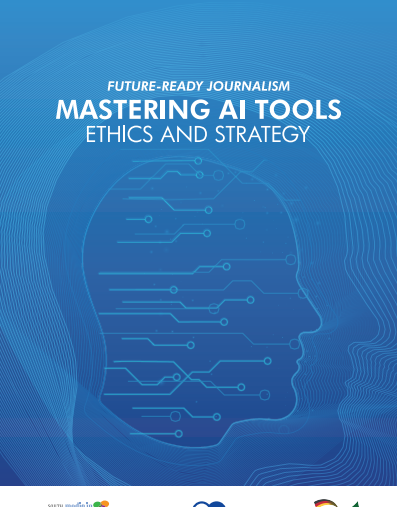
FUTURE-READY JOURNALISM

MASTERING AI TOOLS
ETHICS AND STRATEGY



SOUTH SOUTH CENTER FOR media in development

DW

deutsche gesellschaft für internationale zusammenarbeit

FUTURE-READY JOURNALISM MASTERING AI TOOLS, ETHICS, AND STRATEGY

MD Saiful Alam Chowdhury, PhD
Ferdous Bin Ali

FUTURE-READY JOURNALISM: MASTERING AI TOOLS, ETHICS, AND STRATEGY

Published by

SOUTH ASIA CENTER FOR media in development

Supported by

DW

german cooperation

House: 4/2 (3rd floor), Iqbal Road, Block: A
Mohammadpur, Dhaka-1207
Phone: +88 01819129473
E-Mail: info@sacmid.asia, dd.sacmid@gmail.com
www.sacmid.asia

Coordinated by

Syed Kamrul Hasan
Md. Easin Ahmed
Mahfuja Nasrin

Supervision

Jimi Amir
Mainul Islam Khan

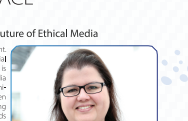
Design & Layout

Shadman Al Arbi

Date : October 2025

PREFACE

AI in Journalism – Pioneering the Future of Ethical Media



Journalism today stands at a pivotal moment. Emerging technologies, most notably Artificial Intelligence (AI), are transforming how news is discovered, produced, and consumed. For media professionals, this shift brings exciting opportunities as well as complex challenges. At a time when trust, authenticity, and relevance are being questioned, Journalism of the Future demands more than technological adaptation. It calls for a renewed commitment to ethical storytelling and the pursuit of public service.

In response to this rapidly changing media landscape, DW Akademie launched its project "Journalism of the Future" across Asia in 2024. DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. In Bangladesh, DW Akademie's project "Journalism of the Future" is an ambitious initiative to empower the next generation of media leaders as 30 fellows from five districts will be equipped with the skills, critical insights, and ethical grounding they need to navigate today's dynamic media environment. This program is supported by Germany's Federal Ministry of Economic Cooperation and Development (BMZ).

But within the Journalism of the Future program, a series of publications will help all of us explore key issues of the changing media environment too. All in Journalism is the first in this line of publications. It is a suggested training module with a detailed rundown; interactive training methods and engaging materials educators can use to help learners explore AI. It dives into the role of AI in the newsroom—from automating content and analyzing data to enhance audience engagement and streamlining workflows. At a time when AI evokes both excitement and concern, this module offers a balanced, thoughtful introduction to its opportunities and risks.

Designed as either a five-day intensive course or a semester-long weekly module, the curriculum blends theory with hands-on practice. It encourages participants to critically engage with AI's potential while reflecting on its ethical implications. What sets this course apart is its adaptability: educators can tailor it to fit the unique needs of their institutions, ensuring relevance across Bangladesh's diverse academic landscape.

We extend our sincere thanks to the experts, trainers, and media professionals whose insights and dedication shaped this module that we hope will become a lasting resource for media education and innovation. We are also deeply grateful to our partner in Bangladesh, the South Asia Center for Media in Development (SACMD). Their collaboration and unwavering support have been vital in bringing this initiative to life.

