

**AI and Journalism: A Qualitative Inquiry of Opportunities, Challenges,
Future Prospects, Ethical, Professional and Societal Concerns in Pakistan**

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ABSTRACT

Artificial intelligence, automation and algorithms are reshaping communication and media landscapes around the globe offering new opportunities and raising various challenges in terms of ethical, professional and societal domains. The study has adopted qualitative approach to explore multidimensional aspects of AI adoption in journalistic practices by journalists in Pakistan. Taking theoretical foundations from Socio-Technical Systems Theory, the study has analyzed interplay between technical integration of AI into news rooms and journalistic practices by humans within the social subsystem navigating with professional transformation, professional identity, fears regarding job displacement, credibility issues, the opportunities, challenges and future prospects. The data has been collected using semi-structured interviews from journalists from diverse fields to interpret lived experiences for deep analysis. The findings of study have concluded that AI adoption has becoming not only a trend but an essential for survival in the field now yet there are mixed reactions of journalists about it some considering a positive development and some doubting it for affecting traditional integrity and identity of journalistic profession. Both journalists, the Social system and and AI, the Technical subsystem are navigating through dynamic interaction presenting picture of joint optimization. Every journalist accepts that the future of journalism is will be reshaped due to AI. So, every journalist would have to get expertise about AI tools and applications to meet up the required level of journalistic proficiencies for the field. Also, the journalists, news organization, government, policy makers all have to come together to work on ethical dilemmas associated with AI to avoid any algorithmic bias or credibility issues.

Keywords: AI, Journalism, Automation, Opportunities, Challenges, Dilemmas.

INTRODUCTION

The traditional landscape of journalism where journalists used conventional approaches in field and news rooms have been gradually accompanied by a silent and invisible force of Artificial Intelligence. the transformation can not be termed as just a technological advancement but it underscores a fundamental shift mixing digital growth, journalistic practices and consumption patterns among consumers as well. The adoption of AI has not just become a matter of choice for journalists but a survival mechanism. Although AI has offered several benefits in terms of time saving, enhanced efficiency and technological advancement yet certain issues have also been raised including the fear of job displacement, disinformation, algorithmic bias and many others. but the fact is that contemporarily AI is playing critical role in ensuring that journalists deliver timely, updated, diverse, accurate and relevant news to their audiences (Lin & Lewis, 2022).

AI is becoming instrumental in the field of journalism particularly in three domains: information collection, production and dissemination or distribution of content. This demonstrates that all the three phases of journalistic profession have been transformed by AI. From the first phase of information gathering, research and story selection to production involving writing, editing and factchecking to the final phase of dissemination and distribution with personalized approach for audiences with maximum reach (Marconi, 2020).

Center for News and Technology Innovation (2026) reported that more than 67% of media organizations and journalists have adopted AI for selection and content creation of news in journalism. This wide acceptance and prompt adoption highlights that the future of journalism is strongly tied to AI adoption and other digital tools. Although AI integration also raises some serious concerns regarding ethical implications as well but still the proven fact is that AI has strong potential for contemporary and future journalistic practices.

AI is widely used by journalists in six prominent domains including Exploration, Idea generation, Data collection, refinement and cleaning, Validation and factchecking and for publication (Fridman et al, 2023). The future of AI and journalism is one of the most popular debates of the time where the opportunities, risks and future need to be critically evaluated. The ethical implications, professional pressures, efficiency, algorithmic mechanisms all need to be explored and discussed for gaining positive insights for future. United Nations (2025)

Even after its wide acceptance, adoption and integration in almost all the prominent fields including journalism studies have reported that still human generated content holds significant importance. Sometimes readers feel skeptical about AI generated content because they may doubt its credibility also, they find human creators more trustworthy and they that human generated media content is more credible, creative and reliable but still the fact that AI has taken over many fields is a reality. So, if journalists use AI they can simply reveal by mentioning it but keeping the fact in mind that AI based content would not always bring positive feedbacks to them from their consumers (Rae, 2024).

