

HOW **4IR** WILL SHAPE THE FUTURE OF THE MEDIA & ENTERTAINMENT INDUSTRY

- 7G Journalism and Beyond the Media of Metaverse
- The Need of AI in Journalism Academic Programs
- From Automated Generation of Discourse to Automated Generation of Media Publications
- Arab Journalists' and Influencers' Awareness of Artificial Intelligence Journalism Technologies in Managing Social Media Content
- Artificial Intelligence and Its Usage in Social Media
- Artificial Intelligence Journalism New Concepts



AIJJ

ARTIFICIAL INTELLIGENCE JOURNALISM JOURNAL

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**ARTIFICIAL INTELLIGENCE JOURNALISM
FOR RESEARCH AND FORECASTING (AIJRF)**

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A I J R F

Artificial Intelligence Journalism
for Research and Forecasting

About AIJJ

AIJJ is a Quarterly Journal published by Artificial Intelligence Journalism for Research and Forecasting (AIJRF). **AIJJ** a peer-reviewed, double-blind, and an “open access” academic journal focusing broadly on Artificial Intelligence Journalism, and the Fourth and the Fifth Industrial Revolutions’ technologies in media.

Artificial Intelligence Journalism Journal (**AIJJ**) is focusing on searching and forecasting new thoughts and studies on the Fourth and Fifth Industrial Revolutions and artificial intelligence technologies and its impacts on the Media and Entertainment sector.

AIJJ journal aims to raise the awareness of the Artificial intelligence Journalism through the publication of quality research, with an emphasis on new technologies and solutions in new fields such as:

Automation content, AI and detecting fake content, Robotization of Marketing, Media of Metaverse, big data analytics, 7G Journalism, Blockchain-News, Covidization of Media Industry, Dynamic Human Skills (DHS), Artificial Intelligence

Journalism and professional code of ethics, Augmented Reality & Virtual Reality (VR) content, Intelligence-Integrated Public Relations, Cybersecurity in Media & Entertainment Industry and future of the intelligent government services and content.

AIJJ journal is interdisciplinary and publishes both theoretical and empirical work in Artificial Intelligence Journalism, and Fourth and Fifth Industrial Revolutions’ technologies.

AIJJ welcomes theoretical and empirical research studies in Artificial Intelligence Journalism and the new media era.

Aims and Scope

AIJJ is providing a scientific content for practical applications and Academic theoretical advances of the Fourth Industrial Revolution, Fifth Industrial Revolution and Artificial Intelligence (AI) in the Media & Entertainment Industry, Education, and Future of Cities, and related disciplines including (but not restricted to):

- Artificial Intelligence Journalism.
- Fourth and the Fifth Industrial

Revolutions' technologies in media.

- Artificial Intelligence and Media & Entertainment Industry.
- Artificial Intelligence and Future of Education.
- AI and Intelligent Government Services.
- Metaverse and New Media Content (Media of Metaverse).
- Fourth Industrial Revolution and Dynamic Human Skills (DHS).
- Cybersecurity in Media & Entertainment.

Key Words

Artificial Intelligence Journalism; AI Journalism; 7G Journalism; Blockchain-News; Covidization of Media Industry; Dynamic Human Skills (DHS), Artificial Intelligence Journalism and Professional Code of Ethics; AI Ethics; Augmented Reality; Virtual Reality; Intelligence-Integrated Communications; Cybersecurity in Media & Entertainment; AI and Detecting Fake Content; Robotization of Marketing; Media of Metaverse; Big Data Analytics; Machine Learning; Machine Intelligence; Deep

Learning; Data Mining; Big Data; AI in Education, AI and Intelligent Government Services; Artificial Intelligence and Future cities; Fourth Industrial Revolution; Fifth Industrial Revolution.

Artificial Intelligence Journalism for Research and Forecasting (AIJRF)

Artificial Intelligence Journalism for Research and Forecasting (AIJRF) think tank is a global leading organization in researching, forecasting, and shaping the future of Artificial Intelligence and human and the Fourth and Fifth Industrial Revelations.

AIJRF has the advanced skills in training, teaching, searching, and forecasting through its advisory board, plus three skilled teams, which are academic, editorial, and media team, in cooperation with various research institutions and universities, and specialized groups of academics and researchers in US, Euro, Asia, and Medial East. They speak and edit in five different languages: Arabic, English, French, Italian and Spanish.