Priya Esselborn
Project Manager, DW Akademie

AUTHORS BIO

Md. Saiful Alam Chowdhury, PhD

Associate Professor

Dr. Md. Saiful Alam Chowdhury is an Associate Professor in Mass Communication and Journalism at the University of Dhaka. He holds a PhD from the University of Sussex, UK, focusing on media, politics, and elections. A former journalist, he worked with Prothom Alo, Channel One, and DESH Television, earning awards for investigative reporting. His research spans media freedom, digital communication, news literacy, and ethics. He has taught in the UK and consulted on journalism training including climate and election coverage. Dr. Chowdhury remains a vital contributor to media research, education, and professional development in Bangladesh.

Ferdous Bin Ali

(Co-founder of MSIE, AI specialist)

Ferdous Bin Ali has 8 years of experience in machine learning and data science, he specializes in multivariate analysis, time series, deep learning, computer vision, NLP, and explainable AI. He values quality data and believes domain collaboration is key to solving complex problems. He holds a BSc in CSE from Khulna University and a Master's in Applied Statistics and Data Science from Jahangirnagar University, along with the ACMP 4.0 certification from IBA. Passionate about research and industry-academia collaboration, he is currently the CTO and co-founder of MSIE, an AI startup he considers the most fulfilling journey of his professional life.

CONTENTS

CONTENTS

CONTENTS

Overview

This 30-hour training session aims to equip young journalists with practical experience incorporating artificial intelligence (AI) tools into journalistic methods and a comprehensive theoretical grasp of AI's impact on the media landscape. The module emphasizes real-world applications, case studies, and instruments utilized in journalism, comprising theoretical learning and practical sessions. Upon completion of this training, participants will possess the ability to employ AI to enhance their content creation, investigation, and reporting, improve newsroom efficiency, and engage with new storytelling formats in addition to comprehending the fundamental concepts of AI and its ethical implications.

Target Audience: Mid-Career Bangladeshi Journalists, Media Professionals, and Advanced Journalism/Media Studies Students.

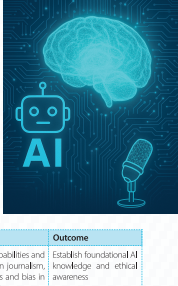
Duration: 5 Days (Approx. 30 Hours)

Core Goal: To equip participants with the practical skills, ethical judgment, and strategic insight required to integrate AI safely and effectively into news gathering, production, and newsroom management in the Bangladeshi context.

Figure 1: Flowchart on a Five-day training module

AI in Journalism Training (30-Hour Course)

This is a structured 30-hour course, conducted over **5 days**, with **6 hours of class each day**. Below is the detailed breakdown of the modules covered in this program:



Day	Module	Topics Covered	Outcome
01	AI Fundamental Lens	Understanding AI capabilities and limitations, AI's role in journalism, Ethical considerations and bias in AI-generated content	Establish foundational AI knowledge and ethical awareness
02	AI-Powered Data Journalism, Research and Investigation	AI tools for research, Investigative journalism with AI, AI-assisted pattern recognition in datasets	Gain hands-on experience with AI for news research and investigation
03	Content Creation, Enhancement and Fact-Checking Lens	AI-driven fact-checking and misinformation detection, AI-generated headlines and summaries, Personalized content distribution using AI	Produce, verify, and distribute AI-enhanced content
04	Ethical Considerations and Challenges of AI in Journalism	Regulatory frameworks, Transparency and accountability, Addressing ethical challenges	Develop ethical guidelines for AI implementation
05	Future Trends and Final Project	Emerging AI trends, Future AI newsroom applications, Drafting a final AI implementation strategy	Present a final actionable AI strategy for journalism

Working Towards the Final Report (Day-wise Contribution)

The "Final AI in Journalism Strategy Report": A Capstone Project

A central component of this training module is the creation of a *Final AI in Journalism Strategy Report*. Throughout the five days, participants will progressively build this report, which will serve as a practical and actionable guide for news organizations seeking to implement AI ethically and effectively. The report is designed for newsroom managers, editors, and technology teams. It aims to provide a clear roadmap for integrating AI in a way that enhances journalistic practices, strengthens content quality, and serves the public interest.

