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ARTIFICIAL INTELLIGENCE: Igniting Creativity in Comms & Media

By: Muhammad Azril Izuan Ramlan & Faridah Hanem Ab Rashid

In a world buzzing with algorithms, reels and chatbots, one thing is clear, ARTificial Intelligence is no longer just about cold and hard code. It is becoming a canvas for creativity, a stage for storytelling and a collaborator in the communication and media universe.

That is right! ARTificial Intelligence. The emphasis on “ART” is not just a play on words. In the world of MassComm, we are seeing how AI blends the precision of technology with the soul of creative expression. It is no longer machines versus humans. It is now machines with humans, co-creating in ways we never imagined.

Let’s start with journalism. Newsrooms once filled with typewriters and notepads now feature AI tools that generate real-time reports. Platforms like The Associated Press use AI to produce data-heavy stories such as sports scores, election results, and financial updates. Not in hours but in seconds. While humans still drive the narrative arc, AI paints in the background, handling the tedious details so writers can focus on the art of storytelling.

In Public Relations (PR) and advertising, AI is the ultimate mood reader. It can analyse social sentiment, track viral trends and even help craft slogans that hit the sweet spot. Think of AI as an invisible strategist that whispers,

“Your audience loves this colour, this tone and yes, post it at 3:47 PM for maximum impact.”

On social media, AI is your unseen editor, curator and sometimes hype-person. TikTok, Instagram and YouTube all use AI to learn what you love. Whether it is dance challenges, ASMR or conspiracy theory breakdowns. Sometimes, even

as a little therapist who feeds you the right visuals and quotes that suit your mood. It serves you a never-ending stream of content that keeps you scrolling. It is not magic; it is machine learning. As for content creators, AI can suggest hashtags, edit videos, generate captions and even remix audio, all tools that bring the art of communication to life.

For our fellow designers, copywriters and filmmakers, tools like Canva’s Magic Write, DALL-E and Runway ML are transforming the creative process. Need a draft poster concept at 2 a.m.? Done. A video script idea based on a trending issue? Sorted. With AI, the blank page is not so scary anymore. It becomes a starting point, a brainstorm buddy, a silent collaborator who does not judge your first draft.

But we are not just here to praise the machine. AI also raises real ethical and creative questions. Can a bot truly understand culture? Who owns the art it helps create? Will creativity be diluted or deepened? These are the debates that we, as future media professionals need to lead. The fusion of AI and communication is not just about convenience. It is about conscience, context and creativity.

In the end, ARTificial Intelligence does not replace the communicator, rather it enhances the artist within. Whether you are scripting a documentary, launching a brand campaign or crafting a TikTok that changes minds, AI can be your brush, your beat, your brainstorm. So go ahead, make it a duet. Embrace AI but stay rooted in human nature.

After all, in this new media landscape, creativity is no longer just human. It is ARTificial and that is where the magic begins.