



**ADOPTION OF ARTIFICIAL INTELLIGENCE IN NEWS WRITING: INVESTIGATING  
ITS POTENCY IN PRODUCING NEWSWORTHY REPORTS**

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**ABSTRACT**

*This study examined the adoption of artificial intelligence in news writing: investigating its potency in producing newsworthy reports. The study noted that the integration of artificial intelligence (AI) into journalism has significantly transformed news production and dissemination, offering both opportunities and challenges. In carrying out the research, numerous subheads were taken into consideration some of which included: concept of artificial intelligence, concept of news writing and concept of newsworthy report. The study mentioned that artificial intelligence strategic steps in news writing include: content generation/automation and personalization/audience engagement to mention but a few. It further mentioned speed, efficiency, automated news generation and personalized news delivery as artificial intelligence potency in producing newsworthy reports. Some of the challenges of adopting artificial intelligence in writing newsworthy reports as mentioned in the study included: ethical concerns/accountability and misinformation/fake news. Moreover, the study mentioned strict data governance/ethical AI use and human oversight/editorial control as how to mitigate the challenges of adopting artificial intelligence in writing newsworthy reports. The study concluded that the adoption of AI in journalism has transformed news production, offering efficiency in content creation and distribution. One of the recommendations made was that media organizations and regulatory bodies should develop clear ethical guidelines for AI adoption in news writing.*

**Keywords: Artificial Intelligence, News Writing and Newsworthy Reports**

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**INTRODUCTION**

In the fast-paced digital era, the adoption of Artificial Intelligence (AI) in news writing has emerged as a transformative force reshaping journalistic practices. Traditional newsrooms that once relied solely on human intuition and editorial expertise are now integrating AI-driven technologies to enhance efficiency, accuracy, and real-time reporting (Amponsah and Atianashie (2024). The fusion of AI with journalism raises critical questions about its potency in producing newsworthy reports that meet the ethical and professional standards of investigative journalism. Can AI truly



replace human judgment in crafting compelling news stories, or does it merely serve as a supplementary tool in modern journalism?

The evolution of AI in news writing is rooted in its ability to process massive datasets, identify trends, and generate coherent narratives within seconds (Sonni, Hafied, Irwanto & Latuheru, 2024). Unlike human journalists, AI-driven systems operate without fatigue, bias, or emotional influence, making them invaluable in handling breaking news and data-intensive reports. Advanced algorithms, including Natural Language Processing (NLP) and Machine Learning (ML), have enabled AI to mimic human writing styles while ensuring factual accuracy (Friday and Soroaye, 2024). However, the intersection of AI and journalism sparks debates on the authenticity of AI-generated reports, the potential loss of journalistic creativity, and the risks of misinformation.

Beyond speed and efficiency, AI's role in journalism extends to content personalization and audience engagement. Media organizations leverage AI to analyze reader preferences, optimize headlines for search engine visibility, and tailor news content to specific demographics (Binlibdah, 2024). This data-driven approach enhances reader engagement, but it also raises concerns regarding echo chambers and algorithmic bias in news dissemination. While AI excels at structuring information, it lacks the investigative intuition and ethical reasoning that human journalists bring to the newsroom. The challenge, therefore, lies in balancing AI's computational prowess with the indispensable human touch in storytelling.

Despite these concerns, AI's integration into news writing has proven instrumental in combatting misinformation. AI-powered fact-checking tools, such as Google's Fact Check Explorer and OpenAI's language models, can cross-reference multiple sources to detect inaccuracies in real time. This ability to verify facts at unprecedented speed strengthens media credibility and ensures the delivery of truthful, evidence-based reports. However, as AI-generated news continues to gain traction, the question remains: can AI differentiate between nuanced truths and deceptive misinformation as effectively as an experienced journalist?

The potency of AI in producing newsworthy reports is, therefore, a subject of both excitement and scrutiny. While AI-driven journalism enhances efficiency and expands content reach, it also presents challenges related to originality, ethical considerations, and accountability (Amponsah and Atianashie, (2024). The extent to which AI can uphold journalistic integrity without compromising human creativity remains an ongoing area of research. As the media industry evolves, striking a harmonious synergy between AI and human journalists will be pivotal in shaping the future of credible and engaging news reporting.

