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# AI AS A CATALYST IN JOURNALISTIC STORY DEVELOPMENT

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**A**rtificial Intelligence (AI) is revolutionising creative communication within journalism by enabling storytellers, enhancing production processes, and boosting innovative audience interaction.

A comprehensive review of recent journalism research reveals that many news organisations are integrating AI to automate news writing, support data analysis, and tailor content to individual audiences. However, several studies also raise concerns about the loss of meaning and contextual depth in AI-generated material. These findings underscore the transformative role of AI in news production, while also highlighting the continued importance of human oversight. These results indicate that AI is transforming news practices, even though human supervision continues to be crucial.

A study published in *Frontiers in Communication* in 2024 explored the perceived quality of journalistic texts generated by AI tools. It discovered that AI can imitate superficial structure and tone but faces difficulties with contextual relevance and genuine subjectivity, which restricts its capacity to imitate a real journalistic voice.

The Innovative Journalism: Enhanced Creativity Tools (INJECT) project, funded by the European Union- funded project, examined computational tools aimed at assisting journalists in finding story angles and boosting creativity. Assessments indicated that journalists employing INJECT created more inventive stories, utilising AI as a creative catalyst rather than a substitute.



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AI tools converting articles into social media videos produced content with high views. However, editors who act as a gatekeeper were still required to refine and adjust AI-generated content to ensure the news quality. Human innovation and editorial evaluation played a vital role in enhancing the AI's recommendations. These have proven that AI speeds up content production compressing information, crafting headlines, transforming stories into various multimedia formats.

However in terms of ethics, challenges in precision and clarity remain; audiences frequently have more confidence in content created by humans, particularly regarding important and high impact issues. AI needs to be clear about its sources and evaluated meticulously by editors.

In conclusion, AI must be incorporated as a collaborative assistant, not a substitute. When paired with skilled human oversight, it can expand journalistic creativity, efficiency, and personalization while maintaining integrity and trust.