



Nalgonda Host Workshop on AI and Social Media for Working Journalists

Description

NALGONDA (Telangana State): The Telangana Media Academy, in collaboration with DataLEADS and the Google News Initiative, hosted a specialized workshop on Artificial Intelligence & Social Media for working journalists at the Zilla Parishad Meeting Hall in Nalgonda.

Presided over by Telangana Media Academy Chairman K. Srinivas Reddy, the workshop aimed to equip regional media professionals with critical technological skills to navigate the rapidly shifting digital journalism landscape.

Leading the technical sessions, senior journalist Muddam Narasimha Swamy emphasized that adapting to AI is no longer optional for modern reporters. He urged journalists to actively embrace emerging AI tools to enhance news-gathering speed, streamline automated content workflows, and manage social media distribution effectively.



However, Muddam Narasimha Swamy cautioned participants about the growing risks of digital misinformation and cybercrime. He highlighted that while AI provides unprecedented analytical power, journalists must apply rigorous fact-checking methodologies, information verification protocols, and detection techniques to combat deepfakes and manipulated media. He stressed that technological speed must never compromise journalistic ethics, editorial rigor, or factual accuracy.

Senior journalist Udumula Sudhakar Reddy also shared insights on AI and modern social media strategy.

Attending district officials commended the initiative, reinforcing the necessity for journalists to continuously upskill in response to rapid technological shifts in the media sector.

The workshop saw strong participation from news reporters, digital editors, and media representatives across Nalgonda district, offering a practical platform to balance technological efficiency with core newsroom integrity.

Global Times

www.globaltimes.tv

Editor: Swamy Muddam

Hyderabad (INDIA) | Washington

Volume: 05 Issue: 124

Sunday, October 04, 2026

Workshop on 'AI & Social Media' for Working Journalists Held in Nalgonda

Telangana Media Academy, DataLEADS and Google Initiative organise special workshop on AI tools, social media management and fact-checking for media professionals in Nalgonda.

Nalgonda: A special workshop on "Artificial Intelligence (AI) & Social Media" was organised for working journalists in Nalgonda under the aegis of the Telangana Media Academy, in association with DataLEADS and the Google Initiative. The programme was held at the Zilla Parishad Meeting Hall in Nalgonda.

Telangana Media Academy Chairman K. Srinivas Reddy presided over the workshop. Senior journalists Muddam Narasimha Swamy and Udumula Sudhakar Reddy served as resource persons and provided journalists with insights into the growing role of Artificial Intelligence in journalism and the effective use of social media platforms.

The sessions focused on various aspects of AI applications in journalism, AI tools for news gathering and content creation, social media management, fact-checking, verification of digital information and identifying misinformation.



Senior journalist Muddam Narasimha Swamy addressing the workshop on 'AI & Social Media' for working journalists in Nalgonda on Saturday.



Telangana Media Academy Chairman K. Srinivas Reddy felicitates senior journalist Muddam Narasimha Swamy during the workshop.



A large number of journalists and media representatives from Nalgonda district participated in the workshop at the Meeting Hall.

Date Created

October 3, 2026

Author

editor

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