## **CONCEPT OF ARTIFICIAL INTELLIGENCE**

Artificial intelligence (AI) is the science of building machines that can learn, reason, and act in ways that normally require human intelligence. AI uses algorithms, data, and computational power to simulate human intelligence. According to Lion and Abakasanga (2024) the term artificial intelligence (AI) describes computer programmes that are able to carry out sophisticated operations that were previously limited to human performance, such as problem-solving, thinking, and decision-making. Ikechukwu, Uwajumogu, & Echerenachukwu, (2024) defined artificial intelligence (AI) as intelligence exhibited by machines, particularly computer systems, as opposed to the natural intelligence of living beings. Furthermore, Ufot (2024) described artificial intelligence (AI) as computer programs that are able to carry out sophisticated operations that were previously limited to human performance, such as problem-solving, thinking, and decision making



Furthermore, King and Obot (2024) mentioned that artificial intelligence (AI) is the idea and practice of creating computer systems that can do tasks like speech recognition, decision-making, and pattern recognition that traditionally needed human intelligence. A branch of computer science called artificial intelligence studies how computers learn, comprehend data, recognize characters in images, analyses pictures, and simulate how the eyes work. In addition, artificial intelligence refers to the research and programming of computers to carry out intelligence tasks that require human intervention (Udo-Okon, Akpan, 2024).

Bassey and Owushi (2023) defined artificial intelligence as “the development of computer systems that can perform tasks that typically require human intelligence.” Kanade (2022), cited in Hanson, Okorie & Nsit, (2024) artificial intelligence (AI) is the intelligence of a machine or computer that enables it to imitate or mimic human capabilities. AI uses multiple technologies that equip machines to sense, comprehend, plan, act, and learn with human-like levels of intelligence

### **CONCEPT OF NEWS WRITING**

News writing, or journalism, is a style of prose used for reporting news in various media such as newspapers, radio, and television (Northern Michigan University, 2025). News writing is a journalistic style of writing that conveys factual information about current events in a clear, concise, and timely manner. News writing is used in newspapers, on the radio, and on television. According to Fowell (2025) newswriting is a journalistic writing style that provides factual, objective information. It aims to deliver the “who, what, when, where, why, and how” in an easily digestible way. Newswriting is just about reporting the news, which means sticking to the facts, getting info from reliable sources and attributing all opinions.

News writing is a structured form of journalism that involves gathering, verifying, and presenting information in a clear, concise, and engaging manner. It follows the principles of accuracy, objectivity, and timeliness, ensuring that readers receive factual and relevant information. The traditional format of news writing is the inverted pyramid style, where the most important details, such as who, what, when, where, why, and how (5Ws and H), are presented at the beginning, followed by supporting details and background information. This approach allows readers to grasp the essential facts quickly and provides editors with the flexibility to trim content without losing key information. News writing also employs a neutral tone, ensuring that facts are reported without personal bias or unnecessary embellishments.

Effective news writing requires clarity, brevity, and coherence to maintain audience engagement. Journalists prioritize sources that are credible and verifiable, using direct quotes, statistics, and expert opinions to add depth to their reports. Additionally, headlines and leads play a crucial role in capturing readers' attention and setting the tone for the story. With the rise of digital media, news writing has evolved to incorporate multimedia elements such as images, videos, and hyperlinks to enhance storytelling. Despite these advancements, the fundamental principles of journalistic integrity remain essential, as they uphold the credibility of news organizations and ensure that the public remains informed with accurate and responsible reporting.

### **CONCEPT OF NEWSWORTHY REPORT**

Newsworthiness is a fundamental principle in journalism that determines the selection and dissemination of news stories. The concept revolves around specific criteria that help journalists and media houses decide which events or issues are significant enough to be reported to the public. Over time, newsworthiness has evolved due to technological advancements, audience preferences, and the changing dynamics of media consumption.



A newsworthy report refers to a news story that is considered important enough to be reported on by the media, based on factors like timeliness, significance, proximity, prominence, conflict, human interest, and novelty, meaning it is relevant and likely to capture the attention of the audience. Timeliness ensures the story is current, while significance involves the impact or consequence of the story on the audience. Understanding these criteria helps journalists and reporters craft compelling and relevant content that captures public attention. Journalists determine if a story is newsworthy based on criteria such as timeliness, significance, proximity, prominence, conflict, human interest, and novelty. These factors help assess the story's relevance and appeal to the audience, guiding decisions on which stories to report.

While the concept of newsworthiness is essential in journalism, ethical considerations must also be taken into account. Sensationalism, misinformation, and bias have become pressing concerns in modern news reporting. According to Tandoc. (2022), the competition for audience attention has led some media outlets to prioritize entertainment-driven news over fact-based journalism. The balance between public interest and commercial gain remains a significant challenge in defining what is truly newsworthy.

The emergence of digital media has significantly altered the criteria for what is considered newsworthy. According to Wu, Tandoc, and Salmon (2021), stories with high levels of engagement on digital platforms are more likely to be picked up by mainstream media. This phenomenon has led to the prioritization of sensational or viral news over traditional hard news stories. Algorithms used by digital platforms now play a role in determining which stories gain visibility, shifting the power dynamics in news dissemination.

