
Artificial Intelligence Application and the End of Information and Reality in journalism: A Critical Review

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Abstract:

The concept of artificial intelligence is one of the most used in the human field because its algorithms dominate and control the different digital spaces. Therefore, this analytical critical paper focuses on the effect of artificial intelligence on journalism, mainly after its applications have penetrated the edition and newsrooms, dominated the content of social media and controlled the movements of the users to manufacture the content and program the awareness. Based on this, our main question is “What will be the fate of reality, information, journalism, and journalists in the era of artificial intelligence? How did artificial intelligence algorithms besiege the digital content on social media, falsify the awareness, and mislead the international public opinion? Our findings show that artificial intelligence applications gave journalism another dimension (the speed of data collection and procession, the news production...etc). However, they are a threat to the news’ credibility, transparency, and depiction of reality due to the falsification, manipulation, fabrication, racism, and injustice towards the issues. In addition, they are a new tool for domination and continuous control of individuals and their freedoms.

Keywords: Algorithms, artificial intelligence, journalism, interaction, reality, social media.

Introduction

The press as a concept, a practice, and a primary source of information has known many challenges and has gone through various eras and changes. In this regard, it tried to keep its principles of objectivity and credibility in covering and broadcasting the news. However, the wind of change, mainly of technological development, affected it and imposed the technical model to guarantee its survival as a job and a message. Thus, it shifted from the paper press era into the electronic press. Despite not recognizing the citizen press as a new type of media that emerged thanks to social media, we cannot deny its attraction to various audiences, mainly social media users. The big media agencies rely on it to get information. Therefore, it paves the way for the arousal of the 5th authority “the audience authority”, which dictates the news agenda and the program map of the news agencies.

The development did not stop at this point, as the journalists face the challenge of AI journalism “Bot journalism” that threatens their jobs. In this context, we found different views regarding the future of human journalism and the fate of its ethical and professional principles in light of the increasing domination of bot journalism, the penetration of AI applications into the newsrooms, and the use of robots in animation and news breaking. Therefore, the main goal of our study is not only to focus on the reflections of using AI applications in journalistic work; rather, we shed light on their effect on reality and truth, which the human journalist seeks. In addition, we shall focus on social media (Facebook, Twitter, Instagram, etc) as a source of information for many journalists and citizens. These platforms were the first to use bot journalism to produce content and besiege the digital spaces with algorithms to encircle the user inside a communicative labyrinth,

which he thought for a while was under his control, to discover later that he is a mere being inside a labyrinth where the rumors and fake news are spread

To answer these research questions, we divided the study into two parts. The first one is about the use of AI in information work, as an alternative to journalism and about the diverse views regarding their credibility and truthfulness. The 2nd revolves around the use of algorithms in social media to mislead public opinion and spread fake news; we shall focus on the Palestinian issue on social media.

The electronic armies: are a group of modern communication technologies users whose mission is hacking the accounts of adversaries and promoting specific ideas to serve their agenda.

Digital segregation: it is the bias in dealing with social media users according to their affiliations, religions, languages, and trends. In this context, specific strategies are used to deal with them. Thus, some users are allowed the possibility of preferential access while others have restricted access.

The Use of Artificial Intelligence in the Press Industry

The Concept of Artificial Intelligence

Before speaking about the use of AI applications in media and press, we must know its concept, historical background, applications, and fields of use in human life. In this context, AI is the process of designing intelligent systems that can encompass their environment. It is a science and the engineering of intelligent machines that simulate and outperform human intelligence (al Dalkamouni, 2022). Besides, it is defined as the result of the human endeavor to improve natural intelligence, make it more efficient, and reduce intrinsic, cultural, and biological flaws such as oblivion, fatigue, and emotionality (Moussa, 2021). In addition, it is the systems that simulate human intelligence and perform tasks based on data and is the outcome of computer systems development. Moreover, it is computer programs that can study and execute recurrent human activities.

Genesis

The expression first appeared at the Dartmouth Congress in the USA, held by Marvin Minsky, John McCarthy, Claude Shannon, and Nathan Rochester, in 1956 when they predicted the ability of machines to acquire more produced intelligent behavior (Al Dalw et al., 2022).

Types

To distinguish the types of AI, we rely on the ability of the systems to simulate human behaviors, and find these types:

- The limited AI: It is the systems that make specific tasks and have limited intelligence.
- The general AI: It is characterized by the ability to learn, recognize, understand, and work as humans.
- Extreme AI: It is characterized by its very high memory, fast data and statistics procession, interpretation, linking, and decision-making.

