AI-DRIVEN MEDIA LANDSCAPE IN INDIA: TRANSFORMING JOURNALISM, MEDIA STUDIES AND CONSUMPTION TRENDS

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Abstract

The incorporation of Artificial Intelligence (AI) in media is revolutionizing journalism and media studies. As AI-driven advancements reshape the global media landscape, India's fast-paced journalism presents both significant opportunities and challenges. This study provides an in-depth examination of AI's impact on Indian media, highlighting its advantages, ethical concerns and effects on journalistic integrity, public trust, and media ethics.

This research examines impact of AI-powered content creation, including automated journalism, AI-generated news anchors and AI-driven predictions, analysing their impact on news dissemination and audience engagement. This study investigates the adoption of AI anchors by major Indian media organizations, such as India Today Group (AI Sana), Doordarshan Kisan (AI Krish and AI Bhoomi), Odisha TV (AI Lisa), ABP (AI Aira), and Zee News (AI Zeenia) to enable 24/7 multilingual news delivery, enhancing accessibility and efficiency. Additionally, it explores the role of AI-driven fact-checking mechanisms and content personalization in improving data-driven journalism.

The study speculates on the impact of AI on web journalism, voice assistants, and augmented storytelling. The research discusses the opportunities and challenges posed by these emerging technologies and their potential to reshape journalism and content production in India.

Furthermore, this research highlights the regulatory challenges of AI-driven journalism, emphasizing the need for robust governance frameworks and AI literacy initiatives while also examining how AI-powered news platforms and real-time translation tools break language barriers to ensure even remote communities stay informed.

The study also delves into the ethical concerns surrounding AI in media, focusing on issues such as misinformation, deepfake manipulation, and algorithmic biases. A qualitative and comparative research approach is employed, utilizing observational studies and content analysis to examine AI's influence on media accuracy, inclusivity, and accessibility. Additionally, focus group discussions explore journalistic practices, while case studies provide in-depth insights into real-world implications of AI-driven media dynamics.

This study underscores the importance of balancing technological advancements with journalistic credibility and ethical reporting standards, fostering a digitally empowered and well-informed society.

Keywords: *Artificial Intelligence, Indian Media, Web Journalism, Content production, Audience Engagement*

INTRODUCTION

Over the past decade, AI has significantly reshaped the Indian media industry, revolutionizing how content is created, distributed, and consumed. In the early adoption phase (2015-2019), AI-powered tools like Wordsmith and Quill automated journalism by generating news reports. Major Indian news agencies such as The Times of India and Hindustan Times started using AI for content recommendations and automated editing. AI-driven sentiment analysis also emerged as a key tool for monitoring public opinion on social media. In the growth phase (2020-2023), AI-generated content gained momentum. Media houses like ANI and The Print began leveraging AI for news summarization and automated reporting. The rise of deepfake technology sparked both entertainment innovations and concerns about misinformation. Streaming platforms like Hotstar, SonyLIV, and Zee5 adopted AI for personalized content recommendations. AI also played a crucial role in fact-checking, with organizations like Alt News and Boom Live using AI-driven tools to detect fake news. In the current phase (2024-2025), AI has become an integral part of Indian media. It enhances broadcasting through real-time analytics and automated captions on channels like India Today and Republic TV. Generative AI now assists journalists with research, summarization, and content creation. AI-powered ad targeting optimizes digital marketing strategies through behavioural analytics. Additionally, AI-driven VR and AR technologies are transforming immersive journalism experiences on platforms like The Quint and Scroll.in, further redefining media consumption in India.