The report will be a collaborative effort, with each day contributing specific components:

- AI Tool Inventory: A curated list of relevant AI tools with descriptions and use cases.
- Ethical Guidelines: A set of principles for responsible AI use in journalism. Implementation Roadmap: A phased plan for adopting AI in the newsroom.
- Training Recommendations: Suggestions for upskilled journalists on AI tools and techniques. These will be incorporated to ensure that students have understood the concepts that have been taught during the 5 days.

Working Towards the Final Report (Day-wise Contribution) Each day contributes progressively to the Final AI in Journalism Strategy Report:

Day 1: Establishes foundational understanding and ethical considerations that will be used to shape AI policies in the report.

Day 2: Research and investigative AI tools will provide data sources and case study materials for the report.

Day 3: Fact-checking and content creation will help draft sections on AI's role in journalism production.

Day 4: Ethics discussions and regulatory frameworks will shape guidelines for responsible AI adoption in the newsroom.

Day 5: Participants will compile their learnings into a structured AI implementation strategy, finalizing the report for presentation.

Final Deliverable: AI in Journalism Strategy Report

The "Final AI in Journalism Strategy Report": A Capstone Project

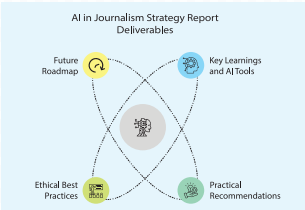


Figure 2: Final Report Deliverables

Key Theme for Day 1: Understand AI Fundamentals

Module 1: AI Fundamentals and Hands-on Prompt Engineering

Goal: Demystify AI, establish foundational knowledge, and build immediate, applicable skills in interacting with Large Language Models (LLMs).

1.1 Learning Objectives

1. Identify and understand different types of AI systems used in journalism.
2. Master the fundamentals of prompt engineering.
3. Distinguish between individual and institutional AI applications.
4. Apply AI concepts to practical journalism tasks.

1.2 Context

The media industry is experiencing a technological revolution through AI integration. News organizations worldwide are adopting AI tools at two distinct levels:

Individual Level	Institutional Level
Journalists use AI for personal productivity	Newsroom-wide AI systems for content management
Individual content creation and research assistance	Automated news production pipelines
Personal workflow optimization	Subscription and audience analytics
Custom content curation	Content distribution optimization

Understanding these dual applications is crucial for modern journalists to operate effectively in AI-enhanced newsrooms while maintaining their craft.

1.3 Instructions for Case Work

You are members of a newsroom's 'Innovation Team' tasked with mapping current AI capabilities and potential applications. Your goal is to create a comprehensive understanding of how AI can be integrated at both individual and organizational levels.

1.4 Training Schedule and Activities

Morning Session: AI Foundations

Session 1: Pre-Training Assessment (30 minutes)

- Complete "AI in Journalism Readiness" self-assessment

AI Self-Assessment Matrix

Skill Area	1	2	3	4	5	Total Marks
AI Fundamentals	Can name one type of AI	Can describe 2-3 AI types	Can explain most AI types and uses	Can detail all AI types and applications	Can strategize different AI combinations	
Individual AI Usage	Uses basic AI tools	Uses multiple AI tools regularly	Creates custom AI workflows	Develop advanced AI processes	Innovates new AI applications	
Institutional AI Knowledge	Aware of newsroom AI	Understand basic systems	Can operate multiple systems	Can optimize AI systems	Can implement new AI solutions	
Prompt Engineering	Writes simple prompts	Creates structured prompts	Develop effective prompts	Masters complex prompting	Creates prompt framework	

Total Marks Calculation

- Before Training Total: ___ / 20
- After Training Total: ___ / 20

Session 2: Introduction to AI in Journalism (90 minutes)

- Define AI, Machine Learning (ML), and Deep Learning.
- Understand the concept of Neural Networks without deep technical detail.
- History of AI in media (brief overview). Job of journalists and how AI can help in journalism.
- Integration of different AI tools in journalism practice .

Activity: Analyze the case study to discuss benefits, limitations, and real-world implications.

Resource: "The Elements of AI" (Free online course by the University of Helsinki), academic articles on AI in journalism.