The Use of the AI in the Journalistic Work

The concept of AI press depends on using the techniques of the 04th industrial revolution in the media, and on their integration and restructuration in new and innovative media practices (Al Menif, 2021). Many international newspapers, such Wall Street Journal and BBC, rely on AI to produce journalistic content. In this context, the Boston Globe newspaper won in 2021 the Pulitzer Award for investigative journalism after reporting a story about car accidents in the USA and how

to limit them. The journalists relied on Optipoint, which is an AI tool. Jeremy Gilbert, a professor of digital media strategy at North Western University, sees that AI applications shall make a revolution in journalism through:

- Redesigning the content and structure of the journalistic stories ;
- The need of journalists for efficient tools that save effort ;
- More specialized journalistic experiences (Al Hammami, 2023).

Thus, the recent increase in the use of AI applications in journalistic writing, editions, and publication contributed to a radical change in the concept of the recipient/reader. It puts us in front of a digital user who sends and receives with high efficiency. Therefore, AI aims to replace the human element in making rapid calculations and storing, classifying, analyzing, editing, and publishing big data and information. The question is, “Can we say that AI applications are the end of the human press and journalists? What are the effects of integrating AI on the press and journalists?” Many expectations point out that there shall be whole newsrooms without humans, as it is a press that does not need the human element (Al Menif, 2021).

Using Artificial Intelligence in Journalistic Works

Various journalistic fields use AI applications, mainly:

- TV production: to guarantee to management of the TV content and predict the videos that gain tremendous views, some TV channels rely on AI, such as the Chinese agency Xinhua integrated audio and images with a virtual character that simulates the human mouth movements.
- Automatic recording: it is through making and developing robots to interact with the event, cover it, and send reports that describe it.
- Social media: these websites are used to suggest suitable content, recognize faces, make automatic translations, and generate fast texts.
- Chatbots: they are used in marketing and customer service to answer the customers' questions.
- Editing: it started with producing media content using computers about the weather forecast for instance, until writing high-quality journalistic content. This goes through various steps, namely:
 - Finding the story: surveying the data to find the stories that deserve writing about and publication.
 - Producing the story: it is writing the content, such as publishing the reports.
 - Distributing the story: making robots that share the stories on the phone applications, produce summaries, track the user, and interact with his preferences.

Hence, the intervention of AI applications in the written press is no longer limited to replying to messages, suggesting the most suitable content to the readers, and writing news and letting the human editors correct them; instead, AI does everything from simple to complicated.

 - The appearance of automated journalism: it is the algorithms that convert the data into narrative news without human intervention, except the primary programming intervention (symbols insertion).
 - The emergence of Robo-journalism: Google tried “Google News” in 2002 and developed an automatic editor that does not need human intervention.

The scholars: (Hammond Kristian* and Jason Whittaker**) see that AI applications shall substitute the human journalist .

* -A computer science professor and artificial intelligence expert at Northwestern University predicted that a robot would win the Pulitzer Prize.

Artificial intelligence applications dominate journalism in:

1. Looking for data, The British newspaper "Gurdiem" adopts an algorithmic newspaper program to select the most popular articles and collect them in a weekly printed newspaper.
2. Monitoring and managing the comments on the post.
3. Selecting the topics.
4. Editing the news (Moussa, 2020, p. 07). Example: The Associated Press, which began automating financial earnings reports in 2014, using the "Wordsmith" algorithm, where it used to publish 300 reports every quarter, now publishes 3,700 stories in the same period. Also, The Washington Post adopted its own writing algorithm, "Heliograf", to cover the 2016 Olympics. ("The LA Times" press used a text-generating algorithm to write an online article about the Los Angeles earthquake.
5. The British newspaper "Daily Mirror" and "Daily Express" publish an article using an artificial intelligence program. (Boumkhila, (2023), p. 41).

In front of the huge amount of information on social media, humans cannot cover and filter them all, unlike AI applications. In a study in 2014 on the audience of digital content to know their ability to discriminate the automated and human-made news, findings showed that the automated news was more exact and of a better quality compared to the traditional.

The Advantages of Integrating AI Applications in Journalistic Work

The automation focuses on:

- The local news, the fast publication, the edition of a massive amount of content, etc.
- The value of the news, rather than the angle or depth of procession.
- The quality of writing makes the content ready for immediate publication.
- The transparency in dealing with the data.
- The ability to find a relation between the data.