The Printed Word Meets the Digital Mind: AI in Print Journalism

Print publications use AI to generate stories, summarize financial reports, produce weather updates, and analyse large datasets, allowing journalists to focus on in-depth reporting. From real-time transcription and AI-assisted fact-checking to automated news gathering and circulation management, AI has significantly transformed news

reporting and distribution. Hindustan Times (HT Media Ltd.), one of India's leading news organizations, launched a 15-member AI team in February 2023 to develop an AI-powered newsroom, a generative AI-based newsbot, personalized content delivery, audience monetization, revenue optimization, and subscription management. AI automates news collection, improves recommendation algorithms and efficient reporting while combating misinformation by detecting discrepancies and biases. Personalized news recommendations powered by AI, enhance reader engagement by analysing user behaviour and curating content based on preferences. Additionally, AI-driven data visualization tools present complex information through interactive graphics, making stories more engaging. Beyond content creation, AI optimizes newspaper circulation and readership management by analysing distribution patterns and audience engagement, helping media houses improve subscription models.

The Rise of Virtual Anchors: AI in Broadcast Media
Television news has witnessed a paradigm shift with AI-powered news anchors, offering 24/7 coverage in multiple languages. AI anchors are revolutionizing traditional news presentation, reducing operational costs while enhancing efficiency. Beyond virtual presenters, AI is transforming broadcast production by replacing traditional equipment-heavy workflows. AI-powered camera automation eliminates the need for multiple operators, enabling seamless tracking and framing of subjects. Advanced AI-driven editing software is streamlining post-production, automatically cutting, enhancing visuals, and synchronizing subtitles. Furthermore, AI assists reporters by providing real-time analytics, automated scripting, and AI-driven research assistance, enabling faster and more accurate reporting. While AI enhances efficiency in broadcasting, it also raises ethical concerns, such as deepfake manipulation and algorithmic bias, prompting the need for stricter AI regulations in media ethics.

The Algorithmic Newsroom: AI and the Evolution of Digital Media
New media platforms are undergoing a data-driven transformation with AI playing a pivotal role in curating, optimizing, and personalizing news for users. Social media giants and digital news platforms utilize AI to tailor content according to user behaviour. AI-powered recommendation engines, chatbots, and predictive analytics are revolutionizing digital journalism. However, significant concerns about fake news, misinformation, and the ethical use of AI persist. Moreover, the issue of AI scraping copyrighted content has prompted global media houses including prominent Indian organizations to block unauthorized access by AI platforms like OpenAI and Google AI. Digital news channels leverage AI-driven thumbnails, keyword optimization, and personalized recommendations to enhance audience engagement and visibility. AI selects the most visually striking thumbnails by analysing video frames, facial expressions, and colours, while A/B testing ensures the best-performing option. AI-powered recommendation engines personalize news feeds by analysing user preferences, watch time and interactions while predictive analytics helps prioritize viral stories.

The Indian media industry is experiencing a rapid growth in AI adoption, with numerous news organizations embracing AI-driven technologies without fully grasping their long-term implications or ethical challenges. AI-powered news anchors, automated journalism, personalized content recommendations, and AI-driven fact-checking tools are being used to enhance efficiency and engagement. However, AI falls short in replicating the spontaneity, human judgment, and eyewitness reporting that traditional journalists and news anchors provide. News anchors are valued not only for delivering information but also for their ability to offer context, emotional depth, and on-the-spot analysis qualities that AI struggles to emulate. As AI continues to integrate into various aspects of news production and dissemination, it is crucial to consider how this trend will be adopted by all news organizations and what it means for the future of journalism in India.

This study aims to investigate critical aspects of AI's impact on Indian media by exploring the following research questions:

1. How is AI transforming news production and dissemination in India?
2. How do audiences perceive AI-generated journalism in terms of credibility and trust?
3. What ethical challenges arise from AI-driven content creation, including misinformation, deepfakes, and algorithmic bias?
4. How will AI-powered news anchors cover niche subjects and connect with audiences, especially when delivering human-interest stories that require empathy, spontaneity, and emotional connection?
5. What role does AI play in enhancing personalized content delivery, audience engagement, and news accessibility across diverse linguistic and regional demographics in India?
6. What regulatory and governance frameworks are necessary to ensure responsible AI-driven journalism?

