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Data: 02/11/2026 17:28:04

MEDIATIZATION STUDIES 9/2025 DOI: 10.17951/ms.2025.9.133-135

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Review of *Artificial Intelligence in Journalism. Changing the News*, by Tony Silvia, Jefferson: McFarland 2025. ISBN: 9781476694085 (pp. 204)

The use of AI tools in journalism is currently the subject of lively discussion, encompassing the golden opportunities and challenging demands. Tony Silvia's book provides a comprehensive overview of the current state of journalism in the face of these challenges, exploring ways to make the most efficient use of the latest technologies. The book consists of nine chapters and four appendices. Starting with: Chapter 1, the author provides a brief history of AI and leads us through the economic, political and ethical issues concerning the application of AI tools in news reporting. The book includes detailed considerations of the relationships between journalism and AI, AI and investigative journalism, the impact of social media on journalism; AI and ethics, and harnessing AI's power. Chapter 3, devoted to visualising the AI newsroom of the future, enables us to envisage the possibilities and consequences of the "AI-zation" of the profession. The book also offers practical assets, including templates for AI policy in newsrooms, examples of AI policies in 52 newsrooms and a 10-step guide to AI adoption in newsrooms.

When defining AI, the Author opts for a clear and simple explanation, claiming that "AI refers to the simulation or approximation of human intelligence by software" (p. 12). He identifies algorithms as the primary component driving AI: "the computer code that searches for similarities between various concepts and draws comparisons between them in order to create content" (p. 12). The most important feature of AI-based tools is their rapid and unprecedented rate of development and application. Even compared to the dynamic expansion of the internet, AI tools, and ChatGPT in particular, significantly surpass these new-old technologies in terms of scope and

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speed of implementation across most areas of life. When using the term AI, Silvia mainly refers to "limited-memory AI", which is fully adaptive and has an extensive ability to learn using accessible knowledge, but is not self-aware (e.g. advanced chatbots that could pass the Turing test).

When considering the relationship between AI and business models in journalism, it becomes clear that the "fight or flight" strategy is not necessarily appropriate or useful for either party. Conversely, news businesses can sensibly embrace the value that AI can bring to their bottom line. AI tools can help with many aspects of journalistic work, such as producing images and videos "for about five cents in thirty seconds" (p. 57), generating newsletter emails containing AI-generated news summaries, identifying typos, translating content in real time, personalising and customising content, taking videos of public meetings and transcribing them, providing keyword alerts, sorting through hundreds of emails from users and civic journalists, and looking for newsworthy events using big data, among many other things. The costs of AI-supported actions are affordable and provide a good return on investment, helping to save time and money. News organisations can therefore focus on strategies that engage audiences more and rely less on advertisers.

However, the wide range of economic and financial benefits is balanced by the political, ethical and social issues associated with irresponsible and deceptive use of AI tools. For example, *The Wall Street Journal* pointed out AI-generated material published by news outlets in 2023: "China invades Taiwan and migrants surge across the U.S-Mexico border in a video depicting the aftermath of President Biden re-election. In a series of images, former President Donald Trump is pursued on foot and apprehended by uniformed police officers. Another photo shows the Pentagon engulfed in the flames following an explosion" (p. 68). Disinformation and misinformation campaigns accompanying electoral processes have gained powerful support from tools capable of quickly generating and precisely delivering fake news to a large worldwide audience. Therefore, work on regulating AI applications, particularly with regard to large digital platforms such as Meta and Google, is becoming increasingly important.

Even more meaningful is the ease with which misinformation can be generated and disseminated, and propaganda spread. This makes distinguishing between falsehood and truth the greatest challenge for journalists and news users today. Paradoxically, the advent of AI does not necessarily mean fewer job opportunities for journalists. In fact, in the face of a flood of content of dubious quality and origin, the demand for truthful reporting and news verification may well increase. At the same time, the author claims that the business side of journalism can benefit greatly from using AI, especially in terms of personalising content. This is because AI helps journalists to understand and respond to what their audience values, wants and expects in a meticulous and targeted manner.

In his writing about the future of journalism in the context of the rapid development and application of AI in the news industry, Silvia refers to the words of Jacob Ward of NBC News: "[…] frustrating AI interactions in our everyday lives

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might ultimately lead us toward the desire for a return to the human connection […]. Journalism produced by humans, not bots, might become a premium, which news audiences will consciously choose and financially support" (p. 120). In an interview with David Pogue, a CBS columnist, a vivid metaphor was used to explain why we are currently unable to imagine what jobs will exist in the future, in journalism and beyond, in a world saturated with machine learning technology and its derivatives. "A hundred years ago 40 percent of Americans were farmers. If you could go back a hundred years and those farmers, what do you think the 38 percent of those who were no longer farmers would be doing, what would they say, 'Oh, search engine optimization, health and wellness.' They wouldn't have any ideas. It's the same think. It's going to be massive shifting from one job to another, but it doesn't mean mass unemployment" (pp. 120–121).

One of the most meaningful ideas that can be taken away from the book is that relating to the role of trust in the contemporary and future shape of journalism. In the face of problems such as disinformation, fake news and, in particular, deepfakes, where generative AI tools and AI-generated content are rife, the crisis of confidence in information provided by the media is something we already have to deal with, and this phenomenon can only intensify. This is why the author and his interviewees believe that: "[…] we have come to suspect everything is fake unless proven otherwise" (p. 122).

The book's weakness is the inconsistent titles and content of some subchapters (e.g. "AI Targeting and Personalisation" and "Revenue Diversification"), as well as the inconsistent views on certain issues, such as the impact of the pandemic on the advertising and AI industries: "The advertising industry is in a love hate relationship with artificial intelligence […]. Both are still in the throes of trying to recover from the global pandemic that caused both to shrink in both size and revenue" (p. 49); "While e-commerce and digital advertising blossomed during the pandemic surge, largely benefiting from a captive audience […]" (p. 51). Despite this, the book presents many ideas that are worth remembering and taking into account when thinking about quality journalism. In particular, as the Author states, AI tools can strengthen and improve news work in many areas, e.g. by promoting divergent thinking, challenging expertise bias, assisting in idea evaluation and supporting idea refinement, and facilitating collaboration with and among users. These are just some of the many reasons why Tony Silvia's book is a must-read for journalists, journalism students, media scholars, and experts interested in the information industry.