AIJRF manages and issues" Artificial Intelligence Journalism Journal (**AIJJ**), the first AI

Journalism academic journal in both Arabic and English. Artificial Intelligence Journalism for Research and Forecasting (AIJRF), manages and supervises the Artificial Intelligence Journalism World Forum (AIJWF), the first global platform includes academics, media professionals and the specialists of artificial intelligence technologies, from educational institutions, universities, and the media.

AIJRF also manages and supervises the Artificial Intelligence Journalism World Forum (AIJWF), the first global platform to bring together academics, media professionals and specialists in AI technologies from educational institutions, universities and the media.

AIJJ Editorial Guideline

Submission Guidelines for Abstracts:

1. The abstract should be written in English.
2. Exceeding the word limit for the submitted abstract should not be more than 500 words.
3. The summary must show the full working plan for the study.
4. Be written in either UK or US English.
5. Contain a title page.
6. Please share a short bio.
7. Please, send the abstract directly to:

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8. All submissions should be related to the general theme of the new issue, which will be announced in the “Call for Papers” every quarter.
9. All abstracts will remain

confidential until they are accepted, and any rejections should receive an official email.

10. On average the journal returns a decision on a peer-reviewed paper in 15 days.

• Appeals

Researchers and authors who feel they have grounds to appeal a rejection decision should send a rebuttal email to the editorial team (academics@aijournalism.net), detailing the reasons for the appeal. Rebuttals will be considered by the Editor-in-Chief, often in consultation with the Editorial Board Member who handled the paper. Decisions on appeals are final.

• Final Paper Submission Guidelines:

1. The submitted research should not be published in any journals or online portals, not a part of a Master’s or a PHD proposal.
2. It should include forecasting and academic ideas and outputs.

3. Research will be reviewed by 3 professors, to obtain the final academic approval, before publishing on the **AIJJ**.

- **Final Paper Submission Format**

1. Research must be presented in a Word file.
2. All submissions should follow the journal guidelines for word count, page margins and line numbering, where the total research words should not be less than 3,000 words and not more than 6,000 words excluding spaces, title, names of the author and references.
3. Use 12-point Times New Roman for the main text and smaller fonts may be used for figure captions, and 14 for headlines.
4. The width of each line should not exceed 17.5 cm or 7.0 inch.
5. Start the first line leaving a space of 2.5 cm or 1.0 inch on the upper side.
6. The Title, Author's Names, and Affiliations should all

be centered.

7. Insert one blank line between the Affiliations and the main text.
8. Main text should be fully justified with single spacing.
9. Use bold face with bigger fonts for the Title but not for Authors, Affiliations, and the main text.
10. Leave a space of at least 2.5 cm or 1.0 inch on the bottom of the text. Page numbers will be printed there.
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12. Reported data – Data accuracy is crucial. Authors are strongly encouraged to double check all reported data for accuracy and to confirm that all units of measurement are correct and consistent.
13. References – Please see 'References' for full details of the journal's required style.
14. Graphics – All figures and tables should be presented in a clear and informative

manner with accompanying legends.

15. Ethical compliance – All articles are required to meet the requirements outlined in our ethical policy. Ensure you have included all relevant ethical approval statements.
16. Please be aware that the combined size of your files should not exceed 30 MB.
17. For article text: txt, doc, docx, rtf. We are unable to accept pdf files for article text for revised manuscripts but can do so for first submissions
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All references cited in the text must be included in the reference list and vice versa. However, if a reference consists of only a web address do not include it in the reference list but cite it in the text, giving the date the page was accessed.

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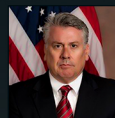
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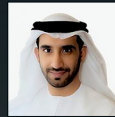
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Artificial Intelligence Journalism New Concepts

1. Covidization of Media Industry
2. Media of Metaverse
3. Dynamic Human Skills (DHS)
4. Artificial Intelligence Journalism
and Professional Code of Ethics
5. Blockchained-News


1. Covidization of Media Industry

The concept was coined by Dr. Mohamed Abdulzaher a pioneer of Artificial Intelligence Journalism, where the Covidization of Media Industry refers to; the type of changes and updates that have occurred in the media and Entertainment industry, whether in the press, radio, or television, or regarding any kind of the content creation for example in social media, smartphone applications and AI automation content. Those changes that relate to new patterns and forms in providing content, or new tools and technologies in reaching the audience, or related to new roles media and mass communications have played during the pandemic, which have become major functions in the post-Covid-19 era.