By addressing these questions, the research seeks to offer a comprehensive analysis of AI's influence on Indian media, balancing technological advancements with journalistic integrity, ethical reporting, and public trust.

LITERATURE REVIEW

The advent of Artificial Intelligence (AI) has brought significant transformation to the Indian media industry. From streamlining content production to enhancing audience interaction, AI has reshaped traditional media practices. Researchers have examined AI's influence on journalism, efficiency in media operations, and the ethical considerations associated with automation. This review explores key studies addressing AI's potential, benefits, and challenges within the Indian media landscape.

AI and Media Automation
Automated journalism, also known as robot journalism, leverages AI and Natural Language Processing (NLP) to generate news content efficiently. According to Ashfaq (2021), AI-driven automation has improved the speed and accuracy of news reporting, particularly in financial journalism and real-time updates. Jain & Bhatnagar (2018) highlight AI's capacity to personalize news content, allowing media organizations to cater to diverse audience preferences.
However, concerns remain about AI's role in perpetuating biases. Sharma & Kaul (2019) argue that AI-generated content is only as reliable as the datasets it is trained on, which can lead to misinformation if the sources are not rigorously vetted. Gupta (2018) also notes that while AI enhances efficiency, it may reduce journalistic creativity and investigative depth.

AI's Role in Content Distribution and Audience Engagement
AI algorithms play a crucial role in optimizing content distribution across multiple platforms. Goyal & Sharma (2017) discuss AI-driven recommendation systems used by digital media giants like Netflix and YouTube, which tailor content to users based on viewing history and engagement patterns. Similarly, AI-powered chatbots and virtual assistants are employed by news organizations to interact with audiences and provide real-time updates (Sood & Sood, 2019).
Nambiar (2019) emphasizes that AI has enhanced audience engagement by enabling multilingual content generation, broadening the reach of news organizations. However, scholars such as Prasad (2018) warn that excessive reliance on AI for engagement may reduce human editorial oversight, leading to ethical concerns over content authenticity and editorial bias.

Challenges of AI in the Indian Media Industry
Despite AI's numerous benefits, scholars identify several challenges. The primary concern is job displacement. Agrawal & Sood (2019) and Bhatnagar (2018) argue that AI-driven automation threatens employment opportunities for journalists and media professionals, raising questions about the future of traditional reporting. Another major challenge is misinformation. Sharma & Gupta (2018) and Jain (2019) highlight AI's vulnerability to manipulation, where biased training data or algorithmic malfunctions can propagate fake news. Ethical dilemmas regarding AI's influence on public opinion also persist, as AI-driven media platforms may prioritize engagement over factual accuracy (Sinha, 2019).
Furthermore, infrastructural limitations hinder AI adoption in Indian media. The lack of standardized data sets, limited AI literacy among media professionals, and inadequate technological infrastructure pose significant barriers (Ashfaq, 2021). As AI continues to evolve, ensuring transparency and regulatory oversight will be essential to maintaining credibility in the media industry.
While the literature explores media convergence and democracy, research on India's news landscape remains limited. While research on AI in global media is extensive, studies examining AI's role in Indian media, journalism, and audience consumption remain limited. The intersection of AI, media convergence, and democracy has been explored in existing literature however, there is a significant gap in understanding how Indian news organizations adapt to digital transformations. This study aims to bridge that gap by analysing AI's evolving role in Indian media and its implications for news production, ethical journalism, and public trust.

METHODOLOGY

This study employs a mixed-method research approach, integrating qualitative research methodologies to examine the transformative impact of Artificial Intelligence (AI) on the Indian media landscape. The research investigates AI-driven journalism, media consumption trends, and journalistic integrity through a comparative analysis of traditional and digital media platforms.

