



## An Analytical Study of the Role of Artificial Intelligence in Media (With Special Reference to AI Anchor, India)

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### ORIGINAL ARTICLE



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### ABSTRACT

*This paper presents an analytical study of the role of Artificial Intelligence (AI) in transforming the media landscape in India, with a particular focus on the emergence and impact of AI news anchors. AI technologies are revolutionizing the media industry by enhancing content creation, improving audience engagement, and streamlining news delivery. The case of India's first AI anchor exemplifies the technological possibilities for redefining news broadcasting. But, the integration of AI in media also brings forth critical ethical challenges, including algorithmic bias, misinformation dissemination, and questions of transparency. This review synthesizes current academic and empirical research to explore these opportunities and challenges, highlighting the importance of maintaining journalistic standards and public trust in the digital era. It underscores the need for ongoing research into the dynamics of human-AI collaboration, audience perceptions, and the development of ethical frameworks. The future trajectory of AI in Indian media will depend on addressing knowledge gaps and fostering interdisciplinary collaboration. The study concludes by recommending areas for future inquiry, including longitudinal assessments of AI integration, the development of normative ethical standards, the socio-economic impacts on media employment, and deeper analyses of audience trust and engagement with AI-driven news systems.*

### KEY WORDS

*Artificial Intelligence (AI), AI news Anchors, Content Creation, Audience Engagement, Human-AI.*

## INTRODUCTION

The media industry has seen significant change as a result of the introduction of artificial intelligence (AI). The purpose of this is to summarize current research on the application of AI in media, with an emphasis on AI anchors in India. In order to comprehend the implications of AI in journalism and media practices, it is essential to take into account ethical considerations, audience engagement, and content creation.

AI's Place in Journalism and Content Creation

### The Role of AI in Content Creation and Journalism

Recent research highlights how generative AI, like ChatGPT, has the potential to revolutionize media and journalism. By working alongside human journalists, these technologies have the potential to transform the way that content is created, improving journalistic practices and educational frameworks (Pavlik, 2023). In addition to streamlining the creation of content, the incorporation of AI into media also brings up moral questions about AI-generated content (Rai, 2019).

Also, generative AI's ability to produce a variety of content, including text, photos, and videos, demonstrates how adaptable it is for improving media practices (Babu et al., 2021). Because AI anchors can automate news delivery and improve audience targeting, this adaptability is especially pertinent to the changing Indian traditional media landscape (de-Lima-Santos & Ceron, 2021).

An examination of AI's uses in audience engagement and content recommendations shows how much of an impact it has on media operations (Gao et al., 2019). Assessing how well AI anchors convey news and information to the public requires a thorough grasp of how AI can improve operational effectiveness and audience engagement.

### Ethical Considerations and Bias in AI Systems

While AI has the potential to completely transform media practices, it also brings with it issues with bias and fairness. Biases in AI systems have the potential to spread false information and stereotypes (Ferrara, 2023). For AI anchors, who need to provide objective and truthful information to preserve media credibility and public trust in India, this issue is especially important. In order to successfully implement AI in media and guarantee that journalistic integrity is not jeopardized by AI-generated content, it is imperative to comprehend these ethical implications (Misra et al., 2020).

Also, a critical analysis of the regulation and supervision of AI technologies is required due to the societal consequences of deepfakes and disinformation (Karnouskos, 2020). The moral dilemmas raised by AI anchors in the media emphasize the necessity of policies that guarantee ethical AI use in order to maintain media integrity and public confidence.

### Public Perception and Acceptance of AI in Media

The acceptance of AI technologies, including AI news anchors, depends on an understanding of public opinion. Research shows that commercial interests are frequently highlighted in media portrayals of AI, which can influence public perceptions of these technologies (Ouchchy et al., 2020). Because it can affect the adoption and integration of AI anchors in India, this framing emphasizes the significance of critically examining how AI is portrayed in media narratives (Chan-Olmsted, 2019).

AI's transformative potential in improving business strategies and operational efficiencies is highlighted by its integration across a variety of industries, including the media (Agarwal et al., 2022). However, resolving public concerns and maintaining open communication regarding AI's potential and constraints will be crucial to the media's acceptance of AI.

## Knowledge Gaps and Future Research Directions

There are still a number of noteworthy knowledge gaps in the literature about the precise implications of AI anchors in India, despite the important insights offered by recent research. Empirical studies evaluating the efficacy and audience response of AI anchors in news delivery may be the main focus of future research. A more thorough grasp of AI's role in media would result from investigating the long-term effects of AI integration on ethical standards and journalistic practices in India.

To increase the credibility of AI anchors, it is crucial to look into methods for reducing bias in AI-generated content. Addressing these issues will require research that looks at the ethical frameworks required for the responsible use of AI in media.

