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LINGUISTIC AND ETHICAL ASPECTS OF ARTIFICIAL INTELLIGENCE USE IN ENGLISH-LANGUAGE JOURNALISM

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Abstract
The rapid development of Artificial Intelligence (AI) technologies has had a significant impact on modern journalism. In the English-language media environment, AI systems are actively used for generating news articles, analyzing data, translating texts, and interacting with audiences. Despite numerous advantages, the application of AI is associated with a range of linguistic and ethical challenges that may affect the quality of journalistic content and the level of public trust in mass media. This article examines the main features of AI use in English-language journalism and analyzes the linguistic and ethical issues that arise in the interaction between journalists and intelligent technologies.

Keywords:Artificial intelligence, journalism, English language, media communication, ethics, language models, digital technologies.

Introduction

Modern society is characterized by a high degree of digitalization and a continuous increase in the volume of information. Under these conditions, journalism is compelled to adapt to new technological realities by implementing tools capable of accelerating data processing and enhancing the efficiency of content production. One of the most significant innovations of recent years has been the development of artificial intelligence technologies.

Artificial intelligence refers to a set of algorithms and software systems capable of performing tasks that traditionally require human participation. In journalism, such technologies are employed for automatic text generation, monitoring news flows, analyzing public opinion, and personalizing content.

The English language plays a particularly important role in the development of artificial intelligence. Most contemporary language models are trained on English-

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language text corpora because English occupies a dominant position in the global information space. However, this situation also creates a number of linguistic and ethical challenges that require detailed examination.

Today, leading international media organizations actively integrate artificial intelligence technologies into their operations. Machine-learning algorithms enable the automatic generation of brief news reports based on statistical data, financial reports, and sports results. Furthermore, AI is used for information retrieval, fact-checking, and the analysis of large volumes of data.

The use of artificial intelligence allows editorial offices to significantly reduce the time required for content preparation and improve the speed of news publication. Automation of routine processes frees journalists from technical tasks and provides more opportunities for analytical and investigative work. At the same time, the active use of intelligent systems generates new challenges, primarily related to the peculiarities of the English language and issues of professional ethics.

One of the most important linguistic difficulties is the ambiguity of word meanings in English. Many English lexical items possess multiple meanings that can only be determined through context.

Despite the high level of sophistication of modern language models, artificial intelligence systems are not always capable of accurately interpreting the meanings of individual words and expressions. As a result, errors may occur during the automatic generation of news texts or their translation into other languages.

For journalism, such inaccuracies may have serious consequences, as even minor distortions of information can alter the audience's perception of an event.

The English language is rich in idioms, phraseological units, and culturally specific expressions. Journalists frequently use such constructions to enhance textual expressiveness and create particular emotional effects.

However, artificial intelligence often experiences difficulties in interpreting these linguistic units. Literal interpretations of idiomatic expressions may result in semantic errors and disrupt narrative coherence. In addition, many English-language texts contain cultural allusions and references to widely known events that may be easily understood by native speakers but remain problematic for machine-analysis algorithms. This issue is particularly relevant in the context of automatic translation for international audiences.

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Another challenge is the tendency toward stylistic standardization of AI-generated content. Most language models are designed to produce texts that conform to common linguistic patterns.

Consequently, journalistic materials may become less expressive and lose their individual authorial style. In journalism, where originality of presentation and distinctive writing styles play a crucial role, this issue is of particular importance.

Excessive automation of content creation may lead to reduced linguistic diversity and increased standardization of the media environment.

One of the most widely discussed ethical concerns is the ability of artificial intelligence to generate inaccurate information. Modern language models can produce convincing texts that contain factual errors or fabricated data. In academic literature, this phenomenon is commonly referred to as "AI hallucination." For journalism, this represents a serious threat because the dissemination of false information undermines public trust in mass media.

Therefore, materials produced with the assistance of AI require mandatory verification and editorial supervision by human professionals.

The use of artificial intelligence also challenges traditional concepts of authorship in journalism. If a text is generated by an algorithm, questions arise concerning ownership rights: should they belong to the software developer, the editorial organization, or the journalist who employed the system?

Moreover, language models are trained on vast collections of texts created by numerous authors. This has generated ongoing debates regarding copyright protection and the legality of using copyrighted materials for training neural networks.

Another serious issue is the presence of bias in artificial intelligence algorithms. Since language models are trained on real-world texts, they may reproduce existing social, cultural, and political stereotypes.

In English-language journalism, this problem is particularly significant because the media exert considerable influence on public opinion. Biased algorithms may unintentionally reinforce discriminatory attitudes or distort the coverage of socially important topics.

To minimize such risks, continuous monitoring of training data quality and transparency in the operation of intelligent systems are essential.

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Prospects for Cooperation Between Journalists and Artificial Intelligence

Despite existing challenges, artificial intelligence possesses substantial potential for the further development of journalism. Machine-learning technologies can enhance newsroom efficiency, improve data analysis, and expand opportunities for international communication.

However, most researchers agree that artificial intelligence will not be able to completely replace professional journalists. Critical thinking, the ability to assess information credibility, sensitivity to social context, and adherence to ethical standards remain uniquely human competencies.

The most promising model appears to be collaboration between humans and artificial intelligence, where technologies perform supporting functions while ultimate responsibility for content remains with journalists.

Conclusion

Artificial intelligence has become an important tool in modern English-language journalism, opening new opportunities for information processing and media content creation. At the same time, its use is accompanied by a number of linguistic and ethical challenges. Among the most significant are lexical ambiguity in English, difficulties in interpreting idiomatic expressions, language standardization, the spread of inaccurate information, questions of authorship, and algorithmic bias.

The effective application of artificial intelligence technologies in journalism is possible only when professional human oversight is maintained and ethical principles of media practice are observed. In the future, the successful integration of intelligent technologies and journalistic expertise will contribute to the further development of high-quality, responsible, and trustworthy journalism.

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