Theoretical Framework
This research is grounded in the Epistemology of Journalism Theory, which examines how journalistic knowledge is produced, validated, and disseminated. It focuses on the processes that determine the credibility of news, emphasizing the role of editorial standards, verification mechanisms, and technological influences in shaping journalistic integrity. The study applies this framework to analyse AI-generated journalism in

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comparison to human-led journalism, assessing its impact on public trust, misinformation, and ethical reporting standards.

1. Focus Group Discussions (FGDs)

Focus group discussions were conducted with mass media students to explore their views on AI's impact on journalism. These discussions provided qualitative insights into the ethical challenges, content accuracy, and evolving journalistic practices in AI-driven media environments.

Observational Studies and Content Analysis

The research assessed the impact of AI on journalistic integrity and audience trust through the following key frameworks:

- **AI News Anchors in Indian Media**: Analysing the content delivered by AI-driven news anchors, the frequency of their use compared to human anchors, and the specific topics or subjects where AI anchors are preferred.
- **AI's Role in Reshaping Print, Broadcast, and Digital Media**: Evaluating how AI influences traditional print journalism, television broadcasting, and online news portals.
- **Sensationalism, Bias, and Misinformation in AI-Generated News**: Comparing AI-driven news content with human-reported ground coverage to assess credibility, trustworthiness, and audience engagement.

3. Personal Interview

A personal interview was conducted with journalist Ms. Nirmeeti Patole, who has worked with eminent news channels such as Republic TV and Lokmat. The interview provided valuable insights into AI's role in contemporary newsrooms,

4. Case Studies

Selected Indian news organizations, including mainstream television channels, independent digital platforms, and social media influencers, were analysed to understand their AI adoption strategies.

Data Analysis Techniques

- **Qualitative Analysis**: Thematic analysis was employed to interpret data from FGDs, case studies, and content analysis, identifying recurring patterns in news framing, bias, and credibility perceptions.
- **Comparative Analysis**: AI-generated and human-created news content were examined to determine variations in reporting accuracy, editorial control, and audience reception.

The study contributes valuable insights into the balance between technological advancements and journalistic ethics, ensuring an informed and digitally empowered media ecosystem

RESULTS AND DISCUSSION

News Content Production and Dissemination through AI

Artificial Intelligence (AI) is transforming the news the production, dissemination, and consumption by making content more personalized, immersive, and engaging for audiences. AI-powered algorithms analyse user preferences, reading habits, and social interactions to curate and deliver news that is highly relevant and relatable to individuals. This personalized approach enhances audience engagement and retention by ensuring that they receive content tailored to their interests. AI is also driving automated and immersive storytelling through technologies like Virtual Reality (VR), Augmented Reality (AR), and AI-generated narratives. These advancements enable journalists to create visually rich and interactive stories, allowing audiences to experience news in a more engaging way. AI-generated voiceovers and virtual news anchors further enhance accessibility, providing a seamless and captivating news consumption experience. Regarding credibility and accuracy, AI plays a crucial role in fact-checking and detecting fake news. Advanced machine learning models can analyse vast amounts of data, identify misinformation, and verify sources, helping journalists maintain accuracy and trust in their reporting. Additionally, AI-driven gatekeeping mechanisms assist in filtering and prioritizing news stories, ensuring that audiences receive credible and well-researched content.

