

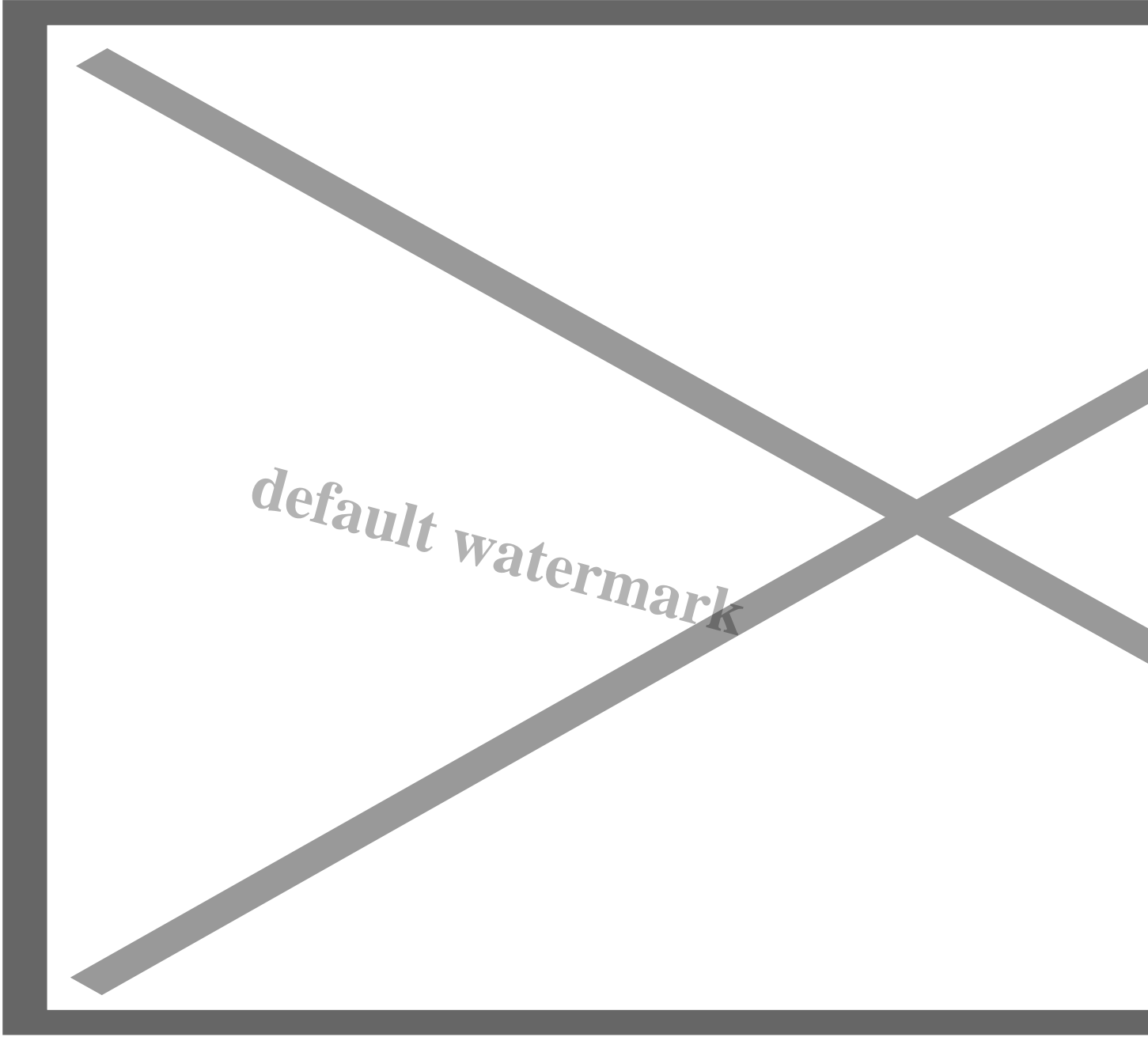


Journalists Must Embrace Technology: Swamy Muddam's Call at APUWJ Seminar

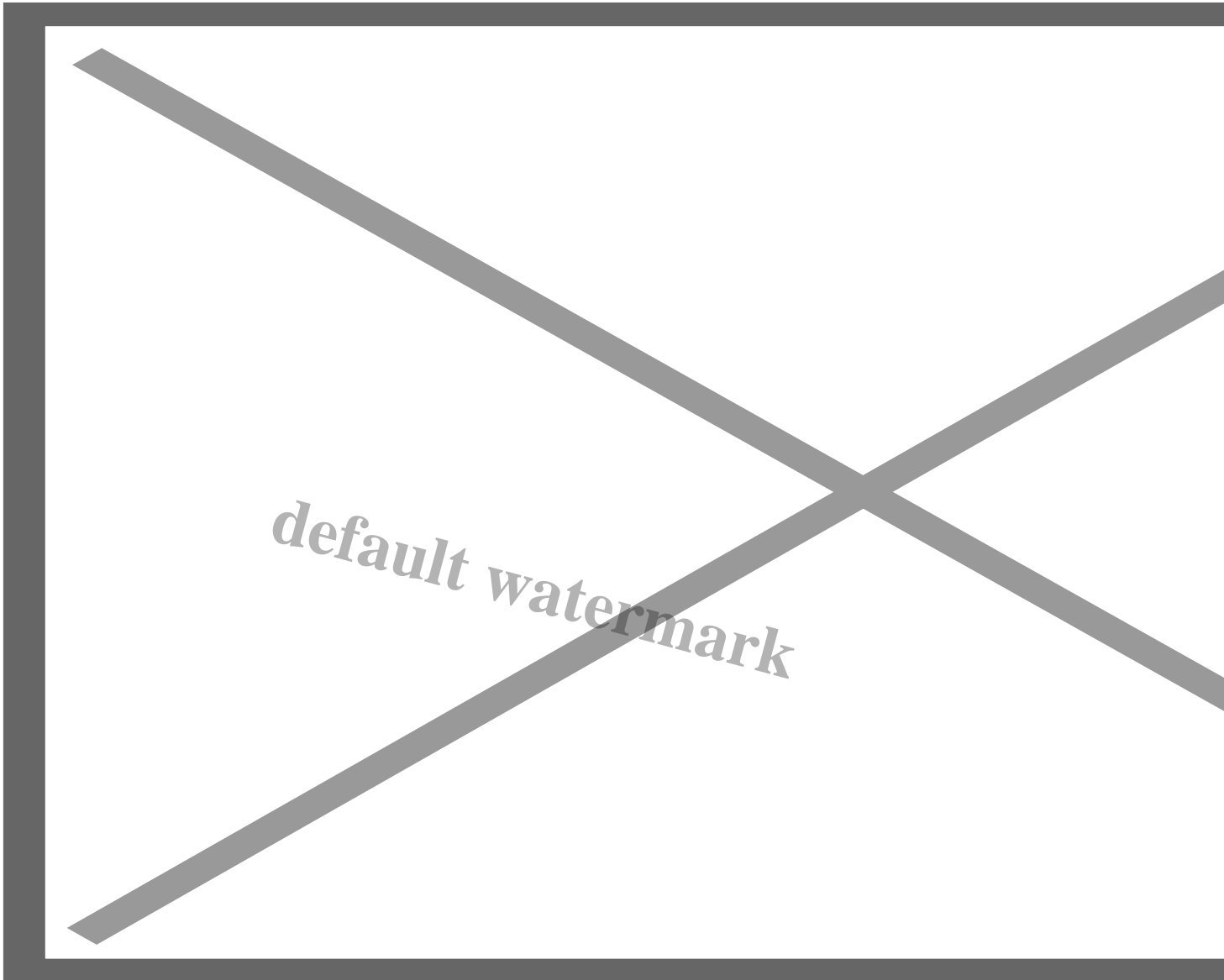
Description

Ongole (Andhra Pradesh): The Andhra Pradesh Union of Working Journalists (APUWJ) organized a seminar on "Artificial Intelligence, Social Media, and Fact-Finding" as part of its 36th State Conference in Ongole. The keynote speaker, Swamy Muddam, elaborated on the significance of technology for journalists. He explained how AI can be used to create remarkable outcomes and detailed methods to verify the authenticity of photos, videos, or news. He also highlighted how AI technology aids in news gathering, writing, distribution, and its applications in the media industry. Swamy Muddam provided insights on fact-checking and identifying deep fakes, raising awareness among journalists.

