

THE ROLE OF ARTIFICIAL INTELLIGENCE IN PREPARING TELEVISION NEWS TEXTS

Makhanbetova Dilnoza
dilnozamaxanbetova@gmail.com

Abstract

The rapid development of artificial intelligence (AI) is changing the way television newsrooms collect, process, verify, write, edit, and distribute information. This article examines the role of AI in preparing television news texts, with particular attention to newsgathering, transcription, translation, information processing, headline generation, preliminary drafting, personalization, and editorial support. The study applies a qualitative analytical approach based on recent journalism research, professional reports, and the principles of responsible AI use in journalism. The analysis shows that AI can reduce routine workload and accelerate the preparation of news materials, but it cannot replace the journalist's responsibility for verification, source evaluation, context, ethical judgment, and editorial decision-making. Recent evidence indicates that journalists increasingly use AI for transcription, translation, grammar checking, research, and parts of article production, while audiences remain considerably more comfortable with human-led journalism supported by AI than with fully automated news. The article proposes a human-centered workflow in which AI performs assistive and technical functions while the journalist remains responsible for the final text and its factual, ethical, and editorial quality.

Keywords: Artificial intelligence, television journalism, news writing, generative AI, newsroom, verification, editorial responsibility, media technology.

1. Introduction

Television journalism has traditionally combined several forms of professional activity: gathering information, conducting interviews, checking facts, writing scripts, recording narration, selecting visuals, editing audio and video, and presenting the final material to an audience. Digitalization has already accelerated many of these processes, but the emergence of generative artificial intelligence has introduced a qualitatively new stage. AI systems can now transcribe interviews, summarize documents, translate material, identify patterns in large datasets, suggest headlines, generate preliminary drafts, and assist with the adaptation of content to different formats.

The transformation is particularly relevant to television news because broadcast production operates under strong time pressure. A journalist may have only a few hours—or, in breaking news, a few minutes—to move from an event to a verified and coherent news script. AI can shorten several technical stages of this workflow. However, speed is not identical to journalistic quality. A television news text must be factually accurate, understandable when heard rather

than read, proportionate to the available evidence, and synchronized with visual material. It must also reflect professional standards concerning fairness, attribution, privacy, public interest, and the avoidance of misleading statements.

Recent research confirms that AI adoption is becoming part of ordinary newsroom work. A Reuters Institute survey of UK journalists found that 56% used AI professionally at least once a week, with transcription/captioning, translation, and grammar checking among the most common uses [1]. The 2025 Digital News Report also notes increasing use of AI for research, transcription, headlines, summaries, translation, and other forms of newsroom support [2]. At the same time, audiences remain more comfortable when journalists lead the process and AI provides assistance than when news is produced mainly by AI [3].

Against this background, the central question is not whether AI should enter television journalism, because it already has, but how it should be integrated without weakening the professional role of the journalist. The purpose of this article is to identify the main functions of AI in preparing television news texts and to determine the professional boundaries within which these technologies can be used responsibly.

2. Literature Review

Research on AI and journalism has developed around several interconnected themes: automation, computational journalism, newsroom transformation, generative AI, professional identity, audience trust, and journalism ethics. Early forms of automation focused mainly on structured data and routine production. The new generation of generative systems extends the field by producing natural-language text, rewriting content, summarizing information, and interacting with journalists through conversational interfaces.

The Reuters Institute's recent research demonstrates that AI use is not limited to experimental projects. Journalists report using AI for transcription, translation, copy-editing, research, brainstorming, headlines, verification, and first drafts [1]. Publisher surveys likewise indicate strong interest in back-end automation, personalization, content creation, and newsgathering support [4]. These findings suggest that AI is becoming an infrastructure layer within news production rather than a separate technological experiment.

UNESCO emphasizes that journalism education should prepare professionals to understand what AI can and cannot do, evaluate its social consequences, and report on AI with accuracy and accountability [5]. This principle is especially important for television journalists because errors generated by AI can quickly become amplified when transformed into spoken scripts, captions, graphics, or video packages.

Audience attitudes create another important dimension. The Reuters Institute's 2025 study found a substantial comfort gap: only 12% of respondents were comfortable with news produced entirely by AI, while 43% were comfortable when a human journalist led the process with some AI assistance [3]. This indicates that the professional value of the journalist remains central even as technical production becomes increasingly automated.

The literature therefore supports a human-in-the-loop model. AI can perform repetitive, computational, and linguistic tasks, while journalists retain responsibility for interpretation,

verification, contextualization, and editorial judgment. The distinction is essential because the central function of journalism is not merely to produce text but to establish reliable public knowledge.

3. Methodology

The article uses a qualitative analytical methodology. The research base consists of recent professional and scholarly materials on artificial intelligence, newsroom transformation, journalism education, and digital news production. Particular attention was given to evidence concerning actual journalistic uses of AI and audience attitudes toward AI-assisted news [1]–[5].

The analysis follows four stages. First, the main functions of AI in the preparation of television news texts are identified. Second, these functions are grouped according to the newsroom workflow: information collection, processing, writing, editing, and adaptation. Third, the professional risks associated with each function are examined. Fourth, the findings are synthesized into a human-centered model of AI-assisted television news writing.

The study is conceptual rather than experimental. It does not claim to measure the performance of a particular AI system in a controlled newsroom experiment. Instead, it develops an analytical framework for understanding where AI can provide practical value and where professional human judgment remains indispensable.