Figure. 01

	Personalized News through AI
Google News	•AI analyzes user preferences through content consumption patterns, subscriptions, and browsing history to suggest relevant news articles. •AI tailors news content for individual users, ensuring a customized and engaging news experience
the quint	**Immersive Storytelling through AI** •AI-generated stories, Virtual Reality (VR) & Augmented Reality (AR) enhance storytelling. •AI-powered graphs, data visualizations, and interactive elements simplify complex stories, making them easier to understand and more engaging for audiences.
News Meter	**AI for Refining Gatekeeping & Filtering News Content** •AI algorithms help journalists and editors prioritize, categorize, and filter news based on credibility and relevance. •AI can refine and assess news sources, detect biases and misinformation.
dailyhunt	**AI Used for Voiceovers & Story Presentations** •AI-powered text-to-speech for news reading, synthetic voices for storytelling, and virtual presenters. •AI-generated voiceovers can deliver news in multiple languages and adapt tone and style.
The Print	**Fact-Checking & Fake News Detection** •AI can scan and analyze news content across multiple platforms to detect and flag false or misleading information in real time. •AI cross-references facts, figures, and numbers with reliable sources.
BBC NEWS मराठी	**Translation and Localization through AI** •AI enables real-time translation of news content into multiple languages. •AI translates news stories by considering culture, regional dialects, and local references to ensure relevance and engagement for specific audiences.

The above figure demonstrates how AI, when effectively utilized, can transform news content production and dissemination. Through AI-powered voiceovers, virtual reporters, and immersive technologies, journalism has the potential to become more efficient, engaging, and reliable in delivering news to diverse audiences.

RESULTS FROM FOCUS GROUP DISCUSSIONS

A focus group discussion method was employed to gain an in-depth understanding of the impact of AI on journalism, media studies, and media consumption trends in India. Six focus groups were conducted with students from the BAMMC (Bachelor of Arts in Multimedia and Mass Communication) department across three academic years: first-year, second-year, and third-year. The study included six focus groups, with three consisting of male students and three consisting of female students, all from Achievers' College, Kalyan.

Sample and Sampling Technique
The sample was selected purposively, involving students from different academic years to ensure diverse perspectives. Participants were chosen based on their active engagement in media studies and their willingness to discuss AI-driven transformations in journalism and media consumption. A total of 30 students participated in the discussions, consisting of 15 male and 15 female students

Data Collection Procedure
Permission to conduct the study was obtained from faculty members and the Head of the Department of Mass Media. The study's objectives and benefits were explained to the participants to ensure their cooperation and comfort. Focus group discussions were conducted by facilitators, with male facilitators leading male groups and female facilitators leading female groups. Structured discussion guidelines were followed, and detailed notes

were taken during the sessions. The key themes were identified and reviewed based on the written notes to ensure accuracy.

INSIGHTS AND KEY FINDINGS FROM FOCUS GROUP DISCUSSIONS

Knowledge of AI in Journalism and Media Studies

Participants exhibited varying levels of knowledge about AI in journalism. Third-year students were more aware of AI-driven journalism tools such as automated news writing, deepfake detection, and AI-assisted content curation. First- and second-year students were familiar with AI in media through social media algorithms but had limited understanding of its broader implications in journalism.

Perceived Impact of AI on Media Jobs

A common concern across all groups was the fear that AI would replace journalists and content creators. Some students believed AI could enhance media efficiency, while others expressed apprehension about job security. Participants acknowledged AI's ability to automate repetitive tasks such as fact-checking and news summarization but debated whether it could replicate human creativity and ethical judgment.

AI's Role in Media Consumption Trends

Most students agreed that AI-driven recommendation algorithms on platforms like YouTube, Netflix, and Instagram significantly influenced their content consumption. Some participants expressed concerns about algorithmic biases shaping public opinion, while others appreciated AI's ability to personalize content discovery.

Concerns About Misinformation and Deepfakes

Students were divided on AI's role in combating misinformation. Some saw AI as a valuable tool for detecting fake news, while others were sceptical about its reliability, citing instances where AI-generated content had contributed to misinformation. The issue of deepfakes was a major concern, with students recognizing the potential threats to journalistic integrity and media credibility.

