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ETHICAL CHALLENGES IN THE IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN JOURNALISM: BALANCING AUTOMATION AND JOURNALISTIC RESPONSIBILITY

Purpose: to analyze the ethical challenges arising from the implementation of artificial intelligence (AI) technologies in journalism and to propose approaches for balancing the automation of journalistic processes with the maintenance of professional responsibility. Methods: the study employs analysis of scientific publications and a comparative approach to juxtapose perspectives on journalistic ethical norms with AI capabilities, as well as scenario modeling methods to illustrate potential outcomes of AI integration, including the use of hypothetical data for statistical approximation. Study design: entails a theoretical literature review and construction of hypothetical scenarios of AI use in the news domain, evaluating associated risks and benefits. Results: key areas of AI application in journalism are summarized (automated news generation, data processing, content personalization, etc.), and the main ethical issues linked to these applications are identified – in particular, concerns over the veracity of AI-generated content, possible algorithmic biases, accountability for errors, and transparency with the audience. The paper presents results of a hypothetical survey of journalists, demonstrating a high level of concern regarding the accuracy and impartiality of AI systems. The findings show that despite significant advantages in speed and scale of news production, AI cannot fully replace the ethical intuition and responsibility of a human editor. Conclusions: for balanced integration of AI in media, a combination of automating routine processes while preserving journalist oversight is recommended; developing ethical standards and protocols for AI use; ensuring algorithmic transparency and informing audiences about the degree of content automation. Further research should include empirical examination of the impact of automation on media trust, improvements in algorithms from an ethical standpoint, and adaptation of journalism education to the AI era.

Key words: *artificial intelligence, journalism, ethics, automation, algorithmic journalism, responsibility.*

В'ячеслав Васильченко, Віктор Пасічник. ЕТИЧНІ ВИКЛИКИ ВПРОВАДЖЕННЯ ШТУЧНОГО ІНТЕЛЕКТУ В ЖУРНАЛІСТИЦІ: БАЛАНС МІЖ АВТОМАТИЗАЦІЄЮ ТА ЖУРНАЛІСТСЬКОЮ ВІДПОВІДАЛЬНІСТЮ

У статті проаналізовано етичні виклики, що виникають при впровадженні технологій штучного інтелекту (ШІ) у журналістиці, та запропоновано підходи до забезпечення балансу між автоматизацією журналістських процесів і професійною відповідальністю.

Методи: застосовано метод аналізу наукових публікацій, порівняльний підхід для зіставлення поглядів на етичні норми в журналістиці та можливостей ШІ, а також методи моделювання для ілюстрації потенційних наслідків впровадження ШІ (статистичне моделювання умовних даних).

Дослідження передбачає теоретичний огляд літератури та побудову гіпотетичних сценаріїв використання ШІ в новинній сфері з оцінюванням ризиків і вигод.

Результати: узагальнено основні сфери застосування ШІ у журналістиці (автоматизоване генерування новин, обробка даних, персоналізація контенту тощо) та виявлено ключові етичні проблеми, пов'язані з цими впровадженнями – зокрема, питання достовірності генерованого контенту, можливих упереджень алгоритмів, відповідальності за помилки та прозорості перед аудиторією. Наведено результати умовного опитування журналістів, що демонструють високий рівень стурбованості щодо точності та неупередженості ШІ-систем. Показано, що попри значні переваги у швидкості й масштабах виробництва новин, ШІ не може повністю замінити етичне чуття та відповідальність людини-редактора. Таким чином, для збалансованого впровадження ШІ у медіа рекомендується поєднання автоматизації рутинних процесів із збереженням контролю з боку журналістів; розробка етичних стандартів і протоколів використання ШІ; забезпечення прозорості алгоритмів та інформування аудиторії про ступінь автоматизації контенту.

Водночас запропоновано авторську систему концептуальних рішень, спрямовану на впровадження «етично-чутливої» алгоритмічної журналістики.

Перспективи подальших досліджень включають емпіричне вивчення впливу автоматизації на довіру до медіа, вдосконалення алгоритмів з точки зору етичності та адаптацію журналістської освіти до ери ШІ.