In this context, big media companies, such as the New York Times, Washington Post, Reuters, etc, use AI applications for creative writing, not only journalistic writing. Therefore, using AI helps deal with the big data that require much time from the human. A study by the Associated Press pointed out that in 2027, the newsroom shall be equipped with an arsenal of AI devices. Besides, the Reuters news agency built an electronic newsroom, "Insight Lynx", to collect the news, suggest ideas, and analyze data.

Models of Successful AI Applications in Journalistic Work (Abed Arrazik, 2022,p54-55)

Wordsmith was used in the journalistic field to write news. It employs a massive amount of data and makes a quantitative analysis. In this regard, 1.5 billion news stories have been written using good writing rules.

Associated Press agency has been using it since 2014 to write reports about the company's gains (from 300 to 4000 reports annually). The aim is to make the journalists focus on the news stories and leave the numbers to the software.

- Quakebot: It is specialized in covering earthquakes, and is equipped with sensors.
- Coral Project: it is a software that helps the press institutions manage the plethora of comments on the content.
- Quill: It is a software that changes the data into news stories. The task of the journalist is to identify the tables or the graphs, and within seconds, they change into a news story.
- The story discovery engine: it is used to facilitate finding the ideas that can be used to make investigations in public fields (health, education, transportation, etc). It is based on making reports and presenting stories. It provides the user with a set of investigations explanatory tests and reports built on a set of visual data and statistics.(Moussa, 2020, p09)

Repercussions of Using AI in Journalistic Work Information in the Balance of Gain

** - He is famous for his pessimistic outlook on the future of journalism, He has a book called " Tech Geants, Artificial Intelligence, And The Future of Journalism ", 2019

In the two last decades, the Australian government suggested “Facebook” a law that provides for paying money in return for news content. Despite Facebook banning sharing news in Australia and making the locals feel isolated, Facebook had to accept the law of government, which aimed at leaving the news publication to the newspapers to keep their profitability. In addition, Google agreed with News Curb to pay for the content made by its media outlets.

The Fate of the Press and Journalists in the Light of the AI Press Domination

In light of the integration of AI applications in the news editorial boards, and of their writing of creative, investigative, and news content, we wonder about the fate of the human journalist, the reality, and the electronic press. Many questions have been raised in a congress held by the TAO center for Media Innovation and Policies Exchange in 2017 on how to use AI in journalistic work, the roles in this field, and whether it will be part of each story. The answer was that AI should support the work of the journalists, but not replace them. In addition, it was believed that it would be limited to remaking some tasks, uploading the interviews, and filtering the comments and that the human would remain the master of the machine (Imoulouden, 2023) which would positively develop his skills (Al Menif, 2021, p. 04).

The need for the human element is still up as long as the change is regarding the qualifications and roles. Besides, the human position is still maintained because the human develops the algorithms of AI, manages them, and takes the decisions, mainly that we speak about an information process in diverse cultural contexts. In this context, the role of the journalist in the era of AI lies within focusing on the contexts and backgrounds of the content to reach the meanings. On the other hand, the algorithms are limited to tracking the lexical semantics, data, and images (Moussa, 2020, p. 13). Despite this, we cannot neglect the need to adapt the training programs of the media field to cope with digitalization and its ever-changing applications (the availability of the software, dealing with a digital user, Google and Facebook algorithms to recognize the user). Moreover, it is necessary to create a complementarity between the journalist and the software engineer and to divide the work between the journalists and AI applications (p. 13).

Nevertheless, we witness pessimism by “Naom Latar”, who specialises in robot journalism, regarding the economic future of journalists because journalism is more efficient compared to the highly costly human journalists. In addition, Gibson Whitaker, the writer of “The Giant of the Techniques, AI, and the Future of Journalism” warns of the risks of the monopoly of Google, Apple, Amazon, Microsoft, and Facebook on AI to achieve their commercial goals and use news to attract advertisers. Besides, he speaks about the challenges of digital journalism and the domination of the algorithms, which impose the need for more awareness about reality and for more human qualification and training to deal with the penetration of the techniques. Furthermore, he recommends making automation a tool that helps human intelligence and facilitates daily life, not only a tool that challenges human intelligence and threatens the human press (Amkour, 2021, p56).

On the other hand, we cannot deny the fears of falsification exercised by specific parties through AI, mainly using the deep fake that integrates videos and sounds to spread fake news, and the fears of the double standards that serve segregation goals (belonging, color, race...etc).