COVID-19 pandemic has affected the Media and Entertainment industry in what we can call (Post-COVID media) in terms of several levels:

- Covidization of the Media Industry is Creating New Patterns in the Media Content.
- Covidization of Media Industry is Creating New Tools and Solutions for “Media Channels” to Reach the Target Audience.
- Covidization of the Media Industry is Releasing New Roles and Responsibilities for the Media.
- Covidization of the Media Industry is Upgrading the Skills of the Media Communicators and Content Creators.

Covidization of Media



01

02

03


04

Creating New Patterns in the Media Content

Creating New Tools and Solutions for "Media Channels"

Releasing New Roles and Responsibilities for the Media.

Upgrading the Skills of the Media Communicators and Content Creators



Dr. Mohammed Abdulzaher

2. Media of Metaverse

It refers to media industry through virtual tools and solutions only, as it is currently manufactured by some physical and non-material artificial intelligence tools, on top of which is what Facebook announced from the “Metaverse” industry. When we mention the “Media of Metaverse” as a term that refers to the creation of virtual spaces for the providing and transmission of media or promotional content or virtual events between a specific audience without being restricted to a place and through virtual or augmented reality tools and solutions², and the concept has been coined by Dr. Mohamed Abdulzاهر.

Metaverse media is creating news or promotional content based on a 3D virtual environment, includes a specific audience mixed

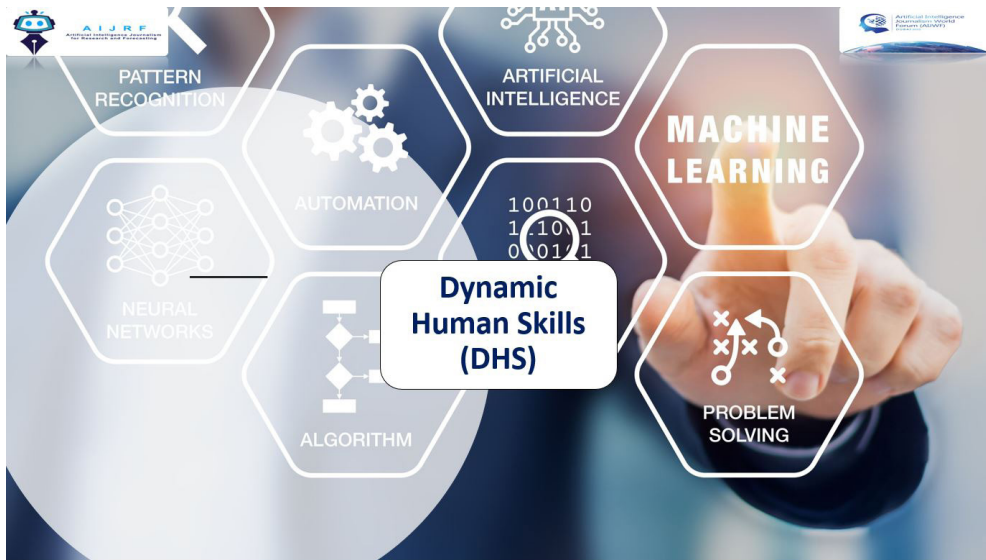
between the virtual and the real, and accepts interactive messages between the same audience or the audience and the content makers at a time specified by the recipient and in an environment made by the sender and receiver together.

It can be said that the Metaverse industry or “the Media of Metaverse” came as a natural result of the great losses that hit media and entertainment sector as a result of the Covid pandemic, which prompted many technology and media giants in the world to search for more effective and more accessible ways to the public, without a direct communication between people. This prompted Facebook to provide a huge financial package to invest in the world of Metaverse, as a more interactive alternative and the ability to publish content globally.