Participants' Views on AI's Impact on Journalism and Media Consumption (n = 30)

Table 01:

Key Themes	First-Year (Male)	First-Year (Female)	Second-Year (Male)	Second-Year (Female)	Third-Year (Male)	Third-Year (Female)	Total Participants
Awareness of AI in Journalism	2	3	3	4	5	5	22
Concern Over AI Replacing Jobs	3	4	4	5	5	5	26
AI's Role in Enhancing Journalism	2	3	3	3	5	5	21
AI-driven Media Consumption Trends	3	3	4	4	5	5	24
Concerns About AI Misinformation & Deepfakes	4	5	4	4	5	5	27
AI's Role in Graphic Design & VFX	3	3	3	4	4	5	22

The study shows that AI awareness in journalism varies among students. AI awareness varies among students, with third-years most familiar with AI tools, while others associate it mainly with social media algorithms. Concerns about job loss (26 students) and misinformation (27 students) were prevalent. AI-driven recommendations influence content choices (24 students), raising concerns about bias. While some trust AI for detecting fake news, scepticism remains. Graphic design and VFX students find AI useful for enhancing visuals and workflows. Overall, students see AI's benefits but worry about job security, misinformation, and media ethics.

OBSERVATIONAL AND CONTENT ANALYSIS OF AI NEWS ANCHORS ON INDIAN NEWS CHANNELS

Table 02:

News Channel	AI Anchor(s)	Role & Coverage	Special Features

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OTV	AI Lisa	- Weather updates ("Weather Report with Lisa") - Wishing viewers on occasions (e.g., Diwali) - Sports history & cricket coverage - Special news edition ("Headlines with Lisa")	First AI news anchor introduced for regional channel coverage
DD Kisan	i.AI Krish ii.AI Bhoomi	- **AI Krish:** Anchors GK-based agriculture segments, recent trends in farming - **AI Bhoomi:** Primarily covers weather updates	Supports 50+ Indian and foreign languages
Aaj Tak	i.AI Sana ii.AI Anjana Om Kashyap 2.0 iii.AI Saili iv.AI Aishwarya v.AI Naina vi.AI Aina vii.AI Jay	- **AI Sana:** Covers human interest stories, celebrity news, astrology - **AI Anjana Om Kashyap 2.0:** AI replica of real anchor Anjana Om Kashyap -**AI Saili:** Covers Marathi news (Mumbai Tak) -**AI Aishwarya:** Covers Hindi news (UP Tak, Bharat Tak, News Tak) -**AI Naina:** Covers Bhojpuri news -**AI Aina:** Covers Bengali news -**AI Jay:** Covers English news (India Today TV)	First Indian news channel with a **fully AI-driven digital news platform**
Zee News	AI Zeenia	- Covered Exit Poll 2024 - Lok Sabha Elections 2024 - Delhi Election Exit Poll 2025	AI-driven election analysis and predictions
ABP	AI Aira	- Digital anchor for ABP Desam - Covers social, health, sports, and technology news	AI integration in digital news broadcasting

Key Observations:

1. **Diversified AI Integration:** Indian news channels are incorporating AI anchors across various segments, from weather and agriculture to politics, entertainment, and elections.

2. **Language Expansion:** Channels like DD Kisan and Aaj Tak AI are using AI anchors to deliver news in multiple Indian and foreign languages, making information more accessible.

3. **Election & Analysis Coverage:** AI is playing a crucial role in political reporting, as seen with Zee News' AI Zeenia handling election results and exit polls.

4. **Fully AI-Powered News Channels:** Aaj Tak AI is leading in this space with an entirely AI-driven digital platform, featuring multiple AI anchors across languages and segments.

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5.   **Personalization & Engagement:** AI anchors like Lisa (OTV) and Sana (Aaj Tak) are being used to engage audiences with personalized content, including greetings and human-interest stories.

PERSONAL INTERVIEW

A telephonic interview was conducted with journalist Ms. Nirmeeti Patole, who has worked with prominent Indian news channels such as Republic TV and Lokmat. With extensive experience in television journalism, she provided valuable insights into AI's role in contemporary newsrooms, its influence on editorial decisions, and the ethical concerns it raises.