Factually even after all the skepticism generative AI tools and applications are now used widely by journalists for creation of personalized media content and enhance the reach and impacts of their news and reporting. AI has gained its place in news rooms and embraced by numerous global media organizations to reduce the costs and meet the demands of modern journalistic parameters. Although the adoption and integration of AI in modern journalism has become indispensable yet its ethical, legal and societal implications including the bias authenticity and credibility issues still are a concern of journalists. It can be acknowledged that along with all the advantages and disadvantages AI has strong role in shaping contemporary and future journalism in world and Pakistan as well (Theodosiou, 2024).

Just alike the western world AI is transforming traditional journalism in Pakistan also but the trends of adoption are comparatively slow. Journalistic practices have been revolutionized in multiple ways (Tariq et al, 2024). Initially Pakistani journalists who were already adapt with traditional journalistic practices feared AI and did not welcome it as new innovation due to the negative perception of AI but gradually after embracing it for completing lengthy tasks in short time such as translations, summarization of long data sets and getting help in daily assignments they started accepting its significance and accepting it as new tool as help. Although AI adoption brought a new era of technological advancement and digital revolution around the globe and in Pakistan as well but the crucial impacts of AI adoption in journalistic practices also raised serious concerns regarding the accuracy of data. but also positively relates with the increased skills of journalists for editing and drafting of their news stories and media content.

The future of journalism is digital, and most precisely the AI. While digitalization and AI have improved efficiency and reduced the time and cost yet one of the most frightening aspect is the job displacement in the field. The situation has been horrible in case of Pakistan where more than 2500 journalists lost their jobs in 2018. More than 50% of field jobs have been estimated by specialists to be replaced by

automation. Newsrooms of global media outlets The Wall Street Journal, New York Times, Associated Press and Viacom have incorporated AI for high impact and enhanced efficiency. AI saves time and effort and help journalists create better content and to target maximum consumption in audiences (Afsar, 2020).

AI has strong impacts on audience consumption patterns, the level and intensity of effects may vary from one group to the other but the effects are strong, decisive inevitable. Gondwe (2025) declared that young consumers have greater receptiveness towards AI-generated content and they trust in its transparency and find it easily readable as compared with the older ones. This underscores that enhancing digital literacy will shape consumption patterns among older audiences in future too. Practical implications are required to address the trust bias, digital divide and credibility issues to bridge the gap for future which must be a top concern for news organizations and journalists

Research objectives

- To explore level of generative AI adoption and integration into journalistic practices and using automation for story selection, fact checking and analysis of data.
- To identify the opportunities and endeavors AI brings for journalists for their professional development and technical expertise.
- To analyze the challenges and fears regarding AI in the field of journalism for professionals hindering its adoption.
- To investigate ethical, professional and societal dilemmas encountered by journalists in their daily practices.

Research questions

- What is the estimated level of generative AI adoption and integration by journalists for story selection, fact checking and analysis of data in Pakistan?
- What potential opportunities and endeavors AI brings for journalists in terms of their professional development and technical expertise?
- How are journalists navigating the challenges and fears regarding AI in the field of journalism for professionals hindering its adoption?
- How many ethical, professional and societal dilemmas are encountered by journalists in their daily practices regarding AI adoption?

LITERATURE REVIEW

Molla and Ahsan (2025) conducted a bibliometric thematic analysis of published global research on AI and journalism and concluded that after 2020 the publications on AI adoption, automation, misinformation and its ethical implications have been incredibly increased. The study used mixed method approach to analyze qualitative and quantitative dimensions to interpret how AI has transformed journalism by outlining practical implications for future journalistic practices.

Tariq et al (2024) reported that AI has incredibly transformed significant domains of journalism in Pakistan but in a polarized society as Pakistan still certain reflections are obligatory to use AI as deriving force. There must be trainings for journalists regarding ethical implications of AI in professional journalism.

