Course program and reading list

Semester 1 Year 2024

School: Sammy Ofer School of Communications B.A

AI: Promises and Challenges

Lecturer:

Prof. Tal Azran   tazran@runi.ac.il

Teaching Assistant:

Prof. Tal Azran   tazran@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
7782	Lecture	2	2

Course Requirements :	Group Code :	Language:
Final Paper	241778201	English

Course Description

Course Outline:

Week 1-2: Introduction to AI in Media

- Understanding AI and Machine Learning
- AI in Media: Trends and Impact
    - Reference: Doe, J. (2022). "Introduction to AI and Media." Artificial Intelligence and the Media: Transforming the Fourth Estate, Chapter 1.

Week 3-4: AI in the marketing industry

- The main applications and promises.
- Challenges

- Academic studies

Arsenyan, J., & Mirowska, A. (2021). Almost human? A comparative case study on the social media presence of virtual influencers. *International Journal of Human-Computer Studies*, *155*, 102694.

- **Week 5-6:** The Role of AI in Content Creation and Analysis

- Case Studies in NLP in Journalism and Content Generation
- Graefe, A., & Bohlken, N. (2020). Automated journalism: A meta-analysis of readers' perceptions of human-written in comparison to automated news. *Media and Communication*, *8*(3), 50-59.

Week 7-8: AI in the music and art industries

- Main applications
- Challenges
- Academic studies

Hong, J. W., Fischer, K., Ha, Y., & Zeng, Y. (2022). Human, I wrote a song for you: an experiment testing the influence of machines' attributes on the AI-composed music evaluation. *Computers in Human Behavior*, *131*, 107239.

Week 9-10: AI in Media Production

- Automated Video Editing and Special Effects
- Music and Audio Processing with AI
- Interactive Storytelling and Immersive Media

Week 11-12: Ethical Considerations in AI

- Bias and Fairness in AI Systems
- Privacy and Security in AI-Driven Media
- AI Regulation and Ethical Guidelines
- Siau, K., & Wang, W. (2020). Artificial intelligence (AI) ethics: ethics of AI and ethical AI. *Journal of Database Management (JDM)*, *31*(2), 74-87.

Week 13: Conclusions

- Students will form teams and work on AI-driven media projects.
- Each team will present their project to the class.

Course Goals

Course Description:
This course is designed to introduce media students to the fundamental concepts and practical applications of Artificial Intelligence (AI) in the field of media and communication. Students will gain a comprehensive understanding of AI technologies and how they are

transforming the media industry. The course will cover topics such as machine learning, natural language processing, computer vision, and AI ethics, with a focus on how these technologies can be leveraged in media production, analysis, and distribution.

Course Objectives:

By the end of this course, students will be able to:

1. Understand the fundamental principles of artificial intelligence and its relevance to media studies.
2. Identify and analyze real-world applications of AI in the media industry.
3. Develop basic AI models for media-related tasks.
4. Evaluate the ethical and societal implications of AI in media.
5. Engage in critical discussions about AI's impact on media and society.
6. Communicate effectively about AI concepts and applications within the media context.

Grading

Grading Policy:

- Final paper : 100%

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