Session 3: LLMs Deep Dive: How Tools Like ChatGPT & Gemini Work (60 minutes):

- Understand the data sources, training process, and mechanics of LLMs.
- Critically address key LLM limitations: hallucination, data cutoff, and inherent bias.

Case Study Analysis: Washington Post's Heliograf

Elaboration: Heliograf is an AI system developed by the Washington Post that automatically generates news stories from structured data. During major events like the Rio Olympics and elections, Heliograf produced short, data-driven articles to cover numerous events quickly. This case study highlights how automation can handle routine reporting, freeing journalists to focus on deeper investigations.

Afternoon Session: Prompt Engineering

Session 4: Hands-on: Mastering Prompt Crafting for News (Practical) (60 Minutes)

- Learn the structure of effective Prompt Engineering (Role, Task, Constraints, Format).
- Practice advanced techniques: chain-of-thought and few-shot prompting.

Case Study Example: *Bloomberg's Cyborg*

> **Elaboration:** Bloomberg's Cyborg automates financial reporting by processing vast amounts of data and generating news briefs quickly. The case study focuses on the efficiency gains from automating routine reporting and the importance of human oversight to verify AI-generated content.

Activity: Create and assess AI-generated news articles for quality and factual accuracy.

Resource: Online writing tools such as Hemingway Editor, Grammarly, transcription tools like Otter.ai.

Session 5: AI for Daily Reporting: Practical Applications (60 minutes)

- Use LLMs for efficient summarization, complex data extraction, and translation (Bangla/English).
- Create alternative headlines and short social media posts from long-form content.
- Generate follow-up questions for sources.
- Compare AI-generated and human-written content.

Session 6: Assessment Matrix (Same as Before) (10 minutes)

Rate yourself before and after the training based on your abilities in each skill area.

Skill Area	1	2	3	4	5	Total Marks
AI Fundamentals	Can name one type of AI	Can describe 2-3 AI types	Can explain most AI types and uses	Can detail all AI types and applications	Can strategize different AI combinations	
Individual AI Usage	Uses basic AI tools	Uses multiple AI tools regularly	Creates custom AI workflows	Develop advanced AI processes	Innovates new AI applications	
Institutional AI Knowledge	Aware of newsroom AI	Understand basic systems	Can operate multiple systems	Can optimize AI systems	Can implement new AI solutions	
Prompt Engineering	Writes simple prompts	Creates structured prompts	Develops effective prompts	Masters complex prompting	Creates prompt frameworks	

Total Marks Calculation

- Before Training Total: ___ / 20
- After Training Total: ___ / 20

*See if you got higher/lower.

Resources and Tools

- AI Journalism Glossary (with all possible free and paid tool for journalists).
- Prompt Engineering Cheat Sheet (same as above).
- Case Study Database (with every possible global AI integration- and How To's).
- Tool Evaluation Framework.

Core Theories

- Fundamentals of AI, ML, and Deep Learning.
- Natural Language Processing basics.
- Large Language Model Architecture.
- Media transformation principles.
- Practical applications in journalism.

Key Theme for Day 2: AI in the Newsroom Workflow and Verification

Module 2: AI-POWERED DATA JOURNALISM, RESEARCH AND INVESTIGATIONS

Goal: Integrate AI tools into specific phases of the journalistic workflow, with a strong emphasis on fact-checking and recognizing AI-generated manipulation.

2.1 Learning Objectives

1. Master data journalism techniques using AI tools.
2. Develop advanced research skills using AI-assisted methods.
3. Apply AI tools in investigative reporting.

2.2 Context

Modern journalism requires three core competencies:

- Data-driven storytelling.
- AI-enhanced research methodology.
- Systematic investigation approaches.

It operates on two levels:

Individual Level	Institutional Level
Personal data analysis tools	Team-based data projects
Research automation systems	Collaborative research systems
Investigation frameworks	Large-scale investigations

2.3 Instructions for Case Work

You are an investigative journalist working on data-driven stories with limited resources. Your goals are to:

- Choose a public interest story from your local area.
- Identify available public data sources.
- Consider time constraints (1-day investigation).

