

Artificial intelligence and the changing landscape of traditional Algerian journalism

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DOI: <https://doi.org/10.67732/jidmc.v1i1.1>

Abstract

This study aims to identify the role of artificial intelligence in the changing landscape of traditional Arab journalism by examining how these modern technologies have affected the stages of journalistic work and the role of the journalist within media institutions. The study also seeks to identify the challenges and opportunities facing traditional Arab press institutions in light of this transformation, the impact of artificial intelligence on journalistic practices and the credibility of journalism, and to provide a future vision for adapting to these changes. The study relied on Qualitative Research Methodology and used interviews to collect data, with a group of journalists working in different media organisations being interviewed. The results showed that artificial intelligence has brought about significant changes in journalistic work, especially in the way news is produced, distributed and interacted with by the public. Journalists today also need new skills in line with this development, and there are many opportunities that can be taken advantage of despite the challenges, such as reaching a wider audience and improving content. The study confirmed that artificial intelligence can positively or negatively affect credibility, depending on the way it is used.

Article History

Received 12-05-2026

Accepted 21-06-2026

Published 10-7-2026

Keywords

Artificial intelligence, traditional journalism, Media institutions, Algerian journalism.

Introduction

Traditional journalism has undergone radical transformations in recent years because of the convergence of digital media developments.

Artificial intelligence techniques have reshaped the entire press scene, not merely influenced it. New media tools, especially digital and social media platforms, have become major players in the production and distribution of content, transcending the traditional boundaries of old media institutions. At the same time, artificial intelligence has changed the way news is collected, analysed and created, resulting in a new media reality that is faster, interactive, and based on data and algorithms. The role of journalists is no longer limited to transmitting news and analysis. They are required to adapt to a changing digital environment, where smart systems assume some editing functions, verify information, and even write news articles. Digital media has also affected the nature of the relationship between the public and journalistic content, as consumers have become more interactive and involved in shaping news through comments and direct interaction with online events.

In this context, the research aims to analyse how the fusion of digital media and artificial intelligence has fundamentally reshaped the landscape of traditional Arab

journalism, not only in terms of production and consumption methods, but also by redefining the role and place of journalism within the new media environment.

The research will discuss the opportunities this shift has presented, as well as the challenges related to credibility.

This research aims to examine the relationship between digital media and artificial intelligence and their impact on traditional Arab journalism by analysing the challenges facing media institutions and journalists and exploring opportunities to preserve journalism's role in society. It also seeks to provide forward-looking insight into how journalism is adapting to this rapidly evolving digital age.

Within the framework of achieving the objectives of this research, the study was divided into a set of main axes that seek to encompass the various aspects of the topic. The research begins by defining the concept of digital media, digital media tools, and the characteristics of digital media. The second axis deals with artificial intelligence and its various applications in the media field. The third axis focuses on analysing the dual effects of digital media and artificial intelligence on the structure of traditional journalism and its professional practices. The study also deals, in its fourth axis, with the most prominent challenges and opportunities imposed by digital media technologies and artificial intelligence on press institutions and journalists, considering this digital transformation. The research concludes with a fifth axis that provides a future vision for adapting journalism to the changing digital environment, through proposals and recommendations that will contribute to maintaining the role of professional and social journalism in the age of smart media.

The scientific importance of this study lies in its focus on the intersection of two fields of knowledge that are witnessing rapid development, namely digital media and artificial intelligence, in the context of analysing the transformations that have taken place in the traditional Arab journalism system. This shift from classical media to more modern media patterns has contributed to profound changes in the structure of journalistic work, through the use of digital media tools such as websites, blogs, social media platforms, podcasts, and live broadcasting in parallel with the increasing use of artificial intelligence technologies in the production, analysis, and guidance of content. This study seeks to fill a research gap represented in the lack of Arab research dealing with this complex intersection, as digital media and artificial intelligence are often studied separately.

The practical importance of this study lies in the fact that it highlights the combined impact of digital media and artificial intelligence in reshaping the traditional journalism system. It provides a practical framework for understanding the professional and technical transformations taking place in the media sector, and helps its workers adapt to rapid digital changes, and adopt modern tools and technologies that keep pace with the requirements of the times without compromising the basic principles of journalism.

