication.

The experience of digital newsrooms is equally noteworthy. According to B. S. Alimov, several online news outlets have already adopted artificial intelligence algorithms to analyze audience interests, personalize news feeds, and identify the topics most relevant to readers. For example, Gazeta.uz employs user activity analytics to generate personalized content recommendations, while Daryo.uz uses social media monitoring and information trend analysis to

identify socially significant topics in a timely manner [1, p. 45]. This demonstrates that artificial intelligence is gradually evolving into an effective tool for editorial management.

International experience confirms a similar trend. Leading global news organizations, including The New York Times and The Washington Post, employ artificial intelligence algorithms to analyze audience preferences, personalize content, automate selected production processes, and enhance digital services. At the same time, these organizations regard artificial intelligence not as a substitute for editors but as a means of improving the efficiency of editorial work. Responsibility for the content of publications and for editorial decisions continues to rest with human editors.

These examples demonstrate that the integration of artificial intelligence is transforming the organization of the editorial workflow without diminishing the professional role of the editor. As technical operations become increasingly automated, the importance of editorial expertise continues to grow. This expertise encompasses the evaluation of media content, verification of factual accuracy, assessment of the public significance of publications, and compliance with the professional and ethical standards of journalism. These functions remain fundamental regardless of the level of digital technological development.

Particular attention should be paid to the issue of editors' professional responsibility in the context of the widespread use of artificial intelligence. Contemporary AI systems are capable of generating texts, performing translation, analyzing large datasets, suggesting headlines, and assisting in the production of multimedia content. However, they are not subjects of professional responsibility and therefore cannot be held accountable for the accuracy of published information, compliance with legal requirements, adherence to editorial policy, or observance of journalistic ethical standards. For this reason, the final evaluation of the quality of a media text and the decision to publish it remain the exclusive responsibility of the editor.

The use of artificial intelligence does not alter the essence of editorial activity but rather transforms the ways in which it is carried out. The automation of routine tasks enhances the importance of editors' analytical, expert, and ethical responsibilities, including the critical evaluation of information, fact-checking, and professional accountability. This requires editors not only to possess traditional skills in language editing but also to understand the principles underlying AI systems, critically evaluate their outputs, and effectively integrate digital tools into editorial practice.

In conclusion, artificial intelligence should be regarded not as an alternative to the editor but as an effective professional tool that expands the technological capabilities of contemporary mass media. By delegating algorithmic tasks to intelligent systems, newsrooms reinforce the importance of editorial expertise, critical information analysis, and professional responsibility. These qualities remain the essential prerequisites for producing accurate, high-quality, and socially significant media content.

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