## Objectives of the Research

1. To explore the role of Artificial Intelligence (AI) in transforming the media industry, particularly in news delivery.
2. To assess the functionality and capabilities of AI anchors in the context of India's media landscape.
3. To identify the benefits and limitations of employing an AI anchor over traditional human anchors.
4. To examine the perception of journalists, media organizations, and viewers toward the use of AI anchors in news broadcasting.
5. To provide insights into future implications and potential trends for Artificial Intelligence in the media industry.

## Background of Artificial Intelligence(AI)

The study of calculations that facilitate perception, reasoning, and action is known as artificial intelligence (AI). It is used to improve learning, perception, and reasoning in a variety of industries, such as healthcare and finance. The goal of the scientific and engineering field of artificial intelligence (AI) is to replicate the problems and processes of the human intellect. It can be used to improve the intelligence and capabilities of applications and encompasses a variety of AI types, including analytical, functional, interactive, textual, and visual. Natural language processing (NLP), artificial intelligence (AI), machine learning, intelligent computing, and smart systems are important terms (Kulkarni & N., 2023).

With seven articles written by top experts, this special issue examines artificial intelligence (AI), or a system's capacity to comprehend and learn from outside data. Taking into account micro-, meso-, and macro-level viewpoints, it offers a thorough outlook on AI's future and ends with a thorough summary of its potential (Haenlein & Kaplan, 2019).

This article examines automated news reporting and the application of artificial intelligence (AI) in journalism, emphasizing the possibility of bias and media manipulation. It emphasizes the necessity of questioning and comprehending the data and procedures involved in AI-driven outcomes, since biased datasets and uncertainty are ongoing threats (Mahony & Chen, 2024).

With its many advantages, including audience content recommendations, engagement, augmented experience, message optimization, content management, content creation, audience insights, and operational automation, artificial intelligence (AI) is a key technology in the media industry. The industry struggles to strike a balance between efficiency and efficacy as well as between human and artificial intelligence judgment. The review looks at the value chain's use of AI and the difficulties in integrating cognitive technologies in the media sector (Chan-Olmsted, 2019).

This study looks at the connection between artificial intelligence (AI) and digital media, as well as how it affects the media sector. It looks at the different kinds of digital media, their traits, and their importance in today's media environments. The study also looks at how AI is being incorporated into different media sectors,

including newsrooms, advertising, music, television, film, augmented reality, and virtual reality, highlighting its role in enhancing productivity, personalization, and audience engagement (Aram, & E., 2024).

## **Artificial Intelligence in Transforming the Media Industry**

With significant ramifications for news delivery, artificial intelligence (AI) is drastically changing the media landscape. In addition to creating new opportunities for content production, distribution, and audience interaction, the incorporation of AI technologies into media practices has also brought up ethical issues and difficulties. With a particular focus on news delivery, this review of the literature summarizes the results of previous studies on how AI is changing the media landscape.

## **Transformative Areas of AI in News Distribution**

The numerous uses of AI in media practices that greatly improve news delivery are highlighted in a number of studies. A thorough analysis by Chan-Olmsted (2019) indicates that the media industry is implementing AI in eight crucial areas, such as data analytics, audience engagement, operational automation, and content recommendations. Thanks to these developments, media companies can now customize news content to the tastes of particular audiences, guaranteeing timely and pertinent delivery (Chan-Olmsted, 2019).

Noain-Sánchez (2022), for example, highlights how AI technologies can increase journalism's productivity and efficiency by freeing up reporters to concentrate on intricate tasks rather than mundane data processing. This change improves the standard of news delivery while also enabling reporters to conduct more in-depth research, which enriches the journalism landscape as a whole.

## **Audience Engagement and Personalization**

Personalized news delivery is made possible by AI's capacity to analyze enormous volumes of data, which is crucial for raising audience engagement. Zheng and Yu's (2016) study demonstrates how social media companies use AI algorithms to encourage group action, which boosts audience engagement with news content. AI has the potential to revolutionize news consumption and dissemination, as evidenced by the dynamic relationship between AI and audience engagement.

Also, the audience's acceptance and comprehension of AI-generated content can have a big impact on how well it delivers news, according to a 2019 study by Gao et al. on public perceptions of AI. For media companies looking to successfully deploy AI solutions, it is essential to comprehend these perceptions.

## **Operational Automation and Efficiency**

News organizations' operational procedures are changing as a result of AI's automation capabilities. In his discussion of the opportunities and challenges facing journalists, Jamil (2020) points out that although AI can create content and optimize processes, it also calls for a cultural change in media companies. To effectively use AI tools, journalists need to be trained, which calls for funding for educational and training initiatives (Jamil, 2020).