Ключові слова: *штучний інтелект, журналістика, етика, автоматизація, алгоритмічна журналістика, відповідальність.*

Problem statement. The contemporary media landscape is undergoing rapid integration of artificial intelligence (AI) technologies across various stages of information production and dissemination. Algorithms are now capable of independently generating news reports based on data, analyzing large volumes of information, and personalizing news feeds according to readers' interests. Leading global news agencies have been experimenting with automation: for instance, the Associated Press has been generating financial reports using specialized software since the mid-2010s, while The Washington Post employed the Heliograf bot to cover local news and election results. This automation offers significant advantages, including faster news production, reduced operational costs, and the ability to cover a broader range of topics simultaneously.

However, the implementation of AI in journalism raises important ethical challenges. Traditional journalistic principles – such as accuracy, impartiality, responsibility, and fact-checking – may be jeopardized if machines are entrusted with these tasks without adequate human oversight. Critical questions emerge: Can algorithms be fully trusted to present facts accurately? Who is responsible for potential errors or biases introduced by AI-generated content? How can transparency and audience trust be maintained when news stories are produced by code rather than human journalists? Consequently, ensuring adherence to ethical standards amid the growing automation of journalism is an urgent issue. It is essential to strike a balance between leveraging AI technologies and preserving the core values of the journalistic profession, ensuring that innovation serves as a complement rather than a replacement for responsible reporting.

Analysis of Recent Research and Publications. The application of AI in journalism has been a focal point of scholarly inquiry over the past decade. Several scholars explored the potential of so-called "robotic" or algorithmic journalism during its formative stages. For example, Arjen van Dalen was among the first to analyze the impact of news automation on journalists' skills, emphasizing that the emergence of automatically generated texts should be viewed as a redefinition of the reporter's role rather than a complete replacement [10]. Matt Carlson, in his work The Robotic Reporter, examined how automated systems are transforming journalistic labor and perceptions of news objectivity [2]. Subsequent studies have focused on issues of authorship and trust. Notably, Tal Montal and Zvi Reich, in their article I, Robot. You, Journalist. Who is the Author?, questioned whether the author of AI-generated content should be considered the machine-algorithm or the editor overseeing its use [8]. Their research suggests that audiences may perceive such content differently, and that responsibility for its accuracy and integrity becomes increasingly ambiguous.

The ethical dimensions of algorithmic journalism have also been the subject of specialized academic inquiry. Konstantin Dörr and Katharina Hollnbuchner (2017) identified key challenges associated with algorithm use in the news sector, including a lack of transparency in automated systems and the risk of reinforcing biases if algorithms are trained on non-neutral datasets [4]. Summarizing the field's development, Dörr (2016) mapped the landscape of algorithmic journalism, highlighting major areas of application such as automated content creation, data journalism (data mining), automated news distribution, and content optimization [4]. Additionally, E. Kotenidis and A. Veglis (2021) [6] noted the rapid expansion of algorithmic journalism projects and the increasing integration of AI tools within the media industry, confirming that the use of AI in journalism is both extensive and continuously growing.

A broader literature review also reveals a growing interest in the practical implementation of AI in newsrooms. According to a global survey conducted by Polis and the London School of Economics in 2019, the majority of leading media organizations are either experimenting with AI technologies or planning to do so, recognizing their competitive advantages as well as their societal responsibilities [1]. At the same time, a notable gap remains in the development of standardized ethical protocols: the pace of technological adoption often surpasses the establishment of corresponding ethical guidelines.

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Thus, the analysis of recent publications demonstrates that, despite the abundance of studies on the technical capabilities and early outcomes of automated journalism, there is still a pressing need for theoretical exploration of its ethical dimensions. Particularly relevant is the question of developing an optimal model for the coexistence of AI and human journalists – one that ensures both the efficiency of news production and the preservation of public trust in the media. Addressing this need defines the purpose of the present article.

