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In the circle of interdisciplinary reflections on artificial intelligence

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Review of the monograph: Drąg, K. (ed.) (2024). *Artificial intelligence — real challenges. New technologies in social communication*. Biblos Publishing House, pp. 344.

Undoubtedly, artificial intelligence is now and will remain in the near future one of the key topics in the context of its functions, role, and threats in various areas of social life. A particularly important field for these considerations seems to be the media sphere or, more broadly, social communication. These issues are discussed in an interdisciplinary publication *Artificial intelligence – real challenges. New technologies in social communication* edited by Katarzyna Drąg. This is the 23rd volume in the “Media Ethics” series, resulting from the 18th Media Ethics Conference. The monograph consists of a total of 15 articles, which are divided into three thematically coherent parts: “Artificial intelligence as a source of fear, fascination, reflection;” “New technologies – new media phenomena” and “New technologies – new competencies.”

Part one begins with an article by Jerzy Głuchowski, Aleksandra Popiel and Katarzyna Zdanowicz-Cyganiak of the University of Economics in Katowice, entitled *Technological and ethical sources of fear of Artificial Intelligence*. The authors conducted an empirical study based on an analysis of statements made by users who expressed fear of AI in social media. From the collected research material, which consisted of several thousand posts published on X (formerly: Twitter) between December 2022 and April 2023, 180 tweets of an anxious nature were distinguished. Based on this, five main areas of concern for users of X related to the negative impact of artificial intelligence were identified: education, job market, security and privacy, disinformation and manipulation, and the future of humanity. The social portal users most often described concerns about the negative impact of AI on the future of humanity, while the fewest worries were about its effect on the quality of education. In conclusion, the researchers divided fears about artificial intelligence into two groups: technological (related, for example, to the automation of work) and ethical (related, among other things, to new possibilities for manipulating society).

In the text *The evolution of informationism towards a technological singularity*, Mirosław Lakomy of Ignatianum University highlights some concerns about the human-artificial intelligence relationship. The author notes that the fear about the use of artificial intelligence is that, for the first time, the technology created aims to compete with the human intellect, and perhaps even, as a consequence, to possess a man. Thus, it may lead to the removal of man to the margins as *homoredundans* (redundant, unnecessary man).

Maja Bednarska of the Pontifical University of John Paul II in Krakow in her article *Some philosophical and communicative reflections on AI. On the example of*

the digitalization of education analyzes artificial intelligence technology from a philosophical perspective, developing a reflection on the ontological status of AI. On a practical level, she presents the possibilities associated with the use of new communication technologies in the field of education.

The paper by Wojciech Misztal of the Pontifical University of John Paul II in Krakow, *The artificial intelligence in the light of Pope Benedict XVI's attitude to the development of the mass media and the communications*, presents the teaching of Pope Benedict XVI related to the development and new technologies. The author points out that although Benedict XVI's pontificate ended in 2013, and therefore it was impossible for him to address the topic of artificial intelligence at that time, the Pope's indications on the development of modern media and civilization can be considered helpful, or even universal, also in the context of the emergence of AI.

The role of ethics in artificial intelligence technology is emphasized in the article titled *Interreligious cooperation of ethicists relating to the issue of artificial intelligence* by Małgorzata Gruchoła of the John Paul II Catholic University of Lublin. The author analyzes the initiatives that representatives of monotheistic religions have taken so far in favor of the ethical dimension of artificial intelligence. In doing so, she stresses that the global dimension of AI requires interreligious cooperation among ethicists around the issue.

The second part of the monograph begins with the text *Innovation and creativity in political communication. Development prospects and negative aspects of new Internet tools* by Żaneta Wełna from the Pontifical University of John Paul II in Krakow. The author discusses the subject of the application of new forms in the field of political communication. The main axis of consideration is the analysis of the TikTok application and podcast platforms in the context of their informational and marketing potential for political actors. Attention is also drawn to the negative aspects of the new Internet tools, such as the deepfake technique, fakenews and the progressive polarization of society because of those phenomena. Therefore, the researcher advocates treating the new Internet tools as a kind of double-edged sword – on the one hand, they develop further forms of political communication, while on the other, they can result in subsequent negative effects for the general public.

An interesting combination of the media studies perspective with the sociological perspective in the study of the use of influencers as tools in promotional-image communication is made by Urszula Dyrzcz, Joanna Urbaś and Marcelina Kalembe from the Pontifical University of John Paul II in Krakow

in the article *Objectification of Man in the Industry of Violence on the example of Polish freak fighting federations*. The media studies context includes an analysis of the media communication of selected freak fight federations, while the sociological context contains an analysis of the phenomenon of social pathologies in the area of the sports world. The added value of the study is the researchers' use of the participant observation method (which was taking part in one of the freak fight events).