Aleesawi and Alzubi (2024) interviewed Jordanian journalists by employing qualitative approach to identify and evaluate the repercussion of AI on media and its content. The findings reported that AI has been widely adopted in designing and graphics of journalism. The most popular tools and applications include ChatGpt, Designs.ai, Deepfake, Word.ai, Siri, Art Flow, Google Assistant, QuillBot and various others.

Tetty et al (2024) added valuable insights by analyzing role of AI in journalistic practices in African countries and explored the challenges and opportunities it presents in news rooms. The interviews from journalists reported that AI tools are used widely by journalists for research and generating creative ideas and stories, transcription and fact checking. Whereas the practical implications include cost, technical and linguistic barriers and lack of awareness and expertise among journalists. The advantages of AI adoption were recognized in the study but at the same time the ethical quandaries and dilemmas regarding misinformation, data theft and inappropriate attribution.

AI models in digital journalism can be categorized into three categories the Speed and Scale which includes the swiftness of categorization and simplification of large raw data into comprehensible and brief information. Secondly the personalization it provides to users which is a core need of journalists. Thirdly the Reproducibility feature of AI which provide specific parameters for consistency and replication (Veerbeek, 2025).

It is a fact that AI adoption has become an essential requirement today but yet the negative assumptions regarding AI among professionals and audiences are also a reality. People still fear trusting AI and they doubt if they find any content AI labeled because they still believe that human generated media content would be more authentic, credible, creative and reliable as compared to AI content which may have technical bias and even misinformation as well. Prominent journalists who found it necessary to embrace AI reported that even if they use AI sometimes, they fear labelling and declaring it because they feel that it will affect their credibility as professional as AI generated content is considered less reliable and trustworthy than human generated (Altay & Gilardi, 2023).

Wang (2021) discussed that the most crucial aspects of AI adoption was related to its authenticity and credibility and serious allegations have been made on its content, following this AI tools are now providing features for fact-checking to combat misinformation, deepfakes and bias. Both ethical and professional implications of AI in the field of journalism are matter of discussions and debates among specialists which demonstrates that these issues would hopefully be resolved in near future and AI would highly be appreciated and adopted by majority.

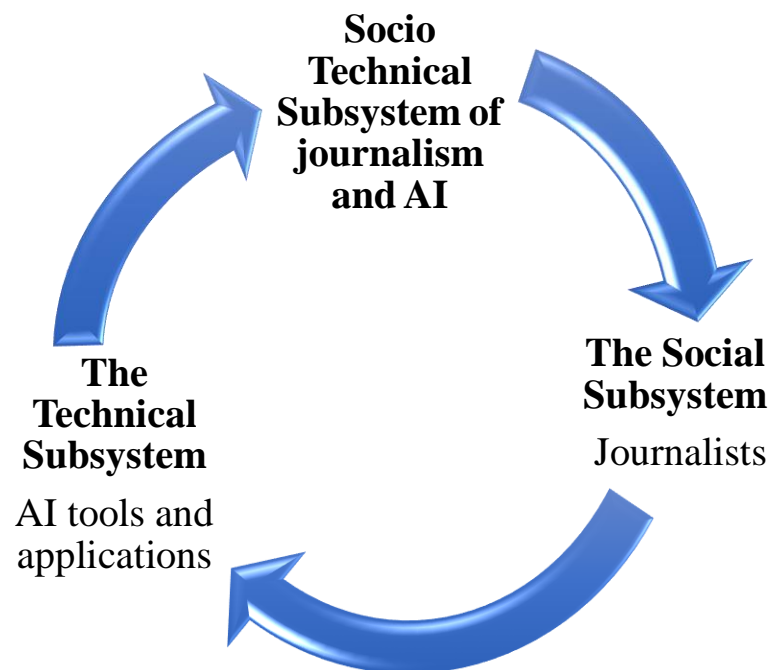
Media organizations and experts who still are reluctant to adopt AI and do not use these tools for journalistic content are now termed to be outdated, conservative and not up to the mark for contemporary standards of journalism. Almania (2024) criticized Saudi Media for using AI at limited level for journalistic content which results into disparity in level of awareness and modern techniques of journalism. These techniques are now essential and without inculcating these modern AI tools and modern journalistic techniques the gap would persist creating challenges for future as well.

