



AI: A Superpower in the Hands of Journalists!

Description

- Senior Journalist Muddam Narasimha Swamy Highlights the Transformative Role of AI in Modern Journalism
- Special training session focuses on AI-powered reporting, fact-checking and fake news detection

ADILABAD (MediaBoss Network): Artificial Intelligence (AI) is emerging as a powerful tool for journalists, offering new opportunities to strengthen news gathering, improve information analysis and enhance digital storytelling, senior journalist Muddam Narasimha Swamy said. Addressing district journalists at a two-day training programme in Adilabad, he emphasised that embracing emerging technologies is essential for journalists to remain relevant and effective in an increasingly digital media landscape.

Swamy conducted a special session on “Modern Journalism and Artificial Intelligence”, explaining how AI-powered tools can assist media professionals in researching news, analysing complex information, preparing news reports, creating digital content and carrying out fact-checking. He noted that the effective use of technology can improve newsroom efficiency, save time and enable journalists to focus more on accuracy, context and meaningful reporting.

The two-day training programme, organised jointly by the Telangana Media Academy and the Telangana State Union of Working Journalists (TUWJ), concluded at the Technical Training and Development Centre (TTDC) in Adilabad. The programme aimed to familiarise district journalists with emerging media technologies, contemporary reporting practices and the challenges confronting the profession.



AI-Powered Journalism: Opportunities and Responsibilities

Highlighting the growing influence of AI on the media industry, Swamy urged journalists to develop technological skills and continuously update their professional knowledge. He explained how AI tools can support research, summarise large volumes of information, assist in preparing news stories and help produce content for websites, social media and other digital platforms.

He stressed, however, that AI should be treated as an assistant to journalists, not a replacement for human judgement, editorial independence or professional responsibility. Journalists must independently verify AI-generated information, cross-check facts with credible sources and exercise caution before publishing content produced with the assistance of automated tools.



Combating Fake News in the Digital Era

Addressing one of the most pressing challenges facing contemporary journalism, Swamy highlighted the importance of identifying misinformation, manipulated images, misleading videos and unverified claims circulating on social media. He encouraged journalists to adopt fact-checking practices and use appropriate digital tools to establish the authenticity of information before disseminating it to the public.

He also underlined the need for greater awareness of cybercrime, digital security and the responsible use of social media. In a fast-moving information environment, he said, speed must not come at the cost of accuracy, credibility or ethical journalism.



Adapting to the Changing Media Landscape

The session also covered electronic media management, digital content production, the effective use of social media platforms and emerging trends in online journalism. Swamy emphasised that technological advancements are reshaping the way news is gathered, produced and consumed, making continuous learning essential for media professionals.

He called upon journalists to combine technological innovation with the core principles of journalism—accuracy, fairness, accountability and public interest. By adopting AI responsibly while maintaining rigorous editorial standards, journalists can strengthen public trust and deliver more reliable information to audiences.

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Senior Officials Attend Training Programme

The training programme commenced under the chairmanship of Telangana Media Academy Chairman K. Srinivas Reddy. Adilabad District Collector Rajarshi Shah attended the inaugural session as the chief guest.

Journalists from across Adilabad district participated in the two-day programme, gaining insights into modern media practices, technological developments and the practical applications of AI in journalism.

The programme highlighted the growing importance of technology-driven training in preparing journalists to meet the opportunities and challenges of a rapidly evolving media ecosystem.

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AI: A Superpower in the Hands of Journalists!

■ Special session on AI journalism and fake news detection

■ Senior Journalist Muddam Narasimha Swamy trains journalists on modern media trends

ADILABAD: Artificial Intelligence (AI) tools can serve as powerful weapons for journalists in the digital age, said senior journalist Muddam Narasimha Swamy. He explained that AI tools can assist journalists in several areas, including news gathering, information analysis, fact-checking and content creation. However, he stressed that verifying AI-generated information and upholding the credibility, accuracy and ethical standards of journalism are essential.

The two-day training programme for district journalists, organised jointly by the Telangana Media Academy and the Telangana State Union of Working Journalists (TUWJ), concluded successfully at the Technical Training and Development Centre (TTDC) in Adilabad.

During the programme, Muddam Narasimha Swamy conducted a special session on the use of technology in modern journalism, the importance of AI tools and digital media management. He explained how emerging technologies can help journalists improve their professional skills and adapt to the rapidly changing media landscape.



Senior journalist Muddam Narasimha Swamy addressing the two-day training programme for district journalists at the TTDC in Adilabad on Friday. | Photo: Global Times

“AI should be used as an aid and not a substitute for human judgement and editorial responsibility.”

— Muddam Narasimha Swamy
Senior Journalist

Smart Journalism with AI

Swamy urged journalists to embrace modern technology and continuously upgrade their professional skills to keep pace with changes in the media industry. He highlighted the opportunities offered by AI-powered journalism in analysing information, assisting in news story preparation and producing digital content more efficiently.

He also sensitised journalists to the importance of identifying fake news, verifying facts, being vigilant against cybercrime and using social media platforms responsibly.

Understanding the Challenges of Modern Media

The training programme also covered electronic media management, effective use of social media platforms and emerging trends in digital journalism. Swamy emphasised that journalists must leverage technology while safeguarding the fundamental values of journalism, prioritising fact verification and ensuring that the public receives accurate and trustworthy information.

The programme commenced under the chairmanship of Telangana Media Academy Chairman K. Srinivas Reddy, with Adilabad District Collector Rajarshi Shah attending as the chief guest.



Muddam Narasimha Swamy conducting a session on AI tools and digital media management for journalists.

KEY TAKEAWAYS

[Nalgonda Host Workshop on AI and Social Media for Working Journalists](#)

Category

1. AI BOOK
2. Life Style
3. News
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