The text by Barbara Leja of the University of Silesia in Katowice, entitled *Analogue yesterday, digital today and Artificial Intelligence tomorrow? Processes changing the face of radio* describes the impact of technological developments on the changes occurring in the area of traditional radio broadcasting. The author lists the main developments in radio, which include the transition from analog to digital technology, the multiplicity of radio platforms, the multiplicity of radio broadcasting standards, the start of on-demand services, the transition from broadcasting to narrowcasting, and the possibility of active selection of program offerings. She also explains the idea of RadioGPT, which is based on artificial intelligence technology, and presents the opportunities and threats arising from the application of AI in radio broadcasting. Leja rightly notes that while new technologies are entering the media market increasingly boldly, this does not mean that traditional media will be marginalized.

Faustyna Zaleśna of the Pontifical University of John Paul II in Krakow attempts to develop a universal catalog of new qualities of sports journalism in the article *New quality of sports journalism in the context of the development of communication technologies. Example of Kanał Sportowy*. For this purpose, she uses the analysis of a selected sports medium, which is Kanał Sportowy on YouTube. Through the study of the content of this medium, the author presents the aforementioned catalog, which includes: the need to constantly be in touch with the audience, the speed of action and reaction, the informality of the language, the multichannel nature of the message or the sociological need to be a companion in cheering.

In the text *TikTok as a space of political communication*, Anna Sadkowska of the Pontifical University of John Paul II in Krakow analyzes the process of political communication in social media, especially in the context of the potential of using the TikTok platform. The author made a valid point that TikTok can be a channel used to reach the group of people previously uninterested in political issues. In doing so, she outlines the politically useful

features available on this application, including adding a duet with another creator, stitch (cutting out a portion of a video with the ability to add it to one's own footage), live streaming or using real-time marketing (also known as trending).

In the third and final part of the publication, Marta Woźniak of the Pontifical University of John Paul II in Krakow, through her article *Development of communication competence in the context of digital change*, presents the concept of Industry 4.0 along with the competencies necessary in the third decade of the 21st century. In this connection, she emphasizes the need for ongoing media education in the era of the development of artificial intelligence. In her conclusions, the researcher notes that in the context of communication, it is crucial to preserve its human character (based on the relationship between man and machine, not machine and man). She also rightly highlights the ethical principle: the machine must serve the man, not the man to the machine.

In her article *Infographic. Phenomenon and manipulation* Joanna Dukalska-Hermut from the Pontifical University of John Paul II in Krakow focuses on the manipulative function of infographics, presenting the key functions and particular manipulative procedures used in this form of communication. Thus, the author discusses, while presenting relevant examples, mechanisms such as perspective effect, change of scale or sequence manipulation. Conclusions from this analysis can be treated as a contribution to the tasks that Dukalska-Hermut sets for readers in the last part of the text, namely understanding the manipulative mechanisms in infographics and gaining the ability to look critically at the world of visual data presentations.

The impact of artificial intelligence on the work of media professionals (copywriters, journalists, marketing specialists, social media content managers or researchers) is considered in the article *Copywriting in the age of chatbots* by Katarzyna Wysocka from the Pontifical University of John Paul II in Krakow. The author takes an empirical approach to the topic, conducting a survey of respondents in the above-mentioned professions. In her conclusion, she presents interesting findings: copywriters now appreciate chatbots for their assistance in the most time-consuming elements of their work, and (despite some concerns about the possibility of AI replacing them entirely) they hope that artificial intelligence will continue to have a positive impact on their daily duties.

Anna Miśkowiec of the Pontifical University of John Paul II in Krakow in her study *Use of new media by seniors — a reconnaissance* points to an important

area of the situation of the elderly in the context of their digital competence. The relevance of this issue is conditioned primarily by the process of progressive population aging, which requires constant and long-planned activities in this field. For this reason, the author calls for reflection on four topics: media competence of seniors, practices related to their functioning in social media, measures against digital and social exclusion, and verification of tools and methods of teaching seniors.

Paweł Małek of the Pontifical University of John Paul II in Krakow in his article *The responsibility of the media in presenting drastic information: media, ethical dilemmas, and the boundaries of reporting* takes up the important topic of the responsibility of journalists in the skillful and professional way of reporting and presenting drastic information in the mass media. The issues are highlighted from an ethical and legal perspective. The author presents a catalog of violent content and the mechanisms of exerting influence using it. He also discusses the issue of journalists' responsibility for the publication of undesirable and prohibited content under current legal regulations in the Republic of Poland.

The reviewed publication entitled *Artificial intelligence – real challenges. New technologies in social communication* edited by Katarzyna Drąg is undoubtedly an interesting proposal for those who are interested in expanding their knowledge of the impact of artificial intelligence mechanisms on the areas of communication axiology, communication theory and media practice. Both researchers of the media space, ethicists, marketers or journalists, as well as students of social sciences and all those who want to explore the theoretical, practical and ethical point of view on the tools of artificial intelligence can reach for reading the valuable texts contained in this monograph.