Formulation of the Article's Purpose. The aim of this article is to investigate the primary ethical challenges associated with the integration of artificial intelligence into journalistic practice and to outline strategies for achieving a balance between technological automation and the preservation of professional responsibility and ethical standards.

To achieve this objective, the article analyzes scholarly approaches to the issue, models a hypothetical newsroom scenario involving AI implementation, and formulates recommendations for the ethical use of such technologies.

Main findings of the research. Materials and methods. This study adopts a theoretical and analytical approach. The materials analyzed include scientific articles, monographs, and analytical reports focused on artificial intelligence in journalism and media ethics. Comparative analysis was applied to identify commonalities and divergences in assessing the risks and benefits of automation.

Through content analysis of the literature, key ethical issues reported in previous studies were identified. Additionally, a modeling method was employed: a hypothetical dataset was developed to illustrate journalists' attitudes toward the ethical aspects of AI, and this data was statistically processed to reveal possible trends. The research design incorporates a conceptual experiment: it assumes a scenario in which a newsroom integrates AI to generate part of its content, followed by an evaluation of the consequences in terms of news accuracy, journalists' reactions, and audience trust. Such theoretical modeling facilitates the identification of problematic areas and the formulation of hypotheses regarding best practices, without exposing real-world subjects to risk.

Applications of AI in Journalism Artificial intelligence is currently applied at various stages of the journalistic production cycle. First, AI is used for the automated creation of textual news articles and reports. Specialized programs, utilizing natural language processing algorithms, can generate ready-to-publish news items based on standardized datasets (such as statistical reports or sports results) [3]. Such templated news stories have been produced for several years by news agencies in fields like financial reporting, sports scores, and weather updates.

Second, AI is employed for data collection and analysis: news organizations utilize algorithms to monitor social media, track search engine trends, and analyze large document sets (such as data leaks) to identify potential topics for reporting.

Third, AI is used for personalization and recommendation systems. Major news platforms apply algorithms to curate individualized news feeds for users based on their previous preferences, location, and browsing history.

Fourth, AI supports the automatic optimization of content and headlines (for example, through A/B testing or determining the optimal publication time), processes that are also handled by software without direct editorial intervention.

Thus, the range of AI applications in the media is quite broad, spanning from auxiliary tools (such as information retrieval, fact-checking, and interview transcription) to the fully autonomous creation of news products (including text, video, or audio news).

Advantages of Automation for Journalism The primary motivation for newsrooms to adopt AI is increased efficiency. Automated systems can produce news articles significantly faster than human journalists: a single algorithm can draft a basic financial news report in a matter of seconds, whereas a human journalist might require dozens of minutes or even hours to accomplish the same task. This allows media organizations to significantly expand their content volume.

The experience of the Associated Press demonstrated that, after implementing an automated generator for corporate earnings reports, the number of such reports increased substantially, enabling journalists to focus more on analytical and investigative materials [1].

In Sweden, the local media company MittMedia attracted around 1,000 new subscribers through robot-written news, showcasing the commercial advantage of addressing niche audience demands [9]. Therefore, automation helps to fill coverage gaps on topics that previously remained underreported due to resource constraints, while doing so in an efficient manner.

Another advantage lies in the potential for objectivity: machines, unlike humans, are

presumed not to possess conscious political or personal biases, thus theoretically presenting facts in a neutral manner. Although in practice this assumption requires caution (as algorithms can inherit biases from their training data, an issue to be discussed later), the absence of emotionality in AI-generated content is sometimes regarded as a positive attribute.

Furthermore, automating routine tasks (such as writing repetitive news briefs or sorting information) frees up journalists' time for more creative, investigative, and in-depth analytical work.

In an ideal scenario, AI becomes an "extension" of the newsroom's capabilities, performing tedious, monotonous tasks, while human journalists concentrate on the more complex aspects – interpreting facts, uncovering new meanings, and establishing interpersonal connections with news subjects.