Apablaza et al (2024) explored the experiences, challenges and future prospects regarding AI and its usage for creation of news and journalistic content. The study conducted survey of 154 participants including researchers, academics, students and journalists and concluded that participants from diverse fields related to communication and media are gradually adopting AI in their daily life tasks related to their professional field. Most of the participants are in consensus that AI is anticipated to bring exceptional positive future opportunities for every domain related to media and communication.

Parrat et al (2021) investigated AI and its adoption in journalism to assess the global trends and countries focused to AI adoption through analysis of academia and analyzed that Algorithms and AI are becoming essential tools for journalistic practices in recent years globally. The study conducted review of more than 358 scientific texts of academia in USA and concluded that the most studied areas are data

journalism, news verification and robot writing. Still there are many areas which need to be explored through research which will pave new ways to the scholarship of AI and journalism.

Theory: The study has drawn theoretical foundations from the Socio-Technical Systems Theory (STST), which conceptualizes that the organizational system can be interpreted by combining both social and technical factors working together as independent parts of complex system. It is a linear model which was proposed by Trist and Bamforth in 1950 (Geraghty, 2023). The STST theory explains complex organizational structures, the joint optimization and dynamic interaction between technology (machines) and humans (Ang, et al 2025). In the current study the joint optimization of Technical subsystem (AI softwares, tools and applications) and the Social subsystem (Journalists, their skills, newsroom patterns) have been explained and analyzed to explain the dynamic interaction between journalists and AI softwares, tools and applications.



METHODOLOGY:

The study has adopted a phenomenological qualitative research approach interpreting the lived experiences of journalists practicing both traditional and modern AI driven means of communication in their professional life.

Method: Semi-structured interviews: The data has been collected for semi-structured interviews from journalists.

Sampling technique: The study has interviewed seven working journalists from diverse backgrounds and beats working as professionals and experts in the domains of production, editing, research, writing. The purposive sampling technique has been employed for selection of participants enabling the study to collect data from journalists using AI tools and applications in their journalistic practices and share their lived experiences.

Data collection: The data has been collected using open ended questionnaire as instrument from journalists through personal interviews and face to face interactions to ensure that maximum information and accurate data must be collected for study.

Data Analysis: The data has been analyzed using Thematic Analysis technique to identify the most pertinent aspects of problem under investigation and identify recurring patterns in AI and its role in shaping journalism in Pakistan.

Coding

The profile information of selected journalists has been used for coding and interpreting information regarding their lived experiences for this study:

Table 1: Profile information of participants for interviews

Sr no.	Code	Organization	Years of experience	Specialized beat/ area
1	J1	PTV	14	Countering Propaganda
2	J2	AAJ	25	Editor
3	J3	Samaa Tv	20	Content Writer/ Associate Producer
4	J4	Independent Media	25	Editor
5	J5	GEO News	14	Desk
6	J6	Freelance	18	Development sector
7	J7	Express	21	Senior producer news

RESULTS

The findings of study have been reviewed and categorized on the basis of some themes to interpret the situation of AI adoption and integration deeply. The table below has categorized the key findings and the details and responses of interviews have been discussed in the section below as per thematic categorization.

