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# CREATIVITY WITH PURPOSE? That's Something Only You Can Do



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**H**ave you ever heard of the term writer's block? Imagine you are in the mood to update your social media or rushing to meet deadlines for piles of assignments and your brain just... freezes. Feeling frustrated, you decide to close the app on your smartphone or shut down your laptop and just go about your day. Those postings? Saved in the drafts folder, never to be revisited. The assignments? Just submitted as it is.

But guess who never gets tired of generating ideas? Yup, you guessed it right! Artificial Intelligence (AI). AI never does.

AI can draft essays, create brilliant copywriting, and even write an entire script for your school play in under a minute. Cool? Definitely. Convenient? For sure. But remember, while AI can write a lot for you, it can never write like you. AI does not feel things. It does not know you, your inside jokes, your cultural background, or even your brand personality.

With the right prompt, you can almost instantly find answers to your questions using AI but you also have to be aware that AI learns from huge amounts of data taken from the internet, such as articles, social media, images, and even online advertisements. Since the internet already has biases and stereotypes, AI picks those up too. That data reflects real-world bias, including gender roles, racial inequality, cultural stereotypes, and outdated norms.

Yes, AI is cool but sometimes AI gets it wrong. Especially when it comes to people, identity, and representation. Try asking AI to generate a photo of a CEO, a nurse, or an engineer. The CEO is usually a white man in a suit, the nurse is straight-up a woman, and the engineer? You will probably get a dude with glasses. No, AI is not racist or sexist. It is just biased, because it is trained on content that already is.

What happens is, AI does not think for itself. It gathers data from whatever it can find online. The internet, surprise surprise, is full of stereotypes. It's basically a mirror reflecting all the things we have seen over and over again in the media.

Advertisements shape how we see the world. They tell us who's powerful, who's beautiful, who belongs. If AI keeps showing the same types of people over and over again, then whole communities get left out or worse, misrepresented.

We all love AI. It helps you write essays when you are brain-dead, comes up with Insta captions in two seconds, and even designs logos like a pro. It is like having a genius robot friend on call 24/7. But you still need to be smart.

Bias in AI is real, and if we are not careful, we will accidentally pass that along in our work. So yeah, use the robot—but do not let it run the show. You take control. Because, creativity with purpose? That is something only you can do.