Furthermore, journalists now consider the source of a story when assessing its newsworthiness. Hassell (2021) found that stories originating from local newspapers are often perceived as less newsworthy than those published by national outlets. However, local stories gaining traction online can sometimes force national media to cover them, emphasizing the evolving nature of newsworthiness in the digital age.

## **AI STRATEGIC STEPS IN NEWS WRITING**

Artificial Intelligence (AI) has increasingly become integral to news writing, enhancing various aspects of journalistic practice. The strategic steps in integrating AI into newsrooms include:

**Content Generation and Automation:** AI systems are employed to automate routine news writing tasks, such as generating financial reports, sports summaries, and weather updates. This automation allows journalists to focus on more complex stories. For instance, AI technologies can transcribe interviews, generate story ideas, and suggest headlines, among other tasks (Sonni, Hafied, Irwanto & Latuheru, 2024)

**Personalization and Audience Engagement:** News organizations are leveraging AI to personalize content delivery, enhancing reader engagement. AI enables format personalization, such as converting text articles into audio, providing AI-generated summaries, and translating news articles into different languages. A survey indicated that a majority of publishers are exploring these features to increase engagement.

**Enhancing Newsroom Efficiency:** AI assists in streamlining editorial processes, including content curation, fact-checking, and workflow optimization. By automating these tasks, newsrooms can operate more efficiently and allocate resources to investigative reporting. A systematic review discusses how AI is transforming journalistic practices and newsroom operations.



## **ARTIFICIAL INTELLIGENCE POTENCY IN PRODUCING NEWSWORTHY REPORTS**

The following are artificial intelligence potency in producing newsworthy reports:

**Speed and Efficiency:** AI can analyze vast amounts of data in seconds, allowing news organizations to generate real-time reports. This capability enhances the speed of breaking news coverage, ensuring timely dissemination of critical information.

**Automated News Generation:** AI-powered tools like GPT-based models and automated journalism software can generate reports based on structured data, such as financial reports, sports scores, and election results. This reduces the workload for journalists, allowing them to focus on investigative and analytical reporting.

**Personalized News Delivery:** AI algorithms can tailor news recommendations based on user preferences and reading history. This personalization enhances audience engagement by providing readers with content relevant to their interests.

**Multimedia Enhancement:** AI improves the quality of news reports through automated video editing, voice synthesis, and real-time translation. This allows for wider accessibility, catering to diverse audiences across different languages and formats.

**Sentiment Analysis and Audience Engagement:** AI can analyze audience reactions to news content through sentiment analysis, helping media organizations refine their reporting strategies. This ensures that news stories resonate with their target audience and maintain public trust.

**Content Verification and Bias Detection:** AI helps detect biased reporting by analyzing language patterns and cross-referencing multiple sources. This promotes journalistic integrity by minimizing the spread of misleading or one-sided information.

## **CHALLENGES OF ADOPTING AI IN WRITING NEWSWORTHY REPORTS**

The adoption of Artificial Intelligence (AI) in news writing has brought numerous benefits, but it also presents a range of challenges. These challenges can hinder the widespread integration of AI in journalism, despite its potential for automation, data analysis, and enhanced efficiency. From issues surrounding ethics and bias to the risk of job displacement, the integration of AI into news writing requires careful consideration. The following are some of the challenges of adopting AI in news writing:

**Ethical Concerns and Accountability:** One of the most significant challenges in adopting AI in news writing is maintaining ethical standards. Since AI systems rely on algorithms, they can perpetuate biases inherent in their training data. For example, AI-generated reports may reflect gender, racial, or political biases, unintentionally misleading readers. The transparency of these algorithms is also a major concern. Without clear accountability for AI-generated content, it can become difficult to ascertain who is responsible for errors or misinformation. This raises questions about journalistic integrity and the role of human oversight in news production (Broussard, 2018).

**Misinformation and Fake News:** While AI can be used to fact-check and verify information, it can also be manipulated to create misleading content. For instance, generative AI models can produce fake news articles that mimic the writing style of credible sources, which makes it difficult for readers to distinguish between real and fake news (Lazer et al., 2018). Moreover, AI systems can be exploited to push specific political or ideological agendas, amplifying fake news and misinformation.



**Loss of Human Creativity and Judgment:** AI, while highly efficient, lacks the nuanced judgment and creativity that human journalists bring to news writing. Storytelling in journalism is not just about presenting facts but also about providing context, human interest, and critical analysis. AI struggles to grasp these subtleties, often relying on patterns and statistical data rather than empathy or moral reasoning. This limitation can result in content that is dry, formulaic, or devoid of the human touch that makes journalism compelling (Diakopoulos, 2019).