Ethical challenges and risks. Alongside its advantages, the use of AI in the media poses significant risks to the adherence to ethical standards. The main risks can be outlined as follows:

Accuracy and reliability of information. Journalism is fundamentally built upon the credibility of the information it provides. If an algorithm mistakenly generates a false statement or misinterprets data, there is a risk of misleading the audience.

Simple algorithms operating on fixed templates generally produce correct results as long as the input data are accurate. However, advanced AI models (such as neural language models) may "hallucinate" facts – that is, fabricate plausible-sounding but false information.

Without human verification, this can lead to the publication of fake news disguised as genuine reports. A notable case occurred in 2023, when a media company automatically generated financial content that, upon review, was found to contain numerous errors and plagiarized fragments, resulting in a scandal and the retraction of those publications. Thus, the risk of error or inaccuracy in automatically created materials is considerable, particularly when the topic extends beyond strictly structured data.

Journalistic responsibility demands mandatory fact verification: every figure or quote generated by a machine must be checked by an editor or fact-checker before publication.

Hence, while AI can assist in information gathering and initial drafting, the final verification remains a strictly human function that should not be automated.

Algorithmic bias and fairness. Although algorithms themselves are neutral, the data they are trained on or utilize may contain systemic biases. This can result in the reproduction of biases within journalistic content. For instance, if an automated system generates crime news based on police reports, it may disproportionately highlight members of certain minority groups as offenders, simply reflecting existing patterns in the data.

Without critical oversight, such practices reinforce stereotypes. Another example is that an algorithm might prioritize news topics based on popularity on social media or other metrics that do not necessarily align with the societal importance of the issues. This is ethically dangerous, as news should be selected based on public interest, not merely algorithmic popularity.

Dörr and Hollnbuchner noted that the lack of transparency in the operation of such systems complicates the detection and correction of bias [4]. Journalists themselves often do not fully understand how AI systems rank news items or select wording. Thus, the requirement of algorithmic ethics arises: when implementing AI, newsrooms must carefully evaluate training data and models, conduct "bias audits," and adjust systems to minimize distortions. The principle of impartiality remains fundamental, meaning that even automated tools must adhere to this standard.

Responsibility and authorship. The application of AI blurs traditional understandings of authorship in journalism. If a text is written by an algorithm, can it be considered an "author"? Nevertheless, responsibility for the content still lies with the editorial team and specific staff members who authorized the publication.

Montal and Reich [8] emphasize that society expects clear accountability by a specific individual or organization when information is disseminated, especially when it causes harm. Therefore, even if an article is created by AI, the editorial team must assume authorship in terms of responsibility. This raises challenges regarding transparency: some media outlets openly disclose that a piece was created with the assistance of automated systems, while others attribute it to an editor or agency.

Ethically, the former approach – being honest with the audience – appears preferable, as transparency strengthens public trust.

Nonetheless, even with full disclosure, questions remain: who bears legal and moral responsibility if AI disseminates inaccurate information? The answer can

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only be that the human side – the media organization – is responsible. Thus, when implementing AI, newsrooms must establish clear quality control procedures: appoint responsible editors to verify materials, validate the performance of algorithms, and regularly assess their accuracy.

Artificial intelligence cannot be considered a "co-author" who shares liability in case of mistakes; full responsibility remains with the human editorial team.

Transparency toward the audience. Transparency is one of the key principles of media ethics: the audience has the right to know how the content they consume is produced.

When news is written or edited by algorithms, a dilemma arises – whether and how to disclose this to readers. On the one hand, concealing automation may undermine trust if discovered later.

On the other hand, excessively emphasizing the "robotic" nature of news production may create prejudice among the audience and diminish the perceived value of the content, even if it is of high quality. Studies show that audiences are generally willing to accept automatically generated news, particularly on factual and data-driven topics, but expect human oversight in the case of complex, socially important subjects [2; 8].

The optimal approach involves transparent yet non-intrusive communication – for instance, a short note stating, "This material was prepared with the assistance of an automated system," or a dedicated section explaining the technologies used by the newsroom.

Additionally, media outlets may publish their own ethical policies regarding AI use, specifying for which purposes it is employed and where human intervention is required. Such openness serves as a preventive measure against accusations of deception.