This study aims to analyse the transformations brought about by artificial intelligence in various stages of journalistic work, including news production, distribution, and public interaction with it, and the impact of this on the role of journalists within media institutions, and to analyse the challenges and opportunities created by artificial

intelligence tools and techniques for traditional press institutions, and to explore the impact of artificial intelligence on journalistic professional practices, and on the credibility of traditional journalism and the level of public confidence in it.

Literature Review

The second quarter of the nineteenth century saw the beginning of the emergence of the seeds of artificial intelligence. Although computers did not yet exist, artificial intelligence like mathematical logic found itself in the right place and made its way into the scientific community. (Lahleh, 2020)

Despite the differences of specialists, whether academics, philosophers or scholars, in defining and defining the concept of artificial intelligence, there has been a consensus since the emergence of this term in the early 1950s, that it is the scientific and technical current that includes methods and techniques that aim to create a machine capable of simulating natural or human intelligence. Mechanics and informatics specialists consider this definition to be sufficient and sufficient to describe and interpret the term artificial intelligence. (Hiziya, 2018)

On the other hand, we find that there is a current of specialists in this field who believe that this definition is vague and unclear as a complete definition due to its nature related to the nature of renewed technical development, which varies according to time and time. Those who follow the research and developments of artificial intelligence often note its classification as a cognitive science and not as a technical science, and this may be related to its history stemming from computational neuroscience and mathematical logic before copying it as a branch of computing science. Due to the generalization of algorithms

But what everyone agrees on is that its primary role is to search for ways to solve problems of logical, computational, or high algorithmic complexity

Before the advent of big data, the maximum ambition of artificial intelligence was to only imitate humans in certain applications of their cognitive functions, but with the remarkable acceleration and escalation in big data, the ambitions of those technologies exceeded the limits of human and even biological imitation in the hope of reaching more power extracted for different uses. (Heizia, 2018)

It is mainly based on making smart machines that simulate human capabilities, in making decisions and acting like a human in solving problems, but more quickly and accurately than it allows them to profit from time. The most important characteristics of these machines are making decisions despite the lack of information, speed of response, benefiting from experiences and learning, the ability to perceive, acquire knowledge, employ tribal gains when making decisions, the ability to deal with complex situations, creativity and understanding things (Fathi, 2024)

AI is classified as: Limited or narrow intelligence, which is one of the most widespread types, and it means artificial intelligence specific tasks such as chess and self-driving cars. General artificial intelligence, whose capabilities are comparable to human capabilities and works on the automation of the machine in thinking and dealing with problems, such as the artificial neural network. Superior artificial intelligence, which performs tasks better than humans, as it exceeds human capabilities and must meet

the following conditions, which are the ability to understand, plan and make judgments (Fathi, 2024)

From this, we conclude that artificial intelligence is an attempt to make machines think and learn like humans, characterized by their speed in processing information and their ability to make decisions based on data. Its types also vary according to its ability. There are simple systems that perform specific tasks, and more sophisticated ones that mimic the human mind to a greater extent. In general, I believe that artificial intelligence has become an important part of our daily lives and has a great impact on various fields.

The term artificial intelligence is a fairly umbrella term that refers to the various possibilities offered by recent technological developments, from machine learning to Arabic language processing, news organizations can use artificial intelligence to complete a large number of tasks that form the chain of journalistic production, including detecting, extracting and verifying data, producing stories and graphics, publishing (with sorting, selecting and filtering priorities) and automatically tagging articles.

These systems provide many advantages: speed in the implementation of complex procedures based on large amounts of data and speed, supporting journalistic routine through alerts about events and providing draft texts that will be supplemented with contextual information, as well as expanding media coverage to areas that were not covered or not well covered (the results of matches between small sports clubs, for example), improving real-time news coverage, enhancing media relations with their audience by providing them with a personal context according to their location or preferences, and more. (laurence dierickx, 2021)

We can say that artificial intelligence technologies have led to important and radical changes in many sectors of public life, which have been directly reflected in the media work sector, whether in photography, editing, proofreading, translation or dealing with big data. (Hamid, 2020)