3. Dynamic Human Skills (DHS)

future sectors and jobs related to the Fourth Industrial Revolution,



Dynamic Human Skills (DHS), a new concept created by Dr. Mohamed Abdulzاهر, and was published his new book titled: (Globalization 4.0: The Future of Media in the Age of 7G Journalism)³.

DHS means how to move dynamically across your skills, and enhance your readiness for big shifting in skills and careers, adapting with the technological changes and job market's requirements.

DHS concept refers to the ability to work flexible in different

with new skills that are compatible with future requirements; and also the ability of workers, professionals, and companies to diversify their skills and management in their careers, according to work requirements and any crisis or changes that the world, a country, or a sector may go through.

Also, DHS means the way to manage our skills effectively to achieve the same results in different work environments or management.

The Global Model of The Dynamic Human Skills (DHS), (According to Mohamed Abdulzاهر)

refers to the rapid response to all the changes facing : individual, organizations, companies or governments, a response that enables them to mobilize all human skills and talents in an optimal way to manage crises, and adapt to those variables to gain the public benefit, those variables might include (for example):

1. The global crises: economic, political, diseases and pandemics, which directly affect global human resources and the movement of individuals, goods and products between countries.
2. The lack of natural resources or human talents within the country, or the decline of the individual's skills in a particular field, which requires individuals, for example, to learn new skills, or for countries and organizations to restructure their available human talents to face urgent changes.
3. All the new technologies, tools and solutions that emerge from the Fourth Industrial Revolution or the Fifth Industrial Revolution in the future, which need to be integrated into the labor

market and in the different production ways, and thus the speed of learning and managing them in an optimal way within entities or governments.

4. Labor market changes, or the dependence of certain sectors on innovations or new tools that exceed the capabilities of the normal individual, which requires a person to master the skills of working with these tools and innovations in a more dynamic, more effective and productive way.

4. Artificial Intelligence Journalism and Professional Code of Ethics

about the target audience, or analyzing its data in a way that may cause harm to the community



The Artificial Intelligence Journalism Professional Code of Ethics (AIJCE) means regulations and policies which are managing the professional practices of AI technologies in media, communicators, the public itself, and how these technologies can be used in accordance with human ethics, in line with human values. For instance, how we can use 3D printing in the media, without compromising human privacy, without photographing or embodying events, news, or content harmful to the public. How to rely on Robotization of Marketing without publishing private information

or cause psychological damage to people and society⁴.

AIJCE is based on 4 main pillars, namely:

1. The ethical values of the local communities in which Artificial Intelligence Journalism technologies are integrated.
2. The ethical and professional code of ethics of the media that uses such technologies and in any field that it can employ, according to the public values and ethics of the local community in which

it operates.

3. Journalists and media representatives who use these technologies on a daily basis, and how they can preserve the moral values of the local community, the professional code of ethics of the media, and their moral values on a personal level.
4. Ethical values and the professional code of ethics at the individual level of the public, and the extent of the responsibility that the individual can manage in their local community, and it helps to monitor any content or media and news materials that conflict with their community values, whether locally or internationally.

5. Blockchained-News

Blockchained-News refers to the use of blockchain technologies in creating, managing, and distributing of media content according to serial codes, allowing each news story or a report to reach the target audience according to the code or serial number that the media places in tight chains, just like the blockchain technology in financial and

accounting operations, according to Mohamed Abdulzaher⁵.

Artificial Intelligence Journalism and Blockchained-News will help cut down losses and stem the flow of fake news. We can use blockchain technology to mark genuine news before publishing it online. So, with the Blockchain technology we ensure improvement in productivity and quality, increasing transparency among parties and reinventing products and processes. Blockchained-News will be crucial in analysing the vast amounts of data generated from advertising activities daily and minimising the losses due to ad fraud. The report predicted that fraudsters will increasingly innovate in their approaches to imitate genuine advertising activity including faked clicks, mouse movements and social network accounts.

Since the blockchain is maintained to remove the characteristic of infinite reproducibility from a digital asset, Blockchained-News can use it to mark the genuine and sourced news and info before publishing.

Also the Blockchained-News will be very effective in sharing the information and the content between sources and media to

provide the audience with the right and trusted info and news, and to provide the Open Data portals with more Blockchained-News.

EndNotes

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