The Use of AI Applications to Falsify the Global Public Opinion

We shall discuss the employment of AI algorithms through social media to hide many truths that do not go with the views of the owners and threaten their economic and geopolitical interests.

The Shift of Social Media into Factories to Spread Lies and Falsify Public Opinion

The huge spread of fake news on social media increased the worries of politicians and journalists about their effect on the democratic path and public opinion, mainly because the audience’s trust in traditional information sources decreased on behalf of social media, as surveys show (Al Delimi, 2018, p. 03). This took place because the businessmen, the arms dealers, the

lobbies, and the pressure groups, which have no relation with the media practice, dominated the media outlets. Therefore, these outlets deviated from their main mission and created a democratic crisis in Western societies (Laayadhi, 2017).

Fake news refers to all the news and information that targets a specific party and promotes fake stories to mock, defame, or harm them and get a high number of followers. This news increased with the increase of social media. Some see that the term “fake” is relative and is not related to the news per se, as it depends on the news’ correspondence to our views and attitudes. Therefore, we often try to deny what does not correspond to our attitudes (Sahraoui & Shayeb al Draa, 2021, p. 148).

Among the most important elements in spreading fake news, we find the facility of accessing the advertising returns, increasing the political attraction, and the popularity of the social media. Some parties employ these sites to manufacture the consent thanks to the high number of information they provide, and to their ability to manipulate the individuals and communities, according to specific political agenda without care about the ethics. In this regard, spreading fake news on social media is a media industry used by specific parties to achieve a set of goals, such as creating fear and untrust in the adversaries, tarnishing and demonizing them, causing moral and material damages, and, thus, misleading the public opinion (AL Delimi, 2018, p. 05).

Promoting Hate Speech through Social Media

Facebook considers hate speech as one that incites violence, exclusion, and segregation. Besides, it is a direct attack against people based on their race, ethnicity, religion, gender, social stratum, nationality, disabilities, etc (Facebook fights hatred in the advertisements on its platform, 2020). Facebook Company set a detailed communicative policy to control and regulate the contents and called it “community standards.” The policy covers violence and criminal behavior, safety and the objected content, honesty and cruelty, respecting property rights, and related requests. In addition, Facebook refuses to spread hate speech, cruelty, and indifference towards others’ feelings (Moussa, 2020, p. 08). In this context, Mark Zuckerberg declared that his company aims to adopt a strong policy to fight hate speech in advertisements on Facebook, mainly after the death of the African-American “George Floyd” on 25 May 2020. Other big economic companies, such as Coca-Cola, temporarily suspended their ads on social media to push them to show more seriousness towards hate speech and racism (Facebook fights hatred in the advertisements on its platform, 2020).

The Algorithms of AI and Misleading the Universal Public Opinion about the Palestinian Issue

The speech here revolves around the discursive mechanisms and strategies used by the information and news media to produce competitive stories, which are most of the time contradictory in dealing with the Palestinian issue according to their ideologies and political interests. The aim is building a public opinion represented by the majority, as they say. Undoubtedly, Western media companies support the Jews agenda, such as the USA, France, Germany, UK, etc. They try to impose the Jewish version and reject the Palestinians to justify the Jewish illegality and criminalize the Palestinian resistance and Hamas movement.

Through its newspapers, mainly *Haaretz*, the Jewish media criticized the policy of Benjamin Netanyahu, the Jewish PM, and his failure to deter the Aqsa flood. Besides, it confirmed the US's absolute support for the Jews and justified the Jewish military attacks and their right to defend themselves against the terrorist opposition. As for social media, they are more biased. Therefore, we shall shed light on the use of media outlets, mainly social media and the citizen press, to promote

fake news to give legitimacy to the Jewish version and demonize the Palestinian revolution. In addition, we shall focus on the control mechanisms of social media to limit the Palestinian version using AI algorithms.

The Algorithm Unbias towards the Palestinian Issue/ the Pro-Palestinian Issue

In light of the digital revolution and the dominance of modern information and communication technologies, we witness the 6th generation wars, the tremendous spread of social media, the media monopoly, the content management policies, and the digital humanities era, after the biologists had predicted the era of cyborg. Hence, today's wars are managed distantly behind the scenes. They can change the regimes according to the goals and attitudes of specific parties (Ghassan, 2023, p. 06). These wars rely on controlling the information and media sources, and the news contents on social media. Examples include the Arab Spring and the Covid-19 era, where social media turned into information platforms that spread good and fake news, racist discourse, and hate speech. Thus, the tools of information misleading changed with the change of the technique and the infrastructure, where big data wars are taking place and affecting individuals' behaviors. Here, the experts must point to the necessity of distinguishing the information from the media, mainly regarding the citizen press that seeks "the likes", even to the detriment of credibility.