Table 2: Thematic categories of themes and key findings of study

Sr no.	Theme	Sub-themes	Findings
1	Adoption patterns	Tasks	<ul style="list-style-type: none"> • Research • Translation/ • transcription • Data analysis • Summarization

		<ul style="list-style-type: none"> • Popular Tools 	<ul style="list-style-type: none"> • DeepSeek • Gemini • ChatGpt • Midjourney
2	Professional dynamics		<ul style="list-style-type: none"> • New transformations • Necessary for survival • Adoption trends increasing among individuals and institutions
3	Opportunities		<ul style="list-style-type: none"> • Time saving • Efficient • Technologically advanced
4	Challenges		<ul style="list-style-type: none"> • Algorithmic bias • Lack of institutional support • Training gaps
5	Ethical implications		<ul style="list-style-type: none"> • Credibility issues • Trustworthiness Disinformation • Deepfakes
6	Future prospects		Joint optimization of Technology and humans

FINDINGS AND INTERPRETATIONS OF INTERVIEWS

Adoption patterns and popular AI tools

Most of the journalists heard about AI from their colleagues and started adopting it incidentally for time saving and efficiency but gradually they realized that these AI tools and applications are becoming a silent partner of their daily life activities and journalistic practices. The most popular AI tools used by these participants include ChatGpt, Gemini, DeepSeek, Midjourney and Grok.

“I started using deep seek incidentally for translating Chinese news into English urdu and Punjabi. AI tools help me in important daily tasks such as making news, translating and summarizing reports” (JI).

“I used AI for summarization of long documents, reports and press releases” (J2). “I adopted AI three years back and use Grok and ChatGpt for translation and refinement of news stories (J3). I used it in early 20’s. Mainly for research work. Newsroom related help” (J4). “I have been using AI for 1 year but I do not do it daily or regularly. Sometimes when I get stuck under pressure at work, if it is very necessary, I use it not for formal translation but to search for an appropriate word (J5) I started using AI tools for making presentations and other official tasks (J6). For the first time, I used AI for filing reports on issue of South Punjab (J7)”.

Professional dynamics

Initially people used to fear AI considering it as disruptive force and threat affecting the traditional practices of journalism. The fear of job displacement, low credibility, questionable content, disinformation, algorithmic bias and deepfakes created a wave of fear and distrust among journalists but gradually as they got familiar with its tools and their benefits, they started trusting it and using it for their professional tasks.

“Well some of editors feel fear sometimes but till now in Pakistan, people related to media fields are not so much worried about AI (J1). Yes, during breaking news there is sometimes pressure to move fast, but editorial responsibility requires manual verification before publishing (J2). I have used AI several times to complete work quickly, but currently there is no scope in the newsroom to use AI-generated images or videos, nor does our organization’s policy allow it. AI can only be used for text (J3). AI is useless in dealing with sensitive sources, verifying ground realities, and understanding the credibility of political or local contacts—human judgment is essential there. Also, it always excuses that it is making some issues and it is in the process of learning. It is useless at a lot of times (J4). The professional dynamics of journalism are changing so AI can give good options in short time but user must know the ground realities as well (J5). These technological tools are helping professional journalists a lot in official documentations (J6). AI is reshaping journalistic practices as it is now helping in writing script, headlines, summarizing reports, for some pics and footages etc. or translating” (J7).

Institutional support

Media organizations and their support for their employees matter a lot and holds substantial importance when new technologies are adopted. But unfortunately, in Pakistan little or no institutional support is being offered to journalists by their organizations and they have to learn new technological skills on their own spending their personal efforts, time, energy and finances.

“News organizations do not support their employees for getting technical expertise and training for AI (J1). Mostly we are learning on our own. There is limited formal training, and many journalists explore free tools or personal subscriptions (J2). So far, this facility is not available to all journalists in the newsroom, nor is it widely encouraged. It is only available in head offices for certain specific departments (J3). We hardly have any institutional support and use free apps for subscription (J4). News rooms or media organizations never support us for such technological tools (J5). It is very rare that any news organization provide any help to its employees for learning or using AI (J6). Yes, our news organization provides us basic technological support for using AI tools (J7)”.