Ms. Patole emphasized that AI's integration into Indian newsrooms is not merely about automation but also about reshaping the dynamics of news production and dissemination. She highlighted that while AI-powered tools assist in fact-checking, breaking news alerts, and audience analytics, they also introduce biases in content prioritization. One of her key concerns was the rise of a "TRP-driven AI cycle," where AI algorithms push trending topics based on audience engagement, sometimes at the cost of investigative journalism and independent reporting.

She also pointed out the regional disparity in AI adoption, stating that while national news organizations are leveraging AI to enhance efficiency, regional and vernacular media outlets struggle due to limited technological resources and AI literacy. This, she warned, could create an AI divide in Indian journalism, where urban-centric narratives get amplified while grassroots-level issues receive less visibility.

A particularly alarming trend she discussed was the increasing use of "AI-Generated Bites" where AI-generated visuals and voices mimic real journalists to create news segments. She warned that if not regulated, this could lead to deepfake journalism, where fabricated yet highly convincing AI-generated news blurs the lines between reality and artificial narratives.

She further stressed the need for AI literacy among journalists and the importance of maintaining editorial oversight. According to her, "AI should be a tool for assistance, not a substitute for journalistic integrity." She advocated for ethical AI implementation in Indian newsrooms, ensuring that while AI enhances efficiency, human judgment remains central to news reporting.

ETHICAL CONSIDERATIONS

The increasing use of AI-generated content in journalism presents significant ethical challenges, particularly when it comes to misleading viral videos. A recent example is the AI-generated video of global celebrities, including Elon Musk, Donald Trump, Lionel Messi, and others, taking a sacred dip at Mahakumbh Mela, which went viral across social media platforms. While such content is often created for entertainment, it raises ethical concerns when mainstream news channels use these AI-generated clips to attract viewers without clear disclaimers. The absence of AI content regulation within newsrooms allows for such viral clips to be framed as real or semi-real events, misleading audiences and eroding public trust in media. By leveraging AI-generated deepfake-like content for higher TRP (Television Rating Points) and online engagement, news organizations risk normalizing the spread of synthetic media as legitimate news.

CONCLUSION AND RECOMMENDATIONS

In conclusion, this research explores the significant impact of Artificial Intelligence (AI) on media consumption and audience behaviour in India. It highlights both the opportunities and challenges of AI integration, emphasizing its potential to combat misinformation and improve journalistic accuracy. AI is a powerful tool for innovation, enhancing fact-checking, multilingual news access, and newsroom efficiency. However, its misuse, particularly through misleading AI-generated viral content, raises concerns about public trust and media credibility. The amplification of AI-generated videos by news channels for engagement underscores the urgent need for regulatory oversight and journalistic accountability. As AI continues to shape the digital news ecosystem, it is crucial to balance technological advancements with ethical journalism through transparency in AI-generated content, AI literacy among journalists, and strong editorial oversight.

To ensure responsible AI adoption in media, several measures are necessary. News organizations should label AI-generated content, and regulatory bodies must mandate AI watermarks to prevent audience deception. AI should function as an assistive tool with human journalists maintaining editorial control, supported by AI ethics committees within newsrooms. Government policies must regulate AI in political and sensitive news, while collaboration with global AI governance bodies can help establish ethical standards. AI literacy training should be integrated into journalism education to help professionals critically evaluate AI-generated content. Strengthening fact-checking mechanisms is essential, ensuring that AI-generated viral content is verified before dissemination. While AI optimizes news production, investigative journalism must remain central, preventing AI-driven content from overshadowing critical reporting. Additionally, bridging the AI divide in regional and vernacular media is crucial, promoting equitable AI adoption and linguistic diversity in news coverage.

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By implementing these recommendations, Indian journalism can responsibly harness AI, preserving journalistic integrity, public trust, and ethical reporting. AI should complement human oversight rather than replace it, ensuring that the future of journalism remains accurate, transparent, and credible.

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