4. Results and Discussion

4.1. AI in Newsgathering and Information Processing. The first major contribution of AI is the acceleration of information processing. Television journalists routinely work with press releases, official statements, interview transcripts, social media posts, documents, reports, and previous news materials. AI can help organize such information, identify recurring themes, extract names and dates, and produce preliminary summaries. This can be especially useful during breaking news, when a journalist must quickly understand a large volume of material. However, AI-generated summaries should be treated as working documents rather than verified facts. A system may omit a crucial qualification, misunderstand a statement, or reproduce an error contained in the source material. Therefore, the journalist must return to the original source before a fact enters the final broadcast script. The technological advantage is speed of orientation, not automatic truth.

4.2. Transcription and Interview Processing. Transcription is one of the most practical applications of AI in television journalism. Speech-to-text systems can convert interviews and press conferences into searchable text, allowing journalists to locate quotations rapidly. This reduces the time required for manual transcription and makes long interviews easier to analyze. Yet transcription errors can be particularly dangerous in broadcast journalism. Names, numbers, place names, technical terms, and quotations may be misrecognized. In multilingual environments, the problem can be intensified by accents, dialects, code-switching, and language-specific vocabulary. For this reason, the journalist should listen to the original recording before using a quotation in the final script.

4.3. AI-Assisted News Script Writing. Generative AI can help journalists create preliminary versions of television news texts. A journalist may provide verified facts and ask the system to organize them into a short lead, body, and closing. AI can also propose alternative headlines, shorten sentences, remove repetition, or adapt a text to a specified duration.

The advantage is not that AI possesses editorial authority, but that it can function as a linguistic assistant. Television scripts require short sentences, clear transitions, precise attribution, and language that sounds natural when spoken. AI can help identify overly complex constructions and suggest more concise formulations. Nevertheless, the final script must be checked against the source material and adjusted to the visual sequence.

A particularly important distinction should be made between generating language and generating facts. AI may be useful for expressing already verified information, but it should not be treated as an independent source of factual knowledge. If a journalist asks a system to produce a complete news story without supplying verified evidence, the resulting text may contain invented quotations, unsupported claims, or inaccurate details.

4.4. Translation and Multilingual News Production. AI translation can support television newsrooms working across languages. It can produce an initial translation of official documents, interviews, or international reports, allowing journalists to work more quickly. This is particularly valuable in multilingual media environments and for regional broadcasters that need to prepare the same information in several languages.

Nevertheless, translation in journalism requires more than lexical substitution. Political terminology, cultural references, names, idioms, and quotations may carry meanings that cannot be transferred mechanically. The journalist must therefore verify the translated version against the original and preserve the speaker's intended meaning.

4.5. Editing, Headlines, and Broadcast Style. AI can be used as an editorial assistant for grammar checking, headline generation, sentence shortening, and consistency checking. These are among the applications that audiences tend to accept more readily [3]. In television, the ability to shorten text is especially valuable because every additional sentence affects the duration of the news package.

However, an attractive headline is not necessarily an accurate headline. AI systems may favor dramatic or highly engaging formulations. If such optimization becomes the dominant criterion, the result may be sensationalism or distortion. The journalist must therefore evaluate every suggested headline against the actual evidence and editorial standards.

4.6. Verification and the Problem of Hallucination. The greatest limitation of generative AI is its capacity to produce plausible but false information. A fluent sentence can create the impression of reliability even when the underlying claim is unsupported. In journalism, this is especially dangerous because the cost of a false statement is not merely technical; it can damage public trust and harm individuals or institutions.

AI can assist verification by organizing sources or identifying claims that require checking, but verification itself should remain a journalistic responsibility. A safe workflow requires the journalist to verify names, numbers, quotations, dates, locations, and causal claims against

primary or authoritative sources. The principle should be simple: AI may suggest; evidence must decide.

4.7. Ethical and Professional Boundaries. Responsible AI use requires clear editorial rules. Journalists should know when AI was used, what task it performed, what sources were supplied, and who checked the output. Sensitive personal information should not be entered into public AI systems without an appropriate legal and organizational basis. Synthetic images, voices, or presenters require particular caution because audiences may confuse generated material with authentic recordings.

Transparency is also becoming part of professional credibility. UNESCO stresses the need for nuanced and accountable journalism about AI [5], while recent audience research shows that people are more accepting of AI when humans remain visibly responsible for the news [3]. Therefore, transparency should not be reduced to a technical disclosure. It should reinforce the principle that editorial responsibility remains human.

5. A Human-Centered Workflow for Television Newsrooms

The findings support a five-stage workflow. First, the journalist collects and verifies primary information. Second, AI may be used for transcription, classification, translation, or summarization. Third, the journalist evaluates the processed material and selects facts and quotations. Fourth, AI can assist with wording, structure, headlines, or duration, after which the journalist performs a full editorial review. Fifth, the final script is checked against the original sources and coordinated with visuals, narration, captions, and timing.

This model preserves the division between technical assistance and editorial authority. It also reduces the risk that an AI-generated error will move unnoticed from the research stage into the final broadcast.

6. Conclusion

Artificial intelligence is becoming an important supporting technology in the preparation of television news texts. Its greatest practical value lies in accelerating routine and information-processing tasks: transcription, translation, summarization, research support, headline suggestions, grammar checking, and preliminary rewriting. Current evidence shows that journalists are already integrating these functions into newsroom workflows [1], while media organizations are exploring broader forms of automation and personalization [4].

At the same time, AI does not eliminate the core professional functions of journalism. Verification, source evaluation, contextualization, ethical judgment, selection of public-interest information, and responsibility for the final message remain human tasks. The most appropriate model is therefore not journalist versus AI, but journalist with AI under clear editorial control. For television journalism, the principle is particularly important because spoken news reaches audiences quickly and errors can spread widely. AI can make the newsroom faster, but only professional journalism can make the resulting news trustworthy. The future of AI-assisted television news should therefore be built on human oversight, transparent procedures, source verification, and strong editorial standards.

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