The significance of AI in enhancing operational efficiency through automation is further highlighted by Avram et al. (2020), which enables media companies to more efficiently allocate resources and react to breaking news more quickly. However, as Noain-Sánchez (2022) points out, it is impossible to ignore the ethical ramifications of automation in journalism. A major concern is how to strike a balance between AI capabilities and human judgment.

## **Assessing the Functionality and Capabilities of AI Anchors**

The introduction of artificial intelligence (AI) into the media has changed how people receive and use information. In particular, AI anchors have become popular in a variety of settings, such as news broadcasting, where they act as virtual presenters. The functionality and capabilities of AI anchors in India's media landscape

are summarized in this review of the literature. In addition, the review will point out gaps in the body of knowledge and suggest future lines of inquiry.

### **Functionality of AI Anchors**

Machine learning algorithms are used by AI anchors to create news presentations that resemble those of a human. These virtual characters are made to imitate human speech patterns, body language, and emotional expressions. Delivering news updates effectively and reliably is one of AI anchors' main capabilities. According to Agbeleoba et al. (2022), AI anchors can deliver a consistent information flow that meets audience expectations and improves engagement, highlighting the importance of structured communication in media.

They are able to switch between news topics with ease, changing their tone and delivery according to the kind of content. Because of its adaptability, media companies can accommodate a wide range of audience preferences and optimize their broadcasting procedures. Though the operational effectiveness of AI anchors is clear, little is known about how their use may affect audience perception and trust.

### **Capabilities in Context**

Given the variety of linguistic and cultural contexts in the Indian media landscape, AI anchors are especially pertinent. The ability of AI to deliver news in multiple languages is a huge advantage because there are so many different languages and regional narratives. Linguistic barriers that frequently restrict access to information in different parts of India may be addressed by AI anchors. But Kim and Moon (2017) point out that the quality of the input data and the inclusion criteria determine how effective AI-generated content is. This implies that even though AI anchors can be trained to speak several languages, the quality of the underlying data determines how accurate and comprehensive the information they display is.

There is growing interest in the emotional intelligence of AI anchors. Viewer engagement can be greatly increased by using both verbal and nonverbal cues to communicate empathy and understanding. Despite advancements in this field, a sophisticated comprehension of human emotions is still difficult to achieve with current AI technology. This disparity suggests that more research is necessary to determine how AI anchors can be enhanced to create a more authentic relationship with viewers.

### **Benefits and Limitations of Employing an AI Anchor Over Traditional Human Anchors**

The use of artificial intelligence (AI) in many domains has generated a lot of discussion about how effective it is in comparison to conventional human abilities, especially when it comes to creative and decision-making processes. The advantages and disadvantages of using AI anchors as opposed to human anchors are summarized in this review of the literature, which also highlights the opportunities and difficulties that come with this technological advancement.

### **Benefits of AI Anchors**

Enhancing individual creativity is one of the main benefits of AI anchors. Studies show that generative AI can be a powerful source of inspiration, particularly for those with less creative abilities. This improvement results from AI's ability to produce a wide range of concepts and content, which raises the caliber of work produced by less imaginative writers (Guerra, Guidi, & Dardari, 2017; Doshi & Hauser, 2023). According to this, artificial intelligence (AI) has the potential to stimulate creativity by offering users a multitude of concepts that they might not have thought of, thus enhancing the creative process.

Certain tasks, like localization and orientation in wireless communication, have been demonstrated to be better performed by AI systems than by conventional techniques (Guerra et al., 2017). This benefit demonstrates how AI anchors have the potential to increase accuracy and efficiency in a variety of applications, especially those where quick and accurate decision-making is essential.

It is noteworthy how explainable AI (XAI) frameworks can increase user trust. According to research, well-crafted algorithmic explanations can increase user trust in AI systems and encourage more cooperative human-machine interaction (Guo, 2020; Nourani et al., 2021). By improving the overall user experience, this collaboration can turn AI anchors into reliable and useful collaborators in decision-making.

## Limitations of AI Anchors

AI anchors have drawbacks despite all of their benefits. The uniformity of AI-generated content is a major worry since it may result in less collective novelty. While AI can boost individual creativity, research has shown that it frequently leads to a lack of diversity in ideas, which may stifle creative expression (Doshi & Hauser, 2023). Diversity of thought is crucial for promoting innovation and preventing stagnation in creative fields, so this limitation presents a significant challenge.