2.4 Training Schedule

Morning Session: Data Journalism & Research

Session 1: Pre-Training Assessment (30 minutes)

- Assessment Matrix (see section 2.6)
- Quick-fire round: "Share your best investigation story"

Session 2: AI for News Gathering and Research (60 minutes)

- Utilize AI tools for topic monitoring, trend identification, and basic data analysis.
- Explore tools for data scraping and converting unstructured data into usable formats.
- Pattern recognition in large datasets.
- Practical: Analyze a public spending dataset.

Session 3: AI in Content Production: Efficiency vs. Originality (60 minutes)

- Use AI for audio transcription (Bangla/English) and subtitle generation.
- Examine AI for drafting routine stories (e.g., stock market reports, weather).
- Ethical debate: Where does AI assistance compromise originality?

Case Study Example: *AI-Powered Research in Election Coverage*

> **Elaboration:** During election cycles, tools like Google Trends have been used to monitor public interest and emerging topics. This case study examines how journalists use AI to search data and analyze social media trends, providing insights into voter sentiment and campaign dynamics.

Activity: Practical session on web scraping using BeautifulSoup and trend analysis via Google Trends.

Resource: Python tutorials for web scraping, and open-source data repositories.

Session 4: Investigative Techniques (60 minutes)

- Pattern recognition in complex data.
- Document analysis with AI.
- Practical: Investigate a sample case using AI tools.

Case Study Example: *The Panama Papers Investigation*

> **Elaboration:** In the Panama Papers investigation, data journalists employed AI to analyze millions of documents, uncovering hidden financial transactions and offshore accounts. This case study illustrates how AI can identify patterns and anomalies within vast datasets, leading to groundbreaking investigative reporting.

Activity: Analyze sample datasets to uncover hidden trends and irregularities using AI tools.

Resource: Kaggle datasets, open-source investigative journalism platforms.

Session 5: The Deepfake Challenge: Verification Tools (120 minutes)

- Topics: Real-time fact-checking, deepfake detection, and misinformation identification using AI.
- Understand the creation and rapid spread of deepfakes and shallowfakes (audio, video, image).
- Hands-on use of current verification tools (e.g., forensic analysis tools, metadata readers) to detect AI-generated content.

Case Study Example: *Google Fact Check Explorer*

> **Elaboration:** Google Fact Check Explorer employs AI to cross-reference news stories with verified sources, helping journalists quickly verify facts and debunk misinformation. This case study details how the tool works and its impact on enhancing the credibility of journalistic reporting.

Activity: Develop a fact-checking workflow and evaluate AI-generated content for accuracy.

Resource: NLP-based fake news detection models, FactCheck.org guidelines.

Session 6: AI for Content Creation for Multimedia & Interactive Storytelling (90 minutes)

Topics: Automated article drafting, AI-assisted editorial workflows, and SEO optimization. AI in video, audio, and visual content generation; augmented reality (AR) in journalism.

Case Study Example: Associated Press' AI-Generated Financial Reporting

> **Elaboration:** The Associated Press uses AI to generate financial reports by analyzing market data and producing concise summaries. This case study emphasizes the efficiency gains in routine reporting and underscores the need for human editorial oversight to ensure context and narrative quality.

Case Study Example: The New York Times' Use of AI in Visual Storytelling

> **Elaboration:** The New York Times has integrated AI to create interactive graphics and dynamic data visualizations. This case study shows how complex datasets can be transformed into engaging visual narratives, enhancing reader comprehension and engagement.

Activity: Generate, refine, and optimize AI-produced articles with a focus on clarity and accuracy. Create a multimedia report combining text, images, and videos using AI tools.

Resource: ChatGPT, Jasper, Hemingway Editor, SEO tools like Surfer SEO, Canva, Lumen5, and AI-powered voice-over software like Speechelo.

Session 7: AI-Powered Data Journalism Self-Assessment Matrix (10 minutes)

Instructions: Before and after the training, rate yourself on each category from 1 to 5 based on your skill and understanding. 1 represents the lowest level of proficiency and 5 the highest level of proficiency.