The Characteristics of the Jewish Discourse on Social Media

Before delving into the questions of social media and the use of AI algorithms to control the Palestinian accounts, we must focus on the digital discourses of the Jewish users to know their features, structure, and ideology, and how they are promoted on social media. We refer, here, to the content posted by the official pages of Jewish journalists and researchers on Twitter and Facebook because it is a symbolic discourse (image and sound) that tries to show the development of the Palestinian issue from the eyes of the Jews according to a specific strategy that shows, according to (al-Raji, 2023, <https://studies.aljazeera.net/ar/article/5740>) that:

- Most of the used labels are "terrorism" to describe the armed, civilian, and official Palestinians.
- The discourse is equipped with caricatures that show a criminal lethal Palestinian flag. Its activity is linked to ISIS and is tarnished.
- The Palestinian resistance movement is called "the Iranian Jihad", ISIS, thugs, and criminal families.
- The Palestinian leaders are described as traitors and killers.
- Some journalistic names are described as mercenaries that trade in the Palestinian issue.
- The issue is considered a fake issue, and the Palestinians are described as liars, hypocrites, criminals, and fraudulent people (Al Raji, 2023, <https://studies.aljazeera.net/ar/article/5740>).
- The discourse insists on the historical Jewish existence in Palestine and on drawing legitimacy from the religious dimension, and that the Palestinians are people from nowhere trying to invade the land of the Jews.
- The military and political behaviors of the Jews are justified, and the Jews are playing the role of the victim.

The Jewish ideological discourse on social media adopts many types, namely:

- The legitimacy ideology: it is the attempt to show the legitimate existence of the Jews in Palestine, i.e., the return of a people to its land based on the international decisions and documents, the sacredness of the religious beliefs, and the work to maintain peace and stability in a normal environment.
- The ideology of banning: this takes place through hiding the news broadcasted on various international media outlets, such as the case of the Jewish operation "The Truthful Dawn" which

killed 44 Palestinian men, 04 women, and 15 children, and injured 360 people. This ideology charged the movement of the Islamic Jihad with the massacre, claiming that its operation that targeted the Jews did not succeed and the missiles fell on the people of Gaza. This was to tarnish the movement and embellish the image of the Jews, describing them as innocent civilians.

- The unity ideology: it aims at showing a unified Jewish people who support the army against terrorism.
- The division ideology: it shows the Palestinians as divided, tarnishes their political leadership, and sheds light on the social differences between the political elite and the common people.
- The objectification policy: it attempts to suppress the Palestinian identity and to consider the Palestinian history as a lie, and that the Jews are the natives.
- The militarization ideology: the social media exercises propaganda on behalf of the Jewish army, praises its achievements and considers it a source of pride. At the same time, the media encourages it to kill more Palestinians (Al Raji, 2023, <https://studies.aljazeera.net/ar/article/5740>).

All these discursive ideologies embellish the Jewish image and justify the criminal and oppressive practices against the Palestinians. To achieve the aims of each type of ideological discourse, social media rely on a set of strategies to increase the dominance of the Jewish discourse, namely:

- The textual immersion strategy: it allows the flow of the texts, posts, pictures, videos, and comments of the Jews, and unifies their ideological discourse to support the Jewish army and incite for killing the Palestinians, without the posts being hidden or deleted. This is known as the social ownership of the discourse, unlike what is allowed to the Palestinians, who face harassment and censorship, known as digital segregation (what explains the digital violations faced by the Palestinian content, as previously discussed).
- The strategy of discursive manipulation: it is about spreading news that serves the dominating parties and institutions, or banning and tarnishing the news that does not serve their interests through providing biased information and denying and falsifying the truths. In this context, the strategy makes propaganda for the Jewish ideological discourse and justifies the practices used to protect the Jews to manipulate public opinion and falsify awareness.
- The cycling strategy: it is about reposting the false and fake news produced by the Jews, such as saying that the Islamic Jihad movement fired missiles on Gaza children, or Palestinian armed men killed Al-Jazeera journalist Shirine Abu Akla (al Raji, 2023, <https://studies.aljazeera.net/ar/article/5740>).

Thus, we can say that social media exercise a digital bias on behalf of the Jews by promoting their ideological discourses and allowing fast access to the news that goes with their ideology. At the same time, they exercise oppression against the Palestinian issue and tarnish its image in front of public opinion.