Computer algorithms have become the main player in modern newsrooms , and it has become a reality in many American and European press organizations such as the Associated Press (AP), Forbes, Los Angeles Times and Pro Publica, to name a few , this technology is already used and is characterized by its ability to produce content faster , in multiple languages , and in larger numbers and perhaps with fewer errors and biases , which leads to improving the quality and accuracy of news, and overcoming the problem of fake news. Moreover, journalists can focus more on in-depth or investigative reporting in exchange for focusing the use of algorithms on covering routine tasks, and thus the media can provide coverage and news stories at a lower cost. On the other hand, some expect to cancel some content editing functions, and rely on robots more for some editorial tasks. (Wolker, 2018)

There are some problems related to the limited use of AI algorithms in understanding natural human language, especially the context of ideas, metaphors, humour, and poetry. There is an ongoing philosophical debate among scholars about whether machines will be able to fully understand the richness and depth of the Arabic language within cultural and social contexts that also change over time. In this context,

Terry Vinograd, a leading researcher in human language processing, knowledge representation and artificial intelligence, believes that AI's understanding of natural language is bureaucratically devoid of emotions and therefore the automated journalist will not be able to write stories that go beyond their depth and richness.

The bureaucratic level, which may give the human journalist a unique advantage of empathy and understanding complex cultural contexts, is an important advantage for the human element over AI algorithms to automatically produce content (Latar, 2015).

Traditional journalism

It is the traditional means of communication and expression from television, cable channels, radio, cinema, music studios, newspapers, magazines, books and printed publications. (salam, 2018) Although this definition refers to traditional media in general, it includes in its basic component's traditional journalism, which is one of its most prominent branches, especially regarding print newspapers, radio and television as means of transmitting news and journalistic contents.

So traditional journalism is the old form of journalism that relied on classical media such as paper newspapers, radio, and television to convey news and information to the public. The content is produced by journalists and published without direct interaction with the recipient, and these methods were used before the advent of the Internet and modern technology.

It includes traditional media (radio, television, print newspapers, magazines), which are owned either by the state and have existed for decades, or by private media institutions, associations or individuals. The media systems vary according to the different media systems from one country to another, for reasons some of which relate to human and technical capabilities, and others are related to the elements of the advancement and development of society in the political, social, economic and cultural fields. Therefore, the way in which the media work in any country reflects the political and social system, the influence of authority and the nature of the relationship between members of society and media institutions. (Al-Ghamdi, 2012)

Artificial Intelligence and Traditional Journalism Architecture

Traditional journalism has undergone significant changes due to the development of digital media and artificial intelligence. On the one hand, these changes have contributed to the development of journalistic work, but on the other hand, they have posed new challenges that threaten the status of traditional journalism.

AI is revolutionizing journalism by enhancing efficiency, enabling insightful reporting through data analysis, improving content production and distribution processes, and personalizing audience experiences.

Journalists need to follow events, which require effort and time in research and investigation. Here, artificial intelligence intervenes to play important roles in terms of carrying the burdens of journalistic work and exercising the tasks of journalists by analysing data and reaching results quickly and accurately, which gives comfort in work and focus in results, which makes the journalist highly efficient through the contribution of artificial intelligence techniques in creating a better press capable of

competing and gaining a larger audience , fighting misleading and false news with the ability to detect news sources, accuracy and validity. (Fathi, 2024)

AI tools and techniques significantly impact job roles within journalism, change traditional workflows, and open new horizons for productivity and innovation by enhancing productivity and efficiency. AI tools automate routine tasks such as summarizing documents, creating question lists, and drafting proposals, summaries, and outlines. This automation reduces the time spent on peripheral tasks, allowing journalists to focus on core journalistic activities. (Adway A. , 2024)

Artificial intelligence is also used in the production of content automatically, whether texts or videos, especially in recurring topics such as weather or sports news, and this helps to accelerate work and increase production. Besides, AI contributes to analysing data and discovering important information and presenting it in a simplified and clear way, and this is very useful in data journalism.

AI is also integrated at different stages of the news production and distribution process, including access and monitoring, information discovery, audience analysis and trends. It is also used to follow audience interaction, by providing content that suits their interests, which increases interaction and confidence in the media. Despite these benefits, some concerns such as possible errors or bias cannot be ignored, so the role of human supervision remains very important.

On the other hand, artificial intelligence has begun to contribute to the editing and review phase, where it can detect inconsistencies or gaps in the text, and suggest improvements that help raise the quality of the journalistic material before it is published.