Cognitive biases like anchoring bias, which influence the creation of mental models and user dependence on AI outputs, can be introduced by reliance on AI systems. If users don't critically assess AI-generated recommendations, they might become overconfident in them and make bad decisions (Nourani et al., 2021). In high-stakes situations, like clinical settings, where mistakes in judgment can have serious repercussions, the implications of such biases are especially worrisome (Fogliato et al., 2022).

The ethical issues surrounding the application of AI to decision-making processes are another significant drawback. In delicate fields like education and mental health, the use of AI anchors needs to be carefully controlled to guarantee that moral principles are respected (Nazaretsky et al., 2021; Pizzi et al., 2020). AI needs constant monitoring and regulation because it has the potential to unintentionally reinforce prejudices or produce opaque results.

## Future Implications and Potential Trends for Artificial Intelligence in the Media Industry

The creation, distribution, and consumption of content are all changing as a result of the media industry's adoption of artificial intelligence (AI). The future of media practices will be shaped by the opportunities and challenges presented by AI technologies as they develop further. Insights into the effects of AI in the media sector are provided by this review of the literature, which highlights trends, moral dilemmas, and knowledge gaps that need more investigation.

## Transformative Role of AI in Content Creation

The importance of AI in content creation has grown, especially with the emergence of generative AI content (AIGC). According to research, services like ChatGPT are prime examples of AI's ability to expedite the process of creating content, allowing media companies to create interesting and varied content more quickly (Zhang et al., 2023). In addition to increasing productivity, this move toward AI-driven content creation opens up new storytelling possibilities that could change audience engagement tactics.

The investigation of Generative Diffusion Models (GDMs) demonstrates a chance for media organizations to use cutting-edge AI in a number of fields, such as interactive storytelling and video production (Jamil, 2020). The industry may see a major shift in content creation as media companies invest in these technologies, calling for frameworks that address ethical issues with authorship and originality.

## Human-Machine Communication in Journalism

There are significant ramifications for media practices when AI and journalism collide. By redefining the relationship between journalists and their audiences, AI can create more individualized and interactive news experiences, according to the Human-Machine Communication (HMC) concept (Lewis et al., 2019). In order to preserve the authenticity and dependability of AI-generated content, media professionals must adjust to the growing number of roles that AI technologies are taking on that were previously performed by humans.

While integrating AI into newsrooms is expected to increase productivity, it also presents moral conundrums regarding accountability and transparency in journalism (Huang et al., 2023). To overcome these obstacles and make sure AI tools enhance journalistic integrity rather than undermine it, media professionals must receive ongoing training and education.

## Ethical Considerations and Fairness in AI

Understanding and reducing biases in AI models is essential as generative AI becomes more widely used in the production of media content. According to research, media companies must implement moral AI procedures to stop negative stereotypes and disparities from being reinforced (Ferrara, 2023). The movement to emphasize accountability and transparency in AI systems is essential for fostering public confidence and guaranteeing that the content generated is impartial and representative.

In the media sector, where AI tools increase efficiency and customer engagement, the ethical implications of AI also extend to marketing strategies (Jones & Jones, 2019). To preserve audience trust and regulatory compliance, however, ethical issues pertaining to data privacy and transparency must be addressed.

## Future Directions for Research

There are still a number of unanswered questions regarding AI's developments and their effects on the media sector. Future studies ought to concentrate on the following topics:

1. **Longitudinal Studies on AI Integration:** Examining how AI affects media practices and audience engagement over the long run will reveal important information about how these technologies change over time.
2. **Development of an Ethical Framework:** To manage the complexities of bias, accountability, and transparency, it is imperative to establish thorough ethical guidelines for the use of AI in journalism and content creation.
3. **AI's Effect on Media Employment:** Since automation may result in major changes to job roles and responsibilities, it is imperative to comprehend how AI integration impacts employment in the media sector.
4. In order to ensure that AI technologies support journalistic standards rather than undermine them, it may be beneficial to promote interdisciplinary collaborations between technologists and media professionals.
5. **Public Perception Studies:** As the media industry depends more and more on AI technologies, it will be critical to investigate how audiences view AI-generated content and how this affects their level of trust in the industry.
6. **Ethical Considerations:** Examining the moral ramifications of AI anchors with regard to reporting accountability, bias, and disinformation.
7. **Audience Perception:** Using qualitative research methods, this study compares how audiences view AI anchors to human journalists, emphasizing emotional connection, trust, and engagement.
8. **Cultural Adaptability:** Assessing AI anchors' efficacy in various linguistic contexts throughout India as well as their capacity to adjust to culturally particular narratives.
9. **Longitudinal Impacts:** Examining the long-term consequences of AI anchors on media employment rates, taking into account both job displacement and the creation of new positions.
10. **Technological Developments:** Investigating AI developments that improve audience engagement and emotional intelligence, which could result in a more engaging news experience.

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