The Principle of AI Algorithms Work in Controlling and Oppressing the Palestinian Content

As previously said, social media turned into scenes for ideological struggles, where the AI algorithms are used to manage the big data (starting from looking for data, until classifying them, deducing users' identification files, and analyzing their interactions) (Ghassan, 2023, p. 10). In this vein, social media made various misleading practices to lie about the Palestinian issue, such as restricting the Palestinian content and violating the freedom of expression: (Ghassan, 2023, p. 06)

- Sharing fake news.
- Using AI techniques (neurolinguistic engineering software, analyzing and simulating language comprehension, etc). A set of terms easily recognized by the algorithms was set. These terms are

classified with the banned ones, such as terrorism, resistance, martyrs, etc. Thus, any post with these terms is deleted, and the account is blocked.

The Mechanisms of Social Media Work

In using AI algorithms, social media rely on these mechanisms:

- Recognizing the user account, classifying it, and subjecting its characteristics, interests, friend list, communicative practices, and movements to control and filtering.
- In case of using the banned terms, the human intervenes to control the posts, delete the content, and close the account.
- There is an electronic army that filters the contents and deletes all that incites violence and extremism.

In brief, social media are subject to algorithms racism, or digital racism (Ghassan, 2023, p. 13).

Models of the Digital War against the Palestinian Content during the Jewish War on Gaza in May 2021

Before the digital war, Jewish oppression had so long exercised cruelty against the Palestinians, in reality, to ban the reality from reaching the world. An Arab organization interested in journalists' rights found about 220 violations during the aggression of May 2021.

- The headquarters of the news agencies that cover the war events were destroyed, and the Arab and Western journalists were not allowed in.

In addition, we find attempts to restrict the Palestinian version on the internet, as the Arab center for Developing Social Information issued a report that documents the violations faced by the Palestinians, such as the increase of hate speech, inciting violence and burning the Palestinians, and about 179 cases of deleting and restricting the Palestinian accounts. Examples of the violations are as follows:

The Practices of Realistic Restriction

2016 Facebook content documenting Israeli police violence was deleted, under the pretext that the police were doing their duty, and the video was an act of defamation against the police and disclosing the secrecy of the security job (al Miladi & al Orfi, 2023, p. 10). Hence, the deletion was under the claim of objectivity that reflects a big bias towards the Jews and neglect of the Palestinian sufferance.

- 2015: deleting the channels of the Hamas movement based on the request of the Jewish foreign ministry.
- 2017: closing the Twitter account of the representative of Kataib al Qassam.
- 2012: hiding messages on Twitter based on the law of the Jewish entity.
- December 2021: deleting a video that shows the Jewish police forces in Jerusalem shooting a Palestinian man.
- 03 December 2018: deleting Facebook videos filmed by Mohamed Ghafri.
- 2021: deleting 600 accounts posting Palestinian content.
- "Echo Social Center" documented more than 360 violations of Palestinian content in August 2022 (323 violations on Facebook alone; deletion of contents, restricting information access, banning publication, deletion of accounts, etc).
- 53 violations were seen on Instagram after documenting Jewish aggressions in Naples and military attacks in Gaza.
- 40 violations were made in Twitter, 12 in WhatsApp, and 09 in TikTok.
- 260 violations were witnessed against the pages of the media agencies and the journalists (al Raji, 2023, <https://studies.aljazeera.net/ar/article/5740>).

Besides, the Internet department at the Jewish Ministry of Justice reports any content it considers harmful; this shows censorship. The reporting is based on finding similarities between what the Palestinian resistance does and what the Nazis did during WWII to tarnish its reputation and gain Western support (al Miladi & al Orfi, 2023, p. 14). All these practices show the flagrant violation of the freedom of expression and the digital exclusion of Palestinian content.

Meta: Delete and block content supporting Hamas and the Al-Aqsa flood:

The violations by the social media owners against the Palestinian content and version never stopped. They reached their peak during the al Aqsa Flood and the following revenging war launched by the Jews against the citizens in Gaza, leading to the death of 22000 people, most were women and children. In this regard, Meta removed or put a mark of “annoying content” on 795000 Arabic and Jewish content during the 03 first days following the al Aqsa Flood. Moreover, it removed any content that showed the state of the hostages and banned Hamas from all the platforms (al Abdi, 2023, <https://artechonomy.com>).