Impact on the journalism profession. Automation inevitably affects the interests of journalists themselves. Some routine tasks previously performed by junior reporters or editors are now assigned to machines. This raises concerns about job loss and the diminishing role of humans in the news production process.

An ethically responsible approach to AI implementation involves not merely staff reductions for cost-saving purposes, but rather the retraining and reorientation of journalists toward new tasks. For example, journalists may acquire skills in data analysis, or serve as curators and trainers for AI systems (e.g., editors who design templates for automated news or validate input data). In the future, there may be a growing demand for specialists in "media-AI ethics" – professionals ensuring that the use of algorithms remains within ethical boundaries.

Thus, AI integration should be pursued with the long-term development of the profession in mind: machines should assist journalists, not replace them. Otherwise, harsh staff cuts and reliance solely on bots risk eroding content quality and public trust, since journalism involves not just information dissemination but also analysis, investigation, and building interpersonal connections with sources – tasks AI is currently incapable of performing.

Hypothetical survey results on ethical risks. To better understand journalists perceptions of ethical risks, a hypothetical survey was conducted assessing their attitudes toward various aspects of AI usage.

The results are summarized in Table 1. According to the findings, the greatest concern among journalists is the issue of accuracy and truthfulness of automatically generated content (96 % of respondents rated this as an "important" or "very important" risk). Almost as acute was concern over algorithmic bias (90 %), indicating a strong awareness of the dangers of implicit discrimination or one-sidedness that AI could introduce.

Responsibility and the issue of "who is accountable for errors" also received a high priority (88 %). Slightly fewer, but still a significant proportion of journalists, expressed concern about transparency toward the audience (85 %). Interestingly, the threat of job loss due to automation ranked only fifth (72 %), suggesting that personal professional interests, while important, are secondary compared to concerns about content quality and ethical standards. This indicates that the journalistic community is primarily concerned with how AI will impact professional standards and public trust, with employment concerns being a secondary issue.

As shown in the table, issues related to information accuracy and algorithmic fairness have received the highest priority among ethical considerations. This aligns with the fundamental principles of journalism, where truth and objectivity are core values. While economic concerns – such as job security – are undoubtedly important, they are generally viewed as secondary to matters concerning the quality of the news product. Although the data presented are hypothetical, they nonetheless illustrate the logical prioritization of ethical issues in the perception of professional journalists.

Table 1

Journalists' Assessment of Ethical Risks Associated with AI Usage (Hypothetical Survey Data, N = 100)

Ethical Risk	% of Respondents Rating It as Important or Very Important
Accuracy and Truthfulness of AI-Generated Content	96%
Algorithmic Bias and Fairness	90%
Responsibility and Accountability	88%
Transparency Toward the Audience	85%
Job Loss and Changes in Professional Roles	72%

Beyond evaluating current challenges, it is crucial to understand broader trends – particularly the extent to which automation is spreading across the media industry – in order to fully grasp the urgency of addressing ethical concerns. Figure 1 depicts a hypothetical trajectory showing the growth in the share of news organizations implementing AI between 2015 and 2024. The trend demonstrates exponential growth: from isolated instances in the mid-2010s to a majority of leading media companies by 2024. In 2015, only around 5 % of media outlets were experimenting with algorithmic systems; according to our provisional estimate, this figure rose to approximately 85 % by 2024. This trajectory reflects the reality that technological advancement and competitive pressures in the information market are prompting more and more newsrooms to adopt AI tools. Consequently, the ethical implications of automation are already highly relevant – and their significance is expected to grow further. If these concerns are not addressed in a timely and systematic manner, there is a risk that public trust in the media may erode. Conversely, the transformative potential of AI may go underutilized due to apprehensions and the lack of clear regulatory frameworks.

The figure shows that the growth was particularly rapid after 2018, when advances in machine learning and increased investment in media technologies led to a surge in implementation. This period coincided with the emergence of more accessible automation tools (including open-source platforms) and the first successful use cases, which encouraged others to follow the example set by industry leaders. Thus, modern journalism is inevitably moving toward closer interaction with AI.