Some of the AI tools used in the field of media:

Chat GPT: Used for various tasks such as generating story ideas, suggesting headlines and even recording interviews. Incorporating them into the press workflow helps streamline processes and allows journalists to focus on the more complex aspects of their work

BBC Jucer: an AI tool designed to streamline media workflows, enabling journalists to focus on reporting rather than mundane tasks. It exemplifies how AI can automate routine processes, allowing journalists to devote more time to investigative and analytical work.

Reuter's News Tracer: This app tracks breaking news, freeing journalists from the burden of manually monitoring real-time developments. It's an example of how AI can automate the detection and tracking of important news events.

The study concludes that traditional journalism has been greatly affected by the emergence of digital media and artificial intelligence. As it no longer relies solely on classical methods of transmitting news, media institutions have become using digital platforms to publish their content, and they have also used artificial intelligence tools to facilitate journalistic work. This adaptation has helped traditional journalism to continue its activity and keep pace with the digital age, and thus traditional journalism will continue to have a social and cultural role if it is able to develop itself continuously.

Methodology

This study falls under the category of descriptive studies with a qualitative approach, as it aims to describe and analyse the transformations that have occurred in traditional Arab journalism in light of the rapid developments in digital media and artificial intelligence technologies, and to explore the impact of these transformations on journalistic work methods and professional practices, as well as to understand the challenges and opportunities that have emerged from the new digital media environment.

In this study, the interview tool was relied upon to gather information. Data was collected through semi-structured interviews with a group of experts in the field, where an interview guide was prepared that included a set of key questions with the opportunity to expand and clarify according to the participants' answers. (Kvale, 2015)

The researcher prepared a set of questions and asked them to several journalists working in different media institutions with the aim of getting to know their opinions and experiences about the role and impact of digital media and artificial intelligence on the traditional Arab journalism scene. This tool was chosen because it helps to understand the topic more deeply through the opinions and experiences of journalists living these changes in their journalistic work.

The study population consists of several Arab journalists working in various Arab media institutions, and a sample was selected from several journalists who have experience in the media field.

They were interviewed to ask some questions with the aim of learning their opinions and experiences about the role and impact of digital media and artificial intelligence on traditional Arab journalism.

The interview covered the following topics:

First: Transformations in Journalism and Artificial Intelligence

Second: Challenges and Opportunities in the Era of Digital Transformation and Technological Development

Third: The Impact of Artificial Intelligence on Professional Journalistic Practices and the Credibility of Traditional Journalism

Fourth: Adaptation and Development Strategies in Traditional Journalism.

Results

After completing the data collection through interviews with several journalists working in different media institutions, this chapter comes to analyse the most important ideas and opinions that have been presented, with the aim of understanding how digital media and artificial intelligence have changed the scene of traditional Arab journalism. This chapter has been divided into a set of main axes, according to the nature of the questions raised in the interviews that relate to the transformations in journalistic work, the challenges facing traditional journalism and the professional effects of artificial intelligence, in addition to possible ways of adapting to these changes. In each axis, I will present the most important findings in the answers of

journalists, with a simplified analysis of them and linking them to the problem of research and the objectives of the study.

The first axis: Transformations in journalism due to artificial intelligence

In recent years, the field of journalism has undergone major transformations because of rapid technological development, especially considering the expansion of digital media and the entry of artificial intelligence technologies. This axis aims to understand how these changes have affected the stages of journalistic work, from production to distribution and then interaction, in addition to reflecting on the role of the journalist within the media institution.

The media industry has undergone a radical transformation due to digital media and artificial intelligence. Journalism is no longer confined to the newsroom, but journalists have become part of an open digital system in which technology integrates with content. Production has become faster thanks to smart editing and distribution tools. It has become more effective through digital platforms capable of accurately targeting the public. As for interaction, it has shifted from one direction to a continuous and multimedia dialogue with the public, which has redefined the relationship between the journalist and the recipient. (Labash, 2025)

Digital media and artificial intelligence have radically changed the stages of journalistic work through news production. Artificial intelligence tools are being used to automatically generate content, such as data analysis to extract new and innovative press stories, and the transition from traditional means to digital platforms and social media. Regarding interaction with the public, the public has become involved in the news industry, through comments, participation and republishing, which has strengthened the principle of participatory journalism. (Tariq, 2025)