Twitter deletes hundreds of accounts that support al Aqsa Flood

Twitter was classified as the worst social media regarding facing the exact content (Abu al Jah, 2023). The executive officer of the platform declared that it deleted, in less than a week after al Aqsa Flood, hundreds of accounts related to the Hamas movement, and took decisions to label or delete 10000s of contents as a result of the ultimatum of the EU head of industry to Elon Musk, asking to handle the spread of the fake news on Twitter within 24 hours, as the platform turned into a space for the illegal content and misleading information (al Abdi, 2023, <https://artechonomy.com>).

The Chatbots that Support AI Applications Exercise Misleading and Digital Segregation

The chatbots, such as Bard and Bing Chat, classify the Hamas movement as a terrorist organization and justify the criminal actions of the Jews against the Palestinians. This shows abnormal bias regarding Palestinian issues. Despite recognizing the difficulty and complexity of the struggle, these bots easily describe the actions of Hamas as terrorists and of the Jews as an armed struggle; not terrorism.

- The chatbots describe the Jewish-Palestinian struggle as a complicated struggle with deep historical and political roots. In this regard, the Palestinians believe they have the right to autodetermination, while the Jews believe they have the right to a safe state.
- To solve the conflict, the chatbots suggest a dialogue based on understanding, coexistence, and dialogue, under the intervention of civil society.
- The chatbots see Hamas as a terrorist because it uses violence against the Jews to achieve political aims. Besides, it uses civilians and kills innocents, despite recognizing its popularity among the Palestinians and its being the only force that defends them.
- The chatbots do not consider the Jews as terrorists despite doing the same actions. These bots reply that the Jews use force in wars and struggle to protect the state (al Takriti, 2023, <https://artechonomy.com>).

AI Applications: Worries and Other Fears

The AI scholars state 03 topics (al Assad, 2022, pp. 373-375) related to their fears and worries, namely:

- Jobs automation: the information field has common points with the other fields where AI penetrated, as the workers are worried about losing their positions due to the machines. The

journalists' worries increased, as the use of AI is no longer limited to creating and examining the news, and processing, classifying, and storing information; rather, the bots are used in news breaking and animation. For example, the Chinese government used a bot managed by AI applications with human traits and an excellent voice and tone to broadcast news, instead of a human journalist. Thus, many questions filled with fears about the fate of human journalism in the future arose.

AI Applications: New Control Tools

Humans thought for a while that modern communication technologies created spaces where they could exercise their freedom and escape from the various types of control. However, the reality proved that these technologies tightly control him, as the states and governments use them to control his movements and behaviors. For example, the Chinese government installed intelligent cameras in cities and villages, and France has similar plans for the Olympic Games at the end of July 2024. This puts us in front of the debate of security versus privacy.

Besides, the big companies that own social media exercise their control over the users for commercial and ideological purposes. Therefore, humans today live under continuous daily control over their relations and movements in virtual spaces. This reminds us of the control models in the societies mentioned in George Orwell's novel 1984, where he spoke about screens installed in every house to be the eye of "Big Brother" to know the ideas and behaviors of the people and ban the crime of "thinking".

In addition, the reality puts us in front of the prison of Jeremy Bentham, who designed a prison in 1791, with new features and cells that are placed on a round line and have a tower in the center. The jailer sits in the tower and sees all the prisoners and their movements, but they cannot see him despite they feeling they are continuously watched (al Taher, 2023, <https://www.madamasr.com/ar/2016/10/23/opinion>). This type of control manifests today through the new digital media, such as conversation control, program recording, videotaping, sharing on social media, etc. Moreover, the concept of collective control refers us to Dolou Jel, who noticed that AI deals with the behavioral effects stored in the data banks because social media now know the name, gender, age, address, language, religion, interests, ideas, and trends of the users, and sell them to the big advertisement companies.

The Automatic Weapons

They are also known as the "independent destructive bots" and the "killing bots." They are robots that look for goals and attack them without any human intervention. They are modern military AI applications.

The Deep Fake Technique

It is the process of producing fake videos using AI. It produces audiovisual content, which the user cannot discover is fake, even if he uses digital software to detect the fake, because the content includes very professional exact real-like videos. Today, this technique is the equivalent of face substitution, after the emergence of deep learning, which allows the computer to mimic human thought in an innovative way that exceeds the automated procession of data and information (Majdi, 2020, pp. 07-08).

The machine learning: is an AI branch that gives machines the ability to make decisions without human programming, because machines can learn from previous experiences and store data to use in the future. This is through software designed to generate ideas from the data and to apply them in decision-making, voice recognition, and future prediction.