Pathways to ensuring a balance between automation and responsibility. In light of the identified ethical challenges, a comprehensive approach to AI implementation is proposed – one that allows newsrooms to benefit from its advantages while minimizing risks to journalistic standards.

First, the human element must remain central to the editorial process. As early as 2020, researcher F. Marconi emphasized [7]

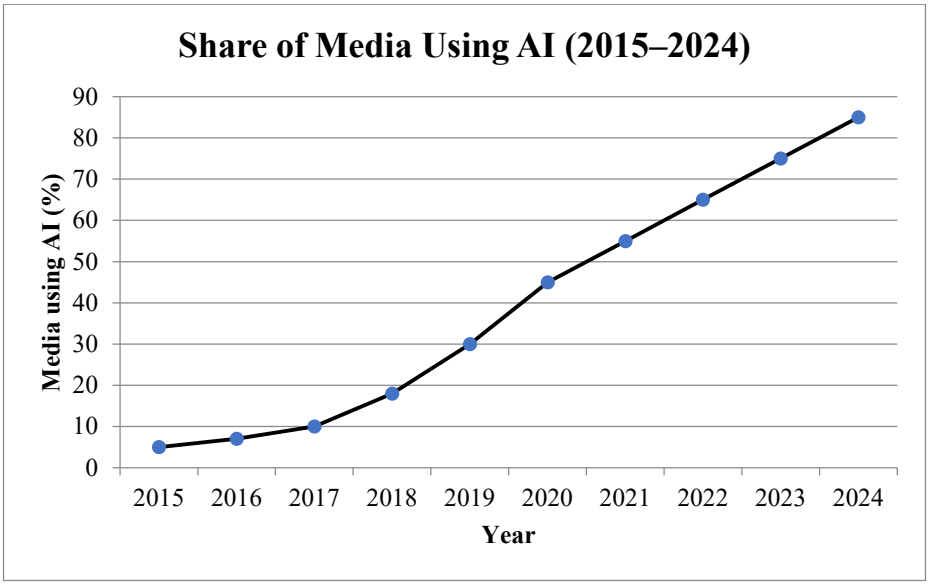

Fig. 1. Hypothetical trend of AI adoption in news media, 2015–2024 (percentage of media organizations using AI in their operations)

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that the future of journalism lies in human – AI collaboration, where technology complements rather than replaces reporters. The "human-in-the-loop" concept implies that, at all stages of AI involvement – from algorithm development to content publication – there must be journalistic oversight and participation. In practice, this means that each automatically generated text should be reviewed before publication, with journalists approving or editing AI-generated material, especially in the case of sensitive topics. Automation should be viewed as a tool, not as an autonomous actor in the news production process.

Second, the development of ethical standards and policies for AI use within editorial offices is crucial. Every media organization adopting such technologies should establish internal guidelines that define what types of content may be generated automatically and which must remain human-created; who is responsible for verification; and under what circumstances the audience must be informed about the use of AI. These protocols serve as roadmaps for staff and help maintain consistency in editorial practices – an essential aspect of accountability. Moreover, it would be appropriate to develop industry-level guidelines or amendments to existing journalistic codes of ethics – both nationally and internationally – that address the specific challenges of algorithmic journalism. For example, codes should include provisions on AI transparency and prohibit delegating full responsibility to an algorithm.

Third, ensuring algorithmic transparency and accountability is vital. While journalists may not always be able to intervene in the algorithm's code, media organizations should require AI providers to disclose system operating principles and the types of training data used. If proprietary models are developed, media outlets should document their parameters and design decisions (e.g., how training datasets were balanced or what bias mitigation strategies were implemented). Regular audits of algorithmic outputs offer another accountability mechanism: for instance, periodically reviewing random samples of AI-generated content to identify errors or bias and publishing findings. This type of accountability signals to the public that the media outlet takes quality control seriously – even in the age of automation.