Skill Area	Level 1	Level 2	Level 3	Level 4	Level 5	Total Marks	Total Marks (After)
Data Journalism Skills							
Data Analysis	Can open spreadsheets	Basic sorting/filtering	Uses pivot tables	Statistical analysis	Advanced modelling		
Visualization	Creates basic charts	Makes clear graphs	Interactive visualizations	Custom dashboards	Publication-ready visuals		
Story Finding	Identifies obvious trends	Spots patterns	Connects multiple datasets	Uncovers hidden stories	Predicts trends		
Tool Proficiency	Uses basic functions	Uses templates	Customizes tools	Creates workflow	Builds custom tools		
Research Capabilities							
Search Skills	Basic keywords	Advanced operators	AI-assisted search	Custom search tools	Search Automation		
Source Analysis	Uses single sources	Multiple sources	Source verification	Expert evaluative	Predictive analysis		
Data Collection	Manual collection	Basic scraping	Automated collection	Multi-source automation	Full-scale systems		
Synthesis	Basic summary	Clear write-up	Pattern recognition	Deep insights	Original insights		

Investigation Techniques							
Lead Development	Follows obvious leads	Multiple lead paths	Pattern recognition	Predictive leads	AI-driven discovery		
Evidence Gathering	Basic documentation	Organized evidence	Systematic collection	Automated gathering	Full-scale systems		
Analysis	Simple connections	Clear patterns	Network analysis	Advanced analysis	Predictive modeling		
Presentation	Basic reports	Structured stories	Compelling narratives	Multi-platform stories	Interactive experiences		

Resources and Tools

- OSINT Tools Directory.
- Web Scraping Templates.
- Investigation Case Studies.
- Tool Evaluation Framework.

Core Theories

- Data journalism fundamentals.
- OSINT methodology.
- Pattern recognition in investigative journalism.
- Document analysis principles.
- Web scraping and automation concepts.

Key Theme for Day 3: Ethics, Governance, and Responsible AI Journalism

Module 3: Ethics, Governance, and Responsible AI Journalism

3.1 Learning Objectives

1. Master ethical decision-making in AI-assisted journalism
2. Develop bias detection and mitigation strategies
3. Create transparent AI implementation frameworks
4. Apply practical solutions for ethical challenges

3.2 Context

Context

Newsrooms face ethical challenges with AI at two levels:

Individual Level	Institutional Level
Personal bias awareness and mitigation	Organizational AI ethics policies
Ethical content verification workflows	Bias detection systems
Transparency in AI tool usage	Accountability frameworks
Attribution and disclosure practices	Public trust-building mechanisms

3.3 Instructions for Case Work

You are an ethics officer in a digital newsroom tasked with developing and implementing AI ethics guidelines while maintaining journalistic integrity and public trust.

3.4 Training Schedule and Activities

Session 1: Pre-Training Assessment (30 minutes)

- Complete the "AI and Ethical Journalism Quiz"
- Quick-fire round: "Share examples of ethical issues you've encountered"

Session 2: AI Bias: Recognizing the Risks in a Local Context (90 minutes)

- Analyze how bias in training data (racial, gender, socio-economic) affects AI output.
- Local Focus: Discuss potential biases related to local dialects, religious sensitivities, and political polarization in Bangladesh.

Case Study: *Analyzing the case study to discuss the importance of transparency and explainability when reporting on AI-driven systems.*

What factors should you consider making it more transparent?

Activity: Group Activity- Ethical Dilemma

Session 3: Transparency, Trust, and Accountability

- Discuss the imperative of transparency (disclosing AI use to the audience).
- Establish clear lines of accountability (the journalist, not the machine, is responsible for the final output).

Activity: Discussion, Presentation

Session 4: Drafting Newsroom AI Policy & Guidelines (90 minutes)

- Review international examples of AI ethical guidelines.
- Actionable Output: Develop a draft set of internal editorial guidelines for AI use in own newsroom.

Activity: Group Work

Session 5: AI and Copyright/Intellectual Property

- Understand the current legal ambiguity surrounding AI-generated content and copyright.
- Discuss IP risks when using proprietary AI models for research/production.