Since the advent of digital media and artificial intelligence, there has been a profound transformation in all stages of journalistic work, from the production of news to its distribution and public interaction with it, due to the characteristics of this type of media practice. Collecting, verifying and editing information and analysing the target audience has become easier and more effective than before. On top of this, spreading and interacting with news has become livelier and more exciting. (Khatu, 2025)

If it is clear from the journalists' answer that digital media and artificial intelligence have greatly affected the way journalists work. Previously, the stages of news production took more time and effort, but now it is possible to produce content more quickly thanks to artificial intelligence tools, such as editing software and data analysis. Also, the distribution of news is no longer limited to paper newspapers or television broadcasts but has become dependent on digital platforms and social media sites that reach the public faster and wider. Interaction with the public has also changed. The audience no longer only receives the news, but also participates in it through comments, likes and participation, creating a kind of dialogue between the journalist and the recipient. This shows that the relationship between the journalist and the public has become livelier and more interactive compared to the past.

The role of the journalist has changed significantly, and he is no longer just a carrier of information, but is required to understand the tools of digital analysis, deal with data,

and manage digital interaction. It must keep pace with the algorithms of social platforms and know how to re-submit content in line with the trends of the audience. This shift requires mental flexibility and new skills beyond traditional writing. (Labash, 2025)

The journalist is more than ever required to develop his technical skills, such as data analysis, digital content management, and control. The responsibility for verifying information has increased amid a sweeping stream of news, many of which we believe to be false. (Tariq, 2025)

The roles have been multiplied and the tasks have expanded. Today, journalists are no longer only required to search and bring information, but also other professional skills such as managing communication platforms, analysing data, and dealing with digital editing tools. The journalist has gone from being a storyteller to a content creator, raising the pressure and expanding responsibilities. (Khatu, 2025)

It is clear from the responses of journalists that the role of the journalist is no longer as traditional as in the past. The journalist not only writes the news but must be able to understand the tools of modern technology, such as dealing with digital data, understanding platform algorithms, and using artificial intelligence in his daily work. These changes have made the journalist assume greater responsibilities, and he needs new skills such as digital thinking, and re-presenting content in a way that suits the nature of the modern public.

The journalist is also required to verify information more accurately, because the abundance of news on the Internet requires him to be more careful before publishing any information. Thus, the role of journalists has become more sophisticated and complex and needs to be constantly kept abreast of technological changes.

The second axis: Challenges and opportunities in the era of digital transformation and technological development

With the rapid development of digital media and AI technologies, traditional media organizations are facing many challenges and opportunities. In this axis, I tried to understand from the journalists participating in the study the most important challenges faced by traditional media institutions due to the rapid development of digital media technologies and artificial intelligence, and I also asked them about the opportunities that these institutions can benefit from.

The most prominent challenges lie in the loss of control over the news cycle, the decline in advertising revenues in Favor of major digital platforms, as well as the difficulty of keeping pace with rapid technological development. Maintaining credibility in an environment flooded with misinformation is a real challenge, especially considering the widespread spread of fake news produced by advanced artificial intelligence systems. (Labash, 2025)

The challenges are multiple and can be summarized in the following points: the decline in advertising revenues due to the trend of advertisers for digital platforms, the difficulty of adapting to new technology due to poor resources or lack of qualified staff, as well as the speed of publication at the expense of quality. (Tariq, 2025)

One of the most prominent challenges facing traditional media institutions is the decline of advertisements and their revenues from newspapers and channels to digital platforms, the rise of competition from digital media platforms, the slow pace of digital transformation and keeping pace with technological development, especially in the field of artificial intelligence, in addition to the loss of the audience, which is the core of the communication process, and its shift towards digital media platforms. (Khatu, 2025)

Through the answers of journalists, traditional journalistic institutions are living through a difficult phase considering this digital transformation and development in artificial intelligence. There is near agreement among them that the decline in advertising revenues is one of the biggest challenges, because most ads are going to digital platforms such as Facebook and YouTube, which has weakened the ability of traditional institutions to finance and continue with the same strength. Keeping up with modern technology also requires capabilities and resources that are not always available in traditional institutions, especially newspapers.