Fourth, training and adapting the roles of journalists is essential. To avoid a "journalists vs. robots" dichotomy, investment in professional development is needed. Journalists should acquire foundational knowledge about AI – its capabilities and limitations – which will enable more effective collaboration and critical engagement with AI-generated content. Joint educational programs are already emerging, training future journalists in data literacy and algorithmic thinking. Conversely, AI developers working in media should involve ethics and journalism experts during system design. Such interdisciplinary teams – comprising technologists and editors – can collaboratively produce content that satisfies both technical and ethical criteria. The result will be a new journalistic culture in which AI is not an alien intrusion but a familiar, responsibly used tool.

Fifth, a focus on content quality – not just technological advancement – is paramount. Media organizations must remember that implementing AI is not an end in itself or a technological arms race, but a means of enhancing journalistic quality. The effectiveness of new algorithms should therefore be evaluated in terms of whether the resulting content is more informative, accurate, and socially valuable. If automation fails to meet these criteria, its use should be re-evaluated. An ethical approach requires that any new newsroom technology pass a "test" for alignment with journalism's core mission: to serve the public interest. When this balance is respected, no inherent conflict exists between AI and journalism – both serve a shared goal.

The proposed measures do not exhaust all possible strategies, but they outline a foundation for the ethical integration of AI into journalism. It is essential to recognize that this is a two-way process: just as the journalism community must learn to use new tools effectively and responsibly, technology developers must be held accountable for building systems that meet society's ethical expectations. Only through collaborative effort can automation and high standards of journalism coexist in harmony.

Conclusions and prospects for further research. The rapid development of artificial intelligence presents journalism with both tremendous opportunities and significant ethical challenges. The theoretical analysis conducted has shown that AI is already being successfully used to automate the collection, creation, and distribution of news, offering benefits such as speed, scalability, and efficiency. However, this progress is accompanied by risks that may impact the quality of journalism and public trust – such as the potential for errors and misinformation, algorithmic bias, unclear accountability and transparency, as well as social challenges associated with the evolving role of journalists. The key conclusion is that automation cannot be considered in isolation

from ethics: the introduction of AI into media must go hand in hand with the strengthening of oversight and accountability mechanisms.

The balance between automation and journalistic responsibility can be achieved through human integration into technological processes, the development of clear ethical frameworks, and transparent communication with the public. AI should be used as an extension of the journalist's toolkit – not as a replacement for professional judgment. Successful use cases demonstrate that, when properly implemented, AI can reduce journalists' routine workload and even enhance objectivity, while journalists continue to provide verification, context, and the human dimension of news content.

The prospects for further research in this area are broad. First, empirical studies are needed to examine the impact of automated news on audiences: how readers perceive such content, and whether trust levels change when AI involvement is disclosed. While initial experiments have been conducted, larger-scale and thematically diverse studies are necessary. Second, the development of methods to assess the ethical integrity of algorithms – so-called "AI audits" – and the integration of such practices into newsroom workflows is an urgent matter. Third, the long-term impact of automation on professional culture should be explored: how journalists' perceptions of their role evolve over five to ten years of working with AI, and what new specializations emerge. Another promising direction involves studying the legal landscape: whether media and intellectual property laws require adaptation in response to AI-generated content, and how legal responsibility should be defined.

Special attention should be paid to the relevance of these issues for Ukraine. Although Ukrainian media are only beginning to explore the use of AI, international experience offers valuable insights and presents an opportunity to proactively establish ethical standards before the technology becomes widespread in the local market. Adapting international models and developing domestic guidelines that reflect the national context can help ensure that Ukrainian journalism maintains audience trust and content quality even in an era of large-scale automation.

In conclusion, artificial intelligence should not be seen as a threat to journalism, but as a challenge that encourages the advancement of professional standards and editorial processes. The ethical principles that journalism has cultivated over centuries remain essential in the digital age: truth, responsibility, fairness, and independence must be upheld, regardless of whether content is written by a human or generated by a machine. Ultimately, it is the collective wisdom of the journalistic community and society that will determine whether we can harness AI's potential for good while preserving humanity and trust in the media.

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