Speaking at the event, Visalandhra Group Editor K. Ajay noted the proliferation of YouTube channels in the country and cautioned that fake news is spreading rapidly through social media platforms like WhatsApp, Facebook, YouTube, and X. He urged journalists to remain vigilant.

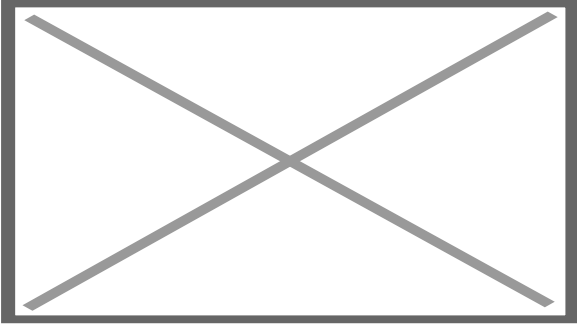


The 36th State Conference of APUWJ commenced on Tuesday in Ongole. As part of the event, a seminar on artificial intelligence, social media, and fact-checking was held at the NTR Kalaparishat in Ongole. The seminar was chaired by APUWJ State President I.V. Subbarao, with Indian Journalists Union (IJU) President and Telangana Media Academy Chairman K. Srinivas Reddy attending as the chief guest. AP Press Academy Chairman Alapati Suresh Kumar emphasized that fake news is spreading rapidly through social media and advised against immediately posting such content on various platforms. IJU President K. Srinivas Reddy stressed the need for everyone to gain awareness about AI technology, which is now penetrating all sectors.