One of the important challenges is the loss of control over the news cycle. In the past, it was the newspaper or channel that owned the news and controlled the time and manner of its publication. Today, with the presence of the Internet and social networking sites, the news has spread very quickly. This means that journalists and traditional institutions have lost control over the timing and how the news reaches the public. With this rapid development, the public itself has become involved in publishing the news very quickly, sometimes even before it reaches the journalist. This makes media organizations lose their ability to accurately manage the news, because the news may spread in an inaccurate manner or be false, which makes it difficult for journalists to correct it after that. This point illustrates how traditional journalism has come to face new difficulties in an open and fast-paced media environment.

If all these factors, such as the decline of advertising, the difficulty of keeping up with technology, and the loss of audience, confirm that traditional journalistic institutions are no longer able to work in the same old way. These rapid changes force them to look for new ways to survive and compete, whether through the development of modern websites, or using artificial intelligence tools to improve performance.

The opportunities are great, including the possibility of expanding the audience base in ways that were not previously possible, using data analysis tools to understand the audience more deeply, in addition to reducing production costs through automation. Organizations that succeed in integrating technology without compromising professional values will have an advanced position in the future of media. (Labash, 2025)

Traditional journalism should devise more effective solutions in order to reach a wider audience, such as developing the Internet and relying on communication platforms as an alternative solution, as well as improving the quality of content by keeping abreast and using artificial intelligence tools in auditing and analysis, and finding new solutions for profit such as digital subscriptions. (Tariq, 2025)

Despite the challenges we talked about earlier, traditional press institutions have many opportunities that can be exploited to enhance their presence, by expanding the reach

of the audience, improving the quality of media content thanks to the provision of digital tools, enhancing the audience's interaction with the content they provide, and opening new income outlets. (Khatu, 2025)

Through the answers of journalists, there is a somewhat optimistic view about the possibility of traditional journalistic institutions benefiting from digital transformation and artificial intelligence techniques, despite all the challenges previously mentioned. One of the most prominent of these opportunities that they referred to is the possibility of expanding the audience base using digital platforms. Thanks to digital means, newspapers or channels are no longer limited to a specific audience or geographical location, but can now reach new segments of people, especially young people who are frequently online, and this allows institutions to renew their relationship with the public and increase their spread. It was also stressed that reducing production costs through automation and relying on artificial intelligence tools, using technology to perform some tasks instead of humans, for example, artificial intelligence programs can help write preliminary reports, sort out breaking news or organize press releases quickly. This reduces effort and time, and reduces costs, but at the same time, the need for a journalist to follow the fine details remains very important to achieve professional balance. An important opportunity provided by the relationship between digital media and AI is to improve the quality of content and enhance audience engagement. Thanks to artificial intelligence tools, a journalist can get more information and analyse it faster, which helps him to provide accurate, useful and more structured content than before.

Technology also helps in correcting linguistic errors and in arranging texts in a way that makes them easier to understand, which makes the article or report more professional, and this contributes to improving the quality of the content. As for the relationship between the journalist and the public, it is no longer one-sided, like what was in traditional journalism, but has become an interactive relationship, meaning that the public can now comment, participate, or even criticize the publisher, and this gives an opportunity for the media institution to understand people's opinion, and interact with them in a direct way. For example, when a newspaper publishes an article on its Facebook page, and people interact with it, the journalist knows if the topic is of interest to readers, and he can develop his way of writing according to this interaction, and this enhances audience interaction.

Journalists pointed out that media institutions that know how to balance the use of digital media tools and artificial intelligence techniques with maintaining professional principles will have an advanced position in the media landscape, and this requires flexibility and a willingness to renew and develop continuously.

So, it can be said that digital media and artificial intelligence should not only be seen as a threat to traditional journalism, but as an opportunity to rebuild a media model that is closer to the public, and more competitive in the new media market.