**Job Displacement and Economic Impact:** The automation of news writing raises concerns about job displacement in the journalism industry. AI systems can produce articles much faster than human writers, which threatens the roles of journalists, editors, and reporters, particularly in areas like business reporting, sports, or weather forecasting (Milosavljevic & Vobic, 2019). This could lead to a reduction in the number of newsroom employees and further exacerbate the economic challenges faced by media organizations. Additionally, the reliance on AI could concentrate power in the hands of large tech companies, sidelining smaller news outlets.

**Data Privacy and Security Issues:** AI-driven news platforms often rely on vast amounts of personal data to personalize content for readers. However, this raises concerns about privacy violations and data security. Media organizations must navigate the complexities of data usage and comply with privacy regulations like the General Data Protection Regulation (GDPR) to avoid mishandling sensitive information. The increasing reliance on AI for content production and personalization can also make news outlets vulnerable to cyberattacks (Diakopoulos, 2019).

**High Costs and Technical Barriers:** Although AI tools can reduce the time and cost of content production, the initial investment required to implement AI systems can be significant. Smaller media organizations may struggle to afford the technology, while larger ones may face challenges in training staff to operate these advanced tools. Moreover, maintaining AI infrastructure requires continuous monitoring and updates, which adds to the financial burden.

## **HOW TO MITIGATE THE CHALLENGES OF ADOPTING AI IN WRITING NEWSWORTHY REPORTS**

The following are ways to mitigate the challenges of adopting artificial intelligence in writing newsworthy reports:

**Strict Data Governance and Ethical AI Use:** News organizations should implement strong data governance frameworks to regulate AI-generated content. This involves setting ethical guidelines, ensuring transparency in AI processes, and complying with legal and regulatory standards to prevent misinformation and biased reporting.

**Human Oversight and Editorial Control:** AI-generated news content should always undergo human verification before publication. Experienced journalists and editors must review AI-generated reports to ensure accuracy, factual correctness, and adherence to journalistic standards (Piasecki, Morosoli, Helberger & Naudts, 2024).

**Bias Detection and Algorithm Audits:** AI models can inherit biases from the datasets they are trained on. Regular audits and bias-detection mechanisms should be implemented to identify and correct any unintended biases, ensuring fair and balanced reporting (Ferrara, 2024).



**Transparent AI Usage Policies:** News organizations should clearly disclose when AI has been used in content creation. Transparency builds audience trust and ensures that readers are aware of the role AI plays in news production.

**Gradual AI Adoption and Staff Training:** Instead of a full-scale shift to AI-generated news writing, organizations should adopt AI gradually. Providing journalists and editors with training on AI tools helps them better integrate and oversee AI-generated content responsibly.

**Fact-Checking and Reliable Source Verification:** AI should be programmed to prioritize credible and verifiable sources. Automated fact-checking mechanisms should be integrated into AI systems to cross-check information before dissemination, reducing the risk of spreading false news (Wilson and Aondover, 2024).

**Cybersecurity and Data Protection Measures:** AI systems in newsrooms handle large amounts of sensitive data. Strong cybersecurity measures should be in place to prevent data breaches, hacking attempts, and AI system manipulation that could compromise the integrity of news reports.

**Continuous Monitoring and Policy Updates:** The landscape of AI in journalism is constantly evolving. News organizations should regularly assess the effectiveness of their AI policies, update guidelines, and incorporate new technologies that enhance accuracy and ethical reporting.

## CONCLUSION

The adoption of AI in journalism has transformed news production, offering efficiency in content creation and distribution. However, disparities exist, as larger organizations leverage AI while smaller ones struggle with resources. Ethical concerns, including transparency and bias, require industry collaboration to maintain journalistic integrity. Additionally, the Vatican warns of AI-generated misinformation, emphasizing the need for regulation. Initiatives like the "Human Authored" portal aim to preserve human creativity. As AI advances, its role in journalism will grow, but a balanced approach is necessary to ensure it enhances rather than compromises news quality and public trust.

## RECOMMENDATIONS

1. Media organizations and regulatory bodies should develop clear ethical guidelines for AI adoption in news writing. These guidelines should address concerns about transparency, accuracy, accountability, and bias in AI-generated reports.
2. To bridge the gap between large and small media organizations, stakeholders should invest in AI training programs and affordable AI tools for smaller news agencies. Partnerships between tech firms and journalism institutions can facilitate equitable access, enabling all media organizations to leverage AI for quality news production.
3. Rather than replacing journalists, AI should be integrated as a supportive tool to enhance journalistic efficiency. News organizations should implement hybrid models where AI handles repetitive tasks like data analysis, while human journalists provide critical analysis, context, and ethical oversight.



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