Case Study: Facebook and Cambridge Analytica Elaboration: The Facebook-Cambridge Analytica data breach is a key example of privacy violations in the digital age. Participants can investigate how journalists must safeguard user data and can report on surveillance technologies.

Activity: Expert Input, Q&A

Session 6: Self-Assessment Matrix (10 minutes)

Instructions: For each statement, answer **True (T)** or **False (F)** based on your knowledge before and after the training.

Statement	Before Training	After Training
1. I understand the fundamental ethical principles in journalism.	☐ True ☐ False	☐ True ☐ False
2. I am aware of the potential risks of AI in journalism, such as bias, misinformation, and manipulation.	☐ True ☐ False	☐ True ☐ False
3. I understand the ethical implications of AI in journalism, including misinformation, transparency, and accountability.	☐ True ☐ False	☐ True ☐ False
4. I know how AI affects editorial independence and accountability in journalism.	☐ True ☐ False	☐ True ☐ False
5. I understand the ethical considerations for AI-generated content, including transparency, disclosure, and trust.	☐ True ☐ False	☐ True ☐ False
6. I can identify key ethical issues related to AI in journalism, such as bias and misinformation.	☐ True ☐ False	☐ True ☐ False
7. I am familiar with case studies of AI misuse or bias in journalism (e.g., AI-generated fake news, biased content generation).	☐ True ☐ False	☐ True ☐ False
8. I understand how bias in AI systems can impact journalism and the media.	☐ True ☐ False	☐ True ☐ False

9. I know the strategies for mitigating bias in AI tools and content creation.	☐ True ☐ False	☐ True ☐ False
10. I can recognize bias in AI-generated content and apply strategies to reduce it.	☐ True ☐ False	☐ True ☐ False
11. I understand how AI models can be biased and the steps needed to address this issue in journalistic contexts.	☐ True ☐ False	☐ True ☐ False
12. I know how to ensure transparency and trust when using AI in journalism.	☐ True ☐ False	☐ True ☐ False
13. I can develop ethical guidelines for the use of AI in journalism.	☐ True ☐ False	☐ True ☐ False
14. I understand the need for accountability in AI-assisted journalism.	☐ True ☐ False	☐ True ☐ False
15. I can work with others to draft a set of ethical guidelines for using AI in content creation, research, and reporting.	☐ True ☐ False	☐ True ☐ False

Overall Self-Assessment Score:

Total the number of **True (T)** answers for each of the 15 statements before and after the training. The maximum score per topic is **1**, with a possible total score of **15**.

- Before Training Total: ___ / 15
- After Training Total: ___ / 15

Resources and Tools

- Ethics Decision Framework.
- Bias Detection Toolkit.
- Transparency Templates.
- Implementation Guides.
- Accountability Checklist.

Core Theories

- Journalistic ethics foundations.
- AI bias and fairness principles.
- Transparency frameworks.
- Accountability models.
- Trust-building mechanisms.
- Engagement metrics and analytics.

Key Theme for Day 4: Strategy, Innovation, and Project Development

Module 4: Strategy, Innovation, and Project Development

Goal: Shift the focus to strategic thinking, exploring innovative uses of AI and initiating small-scale pilot projects.

4.1 Learning Objectives

1. Master future-focused AI journalism skills.
2. Develop innovative newsroom workflows.
3. Create forward-thinking content strategies.
4. Applying knowledge in developing projects.

4.2 Context

Journalism is evolving with AI at two levels:

Individual Level	Institutional Level
Personal AI augmentation tools	Newsroom transformation roadmaps
Career adaptation strategies	Emerging technology integration
Skill hybridization	Talent development frameworks
Innovation mindset development	Future-ready infrastructure

4.3 Instructions for Case Work

You are innovation leaders in a digital newsroom tasked with developing future-ready strategies while completing a comprehensive final project.

4.4 Training Schedule and Activities

Session 1: Newsroom Strategy: Business & Operations (60 minutes)

- Explore AI's role in optimizing resource allocation and managing shrinking budgets.
- Discuss new business models powered by AI (e.g., hyper-personalized subscriptions).