Third Theme: The Impact of Artificial Intelligence on Journalistic Professional Practices and the Credibility of Traditional Journalism

Artificial intelligence has provided powerful tools for journalists, from search robots to information gathering in seconds, to tools for automatic verification of news and

images, and editing programs that help adjust texts linguistically and graphically. However, these tools must remain supportive of the journalist, not a substitute for him, as the human sense, the ability to analyse and the context remain irreplaceable programmatically. (Labash, 2025)

Artificial intelligence has affected the performance of journalists as their use of research and information collection tools has become faster than before. Support news editing processes via text generation software or drafting assistance. Enhancing the verification of information using intelligence tools that detect the manipulation of false images or news, and this is especially found in major channels such as Al-Jazeera, Al-Arabiya, and others. (Tariq, 2025)

In the same context, since the emergence of the first features of the artificial intelligence era, media work has been quickly affected by this shift. The search for information has become faster than before, and the tracking and data mining process has become much smarter than before, through the option of deep search, summarizing content, translating it, improving editing and publishing methods, verifying information, and detecting falsification. (Khatu, 2025)

If through the answers of journalists, we notice that artificial intelligence has clearly changed the way journalists work. Journalists today use smart tools that help them collect news faster, such as search and tracking programs, and it has become possible to access a large amount of information in a short time, which was not previously possible. So, it can be said that artificial intelligence has added a kind of technical intelligence to journalistic work, as some tasks are accomplished in less time and with greater accuracy, especially in terms of analysing data or detecting falsification in images or news. But despite this development, there is a consensus among journalists that artificial intelligence remains only aid and not a substitute for the journalist.

Some digital media that misuse AI to manipulate content or promote inaccurate news have contributed to the erosion of trust. On the other hand, traditional journalism, which has maintained its standards and integrated AI responsibly, has been able to strengthen its position as a reliable source during a confused media scene. (Labash, 2025)

The impact of artificial intelligence has greatly affected the credibility of traditional journalism and has intensified the competition between them. In contrast, some traditional organizations have used AI to raise the level of accuracy and objectivity, partly boosting trust. (Tariq, 2025)

The use of artificial intelligence in digital media has clearly affected the credibility of traditional journalism, because the speed of publishing digital content supported by these technologies has made the public more inclined to modern sources. This creates a confidence gap towards traditional means, especially if they do not keep pace with development or maintain the quality of information. (Khatu, 2025)

It turns out that the use of AI in digital media has had a clear impact on traditional journalism, especially in terms of public trust. Because some digital media began to rely on artificial intelligence inaccurately, incorrect news or manipulated content became widespread, this made the public gradually lose confidence, if artificial

intelligence is sometimes used positively to detect fake news, but at the same time it may be exploited to spread misleading information or inaccurate content, and this causes concern about the extent of its impact on the credibility of traditional journalism.

However, this does not mean that traditional journalism has completely lost its value. On the contrary, some institutions that have known how to integrate artificial intelligence in a professional manner have maintained the trust of their audiences. There are traditional press institutions that have benefited from artificial intelligence in a positive way and used it only to improve work such as verifying news without being overly accurate and professional. These institutions have been able to maintain their status and trust in their audiences and have increased their credibility because they have combined development and professionalism.

Thus, the impact is not entirely negative, but depends on the way these technologies are used, and on the ability of traditional media institutions to adapt to the new reality without abandoning professional principles such as accuracy and verification of information. So, we conclude that the risk to credibility is not from the AI itself, but from the way it is used.

The relationship between AI and the credibility of traditional journalism is complex. There are challenges but also opportunities, and organizations must make better use of AI to strengthen their position rather than lose the trust of their audiences.

Theme 4: Adaptation and Development Strategies in Traditional Journalism

With the great changes imposed by digital media and artificial intelligence techniques on the media landscape, traditional journalism has found itself facing many challenges. In this axis, I tried through my interviews with journalists to explore the most important methods and strategies adopted by traditional media institutions to adapt and continue their work in a way that preserves their role and credibility.