Opportunities

AI brought immense opportunities for journalists by providing them efficient technological support and time saving help. They can use AI tools for their daily assignments and bring extra ordinary variation in their work. Their creativity can outshine in their work if they use AI tools efficiently for their content creation. Also, it provides them with new opportunities in terms of job-related options. Journalists with creative minds and expertise may explore new domains of journalism by the help of AI. Some of the key areas in which journalists perceive AI has emerged with new opportunities are:

“AI saves time and helps doing more work in less time with more efficiency”. (J1). “Although AI offers technologically advanced help and assistance yet human efforts of expert journalists and professionals still hold significance because AI alone cannot justify and fulfil the requirements of this profession” (J2). “AI helps me most in translating between Urdu and English, and polishing breaking news copy quickly” (J4). Among all other positive aspects and opportunities offered by AI, the most pertinent is its time saving feature it helps journalists to do more in less time” (J5). AI is helping journalists incredibly by giving them new exposures (J6). AI is creating many positive aspects and opportunities for journalists, like Faster Research & Fact Gathering, Better Fact-Checking, More Time for Real Journalism, Data Journalism Growth, Multilingual Reporting, Improved Content Production, Visual & Multimedia Storytelling, New Career Opportunities, Investigative researcher using AI tools, etc (J7)”.

Challenges

Apart from all the benefits, few challenges have been experienced and concerns surfaced regarding AI among journalists. The fears of job displacement, credibility issues, linguistic and technical biases and most of all the ethical implications are closely linked with AI and journalism. All of them have been discussed with journalists in this study and the responses of interviewees have explained them quite precisely as:

“It is a popular belief that AI saves time and helps create more data in less time yet sometimes an extra effort is required to humanize AI data” (J1). “Factually AI is useless in dealing with sensitive sources, verifying ground realities, and understanding the credibility of political or local contacts human judgment is essential there (J2). Most of the time, AI makes things easier, but sometimes it can also put you in a difficult situation (J3). It saves time, but you cannot depend on it. Sometimes it can misguide you especially during breaking news, but sometimes it requires extra effort to verify facts and adjust tone according to editorial standards (J4). Although many journalists now use AI tools for their tasks but it is a fact that still it cannot be trusted blindly and one needs to have proper knowledge and skill to use it wisely without any issues (J5). The challenges vary from region to region and country to country (J6). AI brings useful tools to journalism, but it also creates serious challenges and negative impacts that newsrooms need to manage carefully. AI can generate fake articles, false quotes, manipulated images, synthetic audio, and deepfake videos much faster than humans can verify them. And AI may confidently produce incorrect facts, invented sources, wrong names, fake statistics, or misleading summaries. If audiences discover AI-written errors or hidden automation, trust in media organizations can decline. Some outlets may rely on cheap AI-generated rewrites instead of funding field reporting, investigations, and interviews (J7)”.

Fears of job displacement

There have been significant fears and concerns regarding AI among people and it was an assumption among masses that millions of professionals will lose their job to AI. Although it was true to some extent but yet with the time it has been proven that AI will only replace those who would not embrace it and update their skill set. Otherwise it is not AI that will replace them but their own conservative approach for professional development and growth. A huge job displacement and technical unemployment has been reported after its deep penetration in all professions but at the same time it has provided unlimited new ways of income generation, professional growth and skill learning to many as well. So initially most of the journalists fear that they are going to be replaced by AI chatbots and robots but eventually they learned basic AI tools and realized that AI has its positive support systems for their daily life tasks and they adopted AI for their journalistic practices.

“The general mood is mixed. Some believe AI will assist productivity, while others worry about reduced roles, especially in routine writing tasks” (J2). “AI is fully ready to replace those who are inexperienced or can only do mediocre work, but for experts who trust their own skills and can keep pace with the speed of work, AI is still a few steps behind” (J3). “Some believe AI will assist productivity, while others worry about reduced roles, especially in routine writing tasks. I think AI will need us” (J4). “I do not

think that there are any serious concerns regarding job displacement because as per my opinion AI can make work easy but it will not replace jobs because AI cannot replace humans to the maximum” (J5). The biggest fear regarding AI in the field of journalism are unemployment (J6). AI brings useful tools to journalism, but it also creates serious challenges and negative impacts that newsrooms need to manage carefully. AI can generate fake articles, false quotes, manipulated images, synthetic audio, and deepfake videos much faster than humans can verify them. And AI may confidently produce incorrect facts, invented sources, wrong names, fake statistics, or misleading summaries. If audiences discover AI-written errors or hidden automation, trust in media organizations can decline. Some outlets may rely on cheap AI-generated rewrites instead of funding field reporting, investigations, and interviews (J7)”.