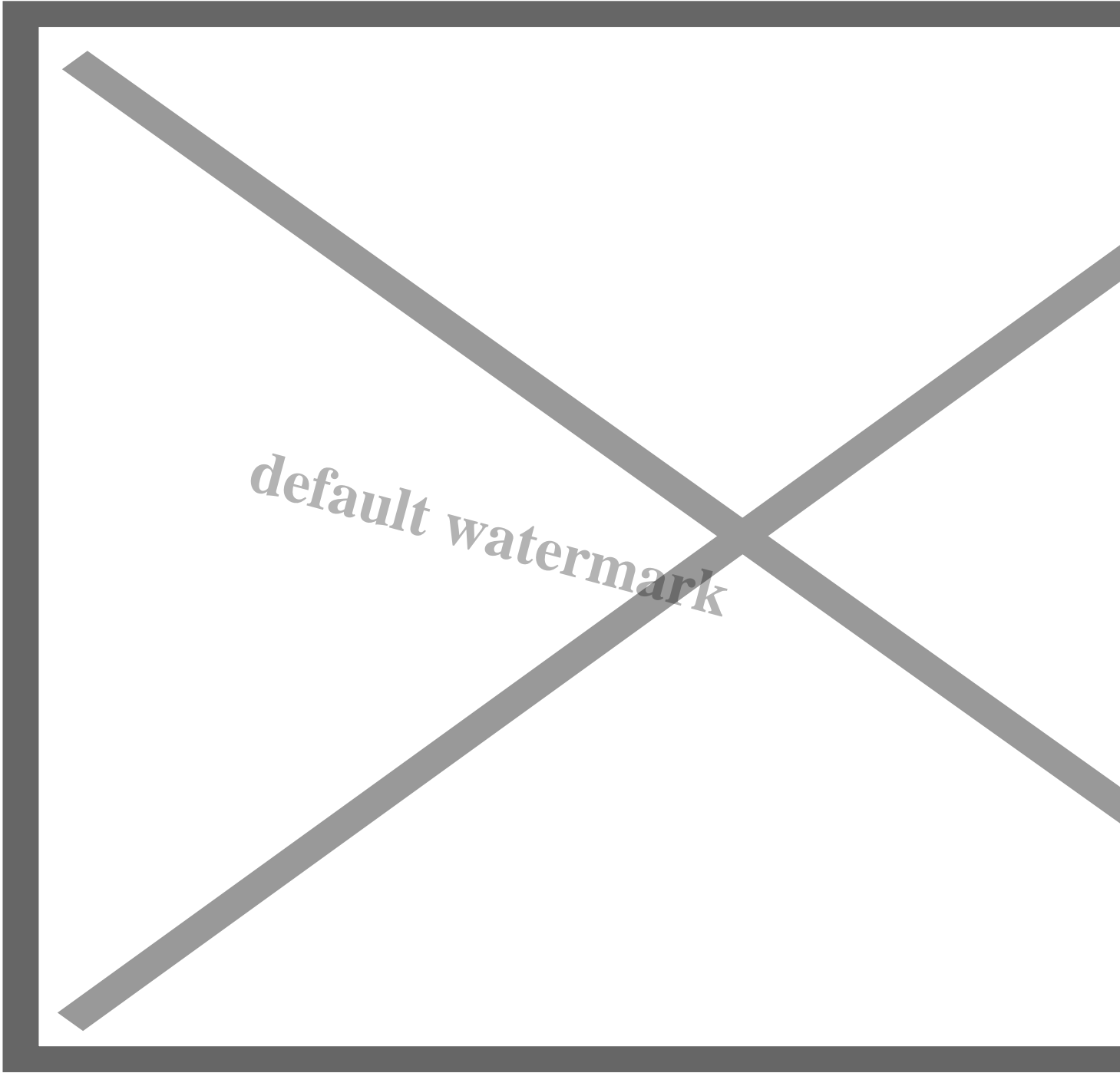
Conference President I.V. Subbarao stated that hosting the union's state conference in Ongole and organizing a seminar on emerging technologies like AI and social media would greatly benefit journalists. The event featured speeches by IJU General Secretary Balwinder Singh, Steering Committee member S.V. Sinha, National Secretary D. Somasundar, and APUWJ State General Secretary Chandu Janardhan. APUWJ State Executive Committee member A. Suresh, Prakasham District President and Secretary N.V. Ramana and Dasari Kanakaiah, AP Electronic Media Journalists Association President Venkatrao, and Iftekhar Basha contributed to the event's coordination. Over 300 journalists from various districts across the state attended the seminar.

*APUWJ leaders felicitating keynote speaker Swamy Muddam.
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