Media organizations should turn to multimedia platforms and invest in training their cadres in skills such as data analysis, basic programming, digital content management, and interactive story development. Today's journalist needs a flexible digital mind, capable of handling AI tools, and understanding online audience dynamics, without giving up his critical spirit and editorial skills. (Labash, 2025)

Traditional media organizations can adapt by developing interactive websites, producing multimedia content, training their journalistic staff in new skills such as artificial intelligence tools, data analysis and statistics, as well as social media management. (Tariq, 2025)

In the same context, it is necessary to invest in technological development and artificial intelligence tools, in addition to producing multimedia media content that is exclusively compatible with classic media platforms, in addition to enhancing the presence of the Foundation on digital media platforms. It is also necessary to train journalists in new skills, such as the skill of order engineering and the use of artificial intelligence tools, and to enhance the technical skills and digital knowledge of journalists. (Khatu, 2025)

He notes that traditional media institutions cannot continue to operate in the old way, because they are facing a new reality imposed by artificial intelligence technologies and digital media tools. For this reason, they should try to adapt to this change, whether by developing their platforms or training their journalists. Almost all journalists talked about the importance of learning new skills, such as dealing with artificial intelligence tools, understanding data, and managing digital content. This shows that the role of journalist today is no longer only to convey news, but also to understand technology and use it in his daily work. Also, some stressed that the journalist must have a digital mind, that is, be flexible and quick to learn, because he deals with an audience that today mostly follows the news from the Internet, not only from television or newspapers.

Thus, organizations that invest in training their employees, and keep pace with changes, will have a greater chance of success, while those that do not keep pace with development will easily decline in this era.

Traditional journalism will not disappear, but it will change. There will remain a place for deep and analytical journalism, especially that which relies on investigation, documentation and specialization, if it develops its tools and rebuilds its relationship with the public. Whoever maintains credibility and innovates at the same time will remain active in the next media landscape. (Labash, 2025)

The future of traditional journalism is linked to its ability to adapt, develop its mechanisms and keep pace with this transformation. This will enable it to maintain its position with a focus on professionalism, accurate verification of news before publication, or combining digital and traditional journalism as the best way to stay in the media scene. (Tariq, 2025)

In the same context, talking about the loss of status of the traditional press was considered somewhat harsh, especially if this means is credible and influential, but the inevitability of retreat exists due to the acceleration and terrible development experienced by the media arena at various levels. The journalistic team must be able to make the best use of these tools, by opening specialized training workshops on an ongoing basis, and shifting towards new business models that are more scalable and flexible as well. (Khatu, 2025)

From the opinions of journalists, it can be understood that traditional journalism is going through a delicate transitional phase. It is still respected in terms of credibility and depth, but its continuity is linked to its readiness to evolve and keep pace with digital transformations. Journalists have indicated in different ways that traditional journalism will not disappear, but if it stays the same, it will retreat in the face of the great momentum of digital platforms. Hence, it appears that the solution is not to confront evolution, but to adapt to it, such as adopting artificial intelligence tools, enhancing their presence on the Internet, and providing more specialized and interactive content. The idea of integrating traditional journalism with digital is not an option but a necessity, because the public is looking for speed and renewal, and at the same time still appreciates reliable information. Therefore, the success of traditional institutions will be in balancing the maintenance of professional values with the continuous renewal of working methods.

Artificial intelligence has helped journalists facilitate their daily tasks, such as collecting and verifying information, but it cannot fully compensate for the role of a journalist who has a critical sense and human experience in understanding events.

Regarding adaptation, it was found that the solution lies not only in the use of new tools, but in changing the way of thinking within institutions, and the formation of journalists with digital skills and knowledge of how to deal with modern technology. Therefore, traditional journalism can maintain its status, but only if it is more flexible, makes real changes in its working methods, and maintains the principles of credibility and professionalism that have always been its basis.

Conclusion

The study concluded that artificial intelligence has contributed to changing the stages of journalistic work, from collecting information to interacting with the public, making work faster and more interactive than before, as well as changing the role of the journalist within the media organisation, requiring mastery of new skills such as dealing with platforms, analysing data and managing digital interaction

It concluded that artificial intelligence has changed the way journalists perform their daily tasks and has facilitated the processes of collecting information and verifying news, but it cannot replace the human element of journalism. In terms of credibility, the uncontrolled use of some digital media and artificial intelligence technologies has contributed to weak public confidence, but traditional journalism can still enhance its credibility if used well.

The study concluded that the future of traditional journalism is not in decline, but in change. It requires renewal and flexibility while maintaining quality and professionalism. The impact of artificial intelligence is not negative. Rather, it depends on how these tools are used and on the readiness of institutions to adapt to them. The relationship between artificial intelligence and the credibility of traditional journalism is complex, with opportunities and challenges that institutions must harness positively.

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