

Report of International Conference on Decoding AI

The Department of Journalism and Mass Communication at Kidderpore College, Kolkata, successfully hosted a two-day international conference titled "Decoding AI: Understanding its Impact on the Narratives of Mass Media" on December 19th and 20th, 2023. This report summarizes the key aspects of the conference, highlighting the participation of renowned experts, engaging sessions, and insightful academic discourse.



The conference featured eight distinguished resource persons, each a leader in their respective field. Their presentations covered a broad spectrum of themes related to AI's impact on mass media narratives:

Ethical Considerations: The opening session, "AI: and its probable impact on ethics and society," addressed the ethical challenges accompanying AI advancements.

Data-Driven Storytelling: "AI and its impact on Data Journalism" explored how AI revolutionizes newsgathering and analysis, raising questions about objectivity and human involvement.

Streamlining News Production: The practicalities of AI were addressed in "AI and its impact on news production," showcasing workflow automation and efficiency gains, alongside discussions on potential job displacement and human-machine collaboration.

Reshaping Reporting and Editing: "AI and its impact on News Reporting and editing" delved into how AI tools are changing news gathering, writing, and presentation, raising concerns about authenticity and editorial control. Socio-cultural Shifts: "AI and the changing Socio-cultural narratives" analyzed the cultural implications of AI-driven media, examining its potential to amplify existing biases or create new narratives.



Complementing these expert presentations were 28 high-quality research papers presented by scholars from diverse fields, including Political Science, Education, English, Journalism, and Mass Communication. These presentations fostered interdisciplinary dialogue and explored specific aspects of AI's influence on mass media, enriching the overall discourse.



"Decoding AI" proved to be a successful platform for fostering critical discussions on the transformative impact of AI on mass media narratives. The conference brought together renowned experts, emerging scholars, and passionate individuals, leading to insightful exchanges and a deeper understanding of this evolving landscape.