Ethical implications

Ethical implications and concerns regarding AI have been the most crucial and highlighted concerns. Most of the people raised serious questions on credibility and authenticity of AI tools and apps and the content generated through these sources. It was considered a threat to human scholarship and even immoral because it required little or no effort as unlike human generated content.

Credibility issues and fact-checking

“It is essential to verify the credibility of information and adjust tone according to editorial standards also AI cannot be trusted blindly. Because AI does not give you 100% but it gives a good overview so you can go for fact check by your own, you can't trust on AI 100%” (J1). “AI is helpful for quick background checks, but I don't fully trust it for verification. It can also amplify misinformation if not carefully checked” (J2). “When it comes to images and videos, AI has almost eliminated the distinction between the original and the copy. Instead of helping to differentiate, it seems more focused on minimizing the difference between the two” (J3). “It is helpful for quick background checks, but cannot fully trust it for verification” (J4). It is a fact that we journalists have started using AI in our professional assignments and projects but as far as its ethical implications and credibility is concerned, I do not trust AI” (J5). The credibility issues and verification check can resolve these issues (J6). AI can help fight misinformation, but it can also be misused to create it. In environments where fake news, manipulated clips, and deepfakes spread quickly including Pakistan the responsible approach is to combine technical safeguards, clear policies, and human judgment (J7)”.

Linguistic and technical bias

Although AI tools and apps offer fine support with less technical and linguistic bias as it has compatible features and easy to use for news users even still sometimes journalists may encounter some technical barriers. As far as language is concerned AI tools such as ChatGpt has fine understanding of local language but users need to be vigilant as well. Because obviously the artificial intelligence no matter how advanced is can never beat human intellect and ability to comprehend linguistic complexities.

“ChatGpt offers fine translation and help in local and regional languages and context yet as a journalist I always counter check and refine content which means we as journalists still need to ensure that there must not be any algorithmic bias or technical issue in our content (J1). AI handles Urdu fairly well but still struggles with idioms, regional dialects, and Pakistan's political nuances. It sometimes misses cultural context (J2). As far as the Urdu language and our local culture are concerned, AI is very close to understanding them, but achieving a hundred percent accuracy is still a long way off (J3). AI cannot handle Urdu because it makes a whole lot of mistakes, it doesn't struggle with cultural items (J4). “The translation experience so far is good. ChatGpt provides good support for regional languages and translates content which is satisfactory and can be used easily for daily life journalistic practices (J5). I think AI cannot handle regional languages well. my experience with AI regarding Urdu translation have not been good (J6). AI can handle Urdu and regional contexts reasonably well, but the quality varies a lot depending on the task, dialect, and sensitivity of the topic. It is useful, but not flawless (J7)”.

Future prospects

The responses regarding the future of AI in journalism were mixed with both positive and negative responses but a fact was endorsed by all that future of AI is inevitable in every domain and journalism is not an exception. Whether people accept it or not AI has already made its place in this profession as a silent gatekeeper, partner, editor, writer, researcher and many other roles which cannot be denied in any way. So, it is better to accept it and embrace it with positive and progressive approach.