Activity: Presentation, Panel Discussion

Session 2: The Future of the Journalist's Role

- Identify the new skillsets required for the AI-augmented newsroom (e.g., data literacy, prompt engineering).
- Career planning: positioning oneself as an AI-literate media professional.

Topics: AI-driven automation in newsrooms, evolution of editorial processes, future technological trends, and complete "Future Readiness" evaluation.

Case Study Example: Personalized AI-Generated Newsfeeds

> **Elaboration:** *This case study examines how AI algorithms analyze user behavior and preferences to deliver personalized newsfeeds. It discusses the benefits of tailored content delivery in increasing reader engagement, as well as the ethical challenges like echo chambers and filter bubbles.*

Activity: Group discussions on the future role of AI in journalism and its long-term impact on newsroom operations.

- Emerging Tech Quick-Fire Round.
- Interactive Debate: "Journalism 2030".

Resource: Reports by Reuters Institute, case studies from AI-powered news platforms.

Session 3: Project Kick-Off: Defining a Pilot Project (90 minutes)

- Participants define a small, tangible AI pilot project relevant to their newsroom (e.g., "AI for summarizing daily press releases").
- Develop a clear objective, scope, and resource plan for the project.

Objective: Participants apply AI tools to create a journalistic piece (e.g., news article, multimedia report, investigative study) integrating techniques covered in the training.

Activity: Independent project work using a combination of AI tools and methodologies.

Resource: Open-source AI tools, media reporting guidelines.

Session 4: Innovation Spotlight: Advanced AI Case Studies (60 minutes)

- Showcase examples of innovative AI applications globally (e.g., automated investigative tools, data journalism AI).
- Inspire participants with what is possible beyond simple text generation.

Activity: Presentation, Demo

Key Theme for Day 5: Presentation, Final Assessment, and Next Steps

Module 5: Presentation, Final Assessment, and Next Steps

Goal: Review and present pilot projects, solidify learning, and define post-workshop support strategies.

5.1 Learning Objectives

1. Applying knowledge in developing projects.
2. Create forward-thinking content strategies.

5.2 Context

Journalism is evolving with AI at two levels:

Individual Level	Institutional Level
Personal AI augmentation tools	Newsroom transformation roadmaps
Career adaptation strategies	Emerging technology integration
Skill hybridization	Talent development frameworks
Innovation mindset development	Future-ready infrastructure

5.3 Instructions for Case Work

You are innovation leaders in a digital newsroom tasked with developing future-ready strategies while completing a comprehensive final project.

5.4 Training Schedule and Activities

Session 1: Pilot Project Presentations (120 minutes)

- Groups present their defined pilot project objectives, scope, and anticipated challenges.
- Receive feedback from trainers and peers.

Activity: Group Presentations, Peer Review

Session 2: Final Assessment and Key Takeaways (90 minutes)

- Conduct a final assessment/quiz covering technical, ethical, and strategic concepts.
- Review the top 5 essential takeaways for immediate application.

Activity: Quiz, Group Discussion

Session 3: Action Plan & Post-Workshop Support (60 minutes)

- Discuss immediate implementation barriers in the local context (e.g., cost, IT infrastructure)
- Define post-workshop support: follow-up calls, resource sharing, and community building.

Conclusion and Certification Ceremony (30 Minutes)

- Reflection on the future of AI in journalism.
- How young journalists can continue to stay updated and adopt new AI tools.
- Closing remarks and distribution of certificates of completion.
- Certification: Participants who complete the training will receive a certificate.

Abbreviations

Term / Abbreviation	Full Form / Expansion
AI	Artificial Intelligence
LLM / LLMs	Large Language Model / Large Language Models
ML	Machine Learning
OSINT	Open-Source Intelligence
NLP	Natural Language Processing
AR	Augmented Reality
SEO	Search Engine Optimization
IP	Intellectual Property
Q&A	Question and Answer
IT	Information Technology
AP	Associated Press
Deepfake	Synthetic media (video, image, or audio) generated by AI to mimic real people or events.
Shallowfake	Media that is lightly edited or altered to mislead, often through simple edits or recontextualization.