The deep learning: it is a branch of machine learning. It relies on imitating the work of the neural cells of the human mind by inventing an industrial neural net (a set of computing programs and systems that mimic the human brain neurons) that analyzes huge amounts of data, including images, voices, and languages. The data are translated and sent to the industrial neural net for image, speech, and voice recognition.

Thus, the deep fake employs industrial neural nets after training them to replace a specific face with a target one. The expression first appeared in 2017, when one of the users shared digitally modified pornographic scenes on the Reddit platform and processed the faces digitally to replace the faces of the actors with the faces of others.

The Types of Deep Fake

1. The visual content:

- Replacing faces using encryption and decryption algorithms to study the face features of two people and reveal the similarities.
- Face manipulation: characteristics and expressions modification and lip-sync using the competitive generative nets.

2- Face reconstruction

3- Face construction

4- The audio content refers to composing and modifying the voice, either through creating a fake audio file with the same voice, or through manipulating the tone and pitch.

5- The deep fake risks: it may have advantages in the cinematic industry, digital learning and communication, video games, e-commerce, fashion, and healthcare (Ghediri, 2021, p. 128). However, the deep fake is one of the scariest applications because it is used in committing crimes, terrorism, libel, defamation, fraud, bullying, and blackmail. As for the media field, it is used to mislead international public opinion regarding public issues, destabilize the world, and distort the concept of media democracy (al-Assad, 2022, p. 379).

Results

AI algorithms are subject to the human will and greed, even to the detriment of humanity, values, and reality.

- AI applications penetrated the newsrooms and were imposed by digitalization.
- AI algorithms changed many principles and bases of journalistic work but did not deviate from what the human needs because the human is the source of good and evil.
- Journalists have many fears about the end of human journalism and the start of the era of the robot journalist. Here, we find pessimist people and optimistic ones.
- AI applications save time and effort and reduce human mistakes. This is good for the news agencies.

- Social media use AI algorithms to control the users and their communicative behaviors according to the owners' ideologies.
- The use of AI algorithms in social media showed that the user no longer enjoys absolute freedom, as he is continuously controlled.
- AI algorithms deepen the concept of falsification, misleading, and meta-reality.

The algorithms deepen the human fears of the end of the human era and the start of the cyborg era, according to the speculations of the experts.

Conclusion

AI applications are a double-edged sword under human will, ambitions, and greed. In this context, the human still controls the machines, but at the same time, he draws his fate based on his infinite increasing needs and desires. Throughout history, humans achieved what they wanted, and still work to achieve wealth, glory, and fame. Nevertheless, voices arouse warning of the human end by his hands. Here, we can say that AI applications save time and effort in many human fields, including science, commerce, politics, tourism, war, etc. Besides, they widened the gap between the technologically advanced states and the ones that still use traditional tools.

Regarding the media field, AI gave journalism another dimension (easy information collection, data processing, story creation, data storage, etc). However, it threatens the credibility and transparency of news reporting, as it is used in fabrication and manipulation. Besides, it is used to spread segregation and injustice in dealing with people and dividing them into strata based on unhuman standards moved by unfair policies and strategies. Its effects reached social media, which are spaces for information and news sharing between people regardless of their affiliations and social and geographical positions. People thought social media would provide freedom of expression and communication; however, the reality proved that most human communicative behaviors are controlled, classified, stored, and sold. Thus, the user faces harassment and may be a victim of deception.

Because we live in the objectification era, all human activities are subject to the market standards and requirements, including information and communication, which are, now, managed by technology giants, such as Facebook, Microsoft, Google, Apple, Amazon, etc. The struggle between these companies to increase their financial revenues and strengthen their positions in the international market increased, even though selling the reality. This may explain the change in many human lifestyles, including the struggles, such as the Palestinian-Jewish struggle, which witnessed a change in the discursive strategies and policies in the virtual world and took digital content as a tool for propaganda. However, the social media practice shows much bias and many contradictions, as proven by the studies that scientifically focused on the process of content sharing and disclosed the unfair standards used by social media towards Palestinian issues, which contribute to misleading public opinion.

social media, with their focus on AI algorithms, are a repressive tool that exercises oppression against the users' freedoms according to the ideological goals of the owners; the victim is the reality per se, not only the Palestinian content. Consequently, AI applications are part of the

technology owners' force, as they are used to control the world according to their ideologies and agenda by redirecting the information and manipulating its main bases.

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