“I would say creative and propaganda things are not such easy task for AI (J1). A Pakistani journalist’s strength is understanding ground realities, building trust with sources, and interpreting complex political and social context this human instinct cannot be replaced by machines (J2). No matter how advanced a machine becomes, it can never understand human society’s problems, emotions, and feelings better than a human. In this regard, humans have an edge over AI, and that edge will remain. More focus is needed on this aspect (J3). Pakistani journalist can pick up on subtle cues, understand the unspoken, and ask the right questions to get to the heart of a story. They can also establish relationships with sources, gain their trust, and get them to open up in ways that a machine simply can’t. This human touch is essential for investigative reporting, in-depth analysis, and storytelling that resonates with readers (J4). “As far as the future is concerned AI may have bright future but it can never make authentic sources, reporting from spot also can not report the ground realities so future of journalism would have both AI and professional journalists both together (J5). The future may be AI but still the role of humans as journalists cannot be replaced by any technology or Artificial intelligence (J6). The future of AI in journalism is likely to be a mix of major opportunity, structural change, and ongoing ethical pressure. AI will not simply “replace journalists”; it will reshape how journalism is produced, distributed, verified, and funded. AI will become normal infrastructure in newsrooms for research assistance, transcription, translation, summarization, archive search, headline testing, audience analytics, production workflows. Much like cameras, editing software, or search engines became standard tools (J7)”.

CONCLUSION

The study has critically reviewed application and adoption of AI in the field of journalism by professionals working in different domains and analyzed that AI is widely accepted and adopted across the world and now in Pakistan as well. It is not just a level of advancement or matter of excellence in field yet becoming an essential requirement for survival in the field as well. People who doubted its credibility are also accepting its efficiency and utility because they have realized that it has become need of the hour to embrace modern AI tools for keeping up the pace with their colleagues and to meet standards of contemporary journalistic practices. Yet there are certain challenges which are faced by journalists regarding AI tools and their use for content creation, analysis and other tasks but they are eager to learn them due to positive support of AI in terms of technical help it provides for research, writing and analysis. On a positive note it provides incredible help in reviewing, categorizing and arranging large data sets into comprehensive data. The automation features offer significant support for journalists. But on negative side there are genuine concerns regarding algorithmic bias, misinformation, credibility and authenticity. But convincingly the future of AI adoption in the field of journalism has positive aspirations. The journalists are realizing that future of journalism would be highly AI driven and centered and every journalist in coming era would have to adopt AI tools and applications to survive and to excel in their field. This clearly depicts that both humans, journalists and technology, AI have dynamic interactions and presenting on a joint optimization. Both are working jointly in collaboration reshaping the contemporary and future journalistic landscape. News rooms and organizations have to accept professional AI adoption and integration in their domains to empower their employees. All stake holders including journalists, government, policy makers need to realize the need of AI adoption and integration into journalism because it is becoming a global phenomenon. All the concerns regarding credibility issues, ethical implications need to be addressed adequately by collaborative efforts.

LIMITATIONS

- **Geographical:** The study has conducted interviews from a limited number of journalists from Pakistan only. It can be replicated in other countries for more in-depth analysis. Particularly in technologically advanced countries in western media where AI has been incorporated more strategically.
- **Gender:** The study primarily focused on AI and its adoption in news rooms, reporting and fields where male dominance is a practical reality so it was hard to find female journalists and the participants are mostly male.

RECOMMENDATIONS

- **For media organizations:** Media organizations must embrace AI technologies because it is not just a new optional innovation yet it has become essential survival mechanism today and even indispensable for future journalism. Also they must invest in training their employees and provide required paid tools, subscriptions for their employees otherwise they would not be able to meet the level of modern journalism and global standards.
- **For educational institutions:** Universities offering media centered courses and degrees need to inculcate updated curriculum and AI centered programs to equip their students with modern journalism and AI otherwise there would be a huge gap in theory and practice of journalism for these students in future.
- **For audiences:** Studies must be conducted to gauge the level of digital literacy and awareness among audiences regarding AI generated media content. The gaps among diverse backgrounds must be focus of studies too in order to address the digital divide among different groups and ensure maximum positive impacts of AI in journalism and its audiences.

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