



KABARAK UNIVERSITY

Education in Biblical Perspective
SCHOOL OF MUSIC AND MEDIA

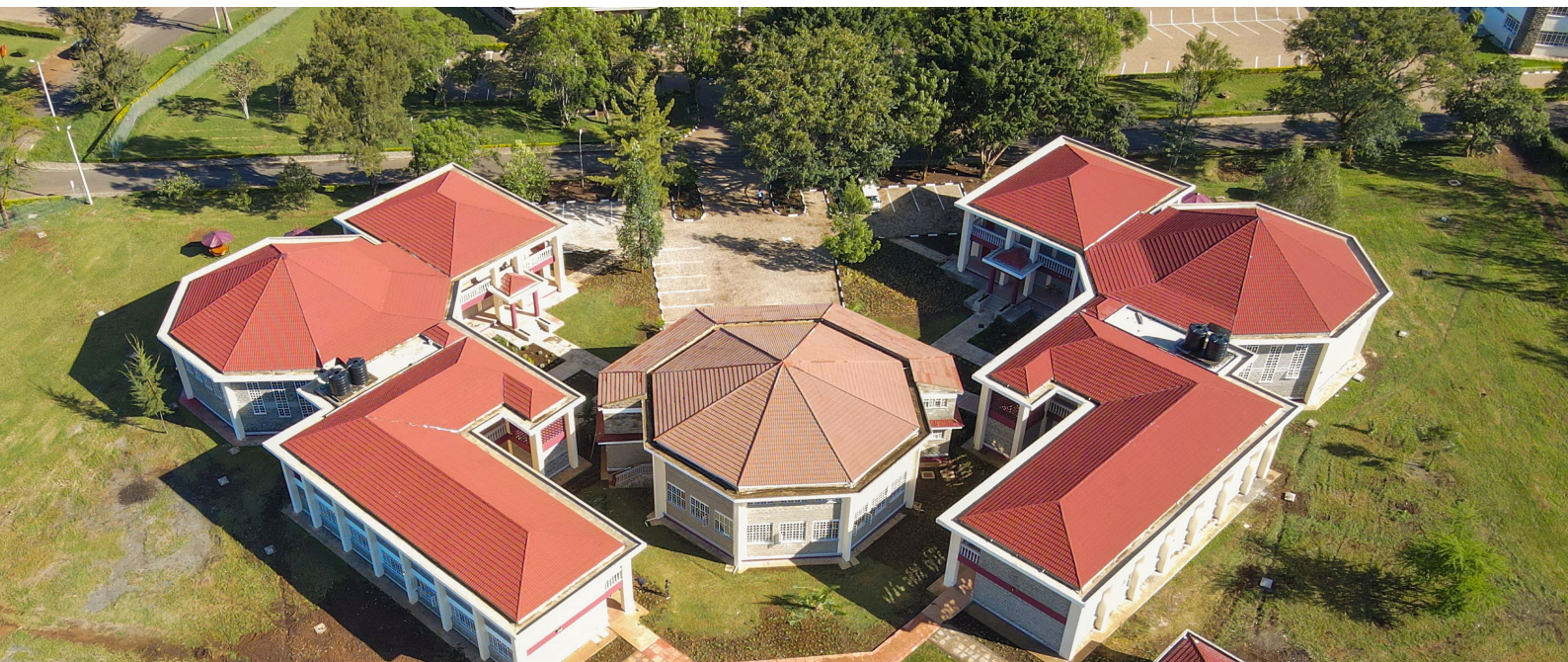


THE 4TH INTERNATIONAL RESEARCH CONFERENCE FOR MASS COMMUNICATION

Conference Theme:

*Artificial Intelligence and the Evolution of Mass Communication:
Balancing Innovation with Media and Public Relations Ethics*

PROGRAM AND BOOK OF ABSTRACTS



PARTNERS



Embassy of Finland
Nairobi



Internews
Local voices. Global change.

CONFERENCE DATES: 16TH - 17TH JUNE 2025



KABARAK UNIVERSITY | Education in Biblical Perspective

About Us

Kabarak University is a Chartered institution of higher learning that provides holistic Christian-based quality education, training, research and outreach activities for the service of God and humanity. The University was established in the year 2000 by the 2nd President of Kenya, H.E. the Late Hon. Daniel T. Arap Moi, who was also the founding Chancellor. This was as a result of his visionary idea of setting up a Christian University that would meet the demand for higher education in Kenya and offer quality education based on strong moral principles.

Location

Kabarak University Main Campus is located 20 kilometers north of Nakuru City, along the Nakuru-Eldama Ravine highway in a serene, spacious and beautiful environment that makes it ideal for learning. The University has state-of-the-art facilities for teaching, learning, research, accommodation, catering, and sports. The facilities are purpose-built to enhance intellectual, physical, and spiritual growth. Nakuru City Campus is located one kilometer from Nakuru CBD, along Prison Road, off Nakuru-Kabarnet Road.

Vision

To become a centre of Academic Excellence founded on Biblical Christian values.

Mission

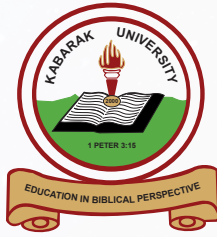
To provide holistic quality education, research and community outreach based on Biblical Christian values.

Philosophy

To provide quality education in Biblical perspective that transforms lives.

Core Values

- ✓ Integrity
- ✓ Professionalism
- ✓ Patriotism
- ✓ Innovativeness
- ✓ Being Mindful of Others



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SCHOOL OF MUSIC AND MEDIA

**THE 4TH INTERNATIONAL RESEARCH
CONFERENCE FOR MASS COMMUNICATION**

***Conference Theme: Artificial Intelligence and the Evolution of
Mass Communication: Balancing Innovation with Media and Public
Relations Ethics***

**PROGRAM
AND
BOOK OF ABSTRACTS**

JUNE 2025



VICE CHANCELLOR OF KABARAK UNIVERSITY

Prof. Henry Kiplangat, PhD, MBS, OGW

Distinguished Guests, scholars,
Industry Experts and Students,
Ladies and gentlemen,

Good morning.

I'm truly delighted to welcome each of you to this special conference on "Artificial Intelligence and the Evolution of Mass Communication". The theme of this conference is "Balancing Innovation with Media and Public Relations Ethics." For the next two days, we'll gather to explore one of the most transformative forces shaping our field today by understanding how artificial intelligence is transforming mass communication. Throughout the year, Kabarak University hosts a series of conferences from various schools, a platform to share knowledge, showcase research, and develop collaboration among participants.

Today, our 4th International Research Conference for Mass Communication focuses on Artificial Intelligence (AI). AI is changing the way we create, share, and connect with media like never before. It's helping us handle everyday tasks more easily, tailor content to what audiences want, and provide instant insights through real-time data. Whether in journalism, broadcasting, advertising, or public relations, these AI-powered tools are making our work more efficient and making our stories more engaging. This exciting wave of innovation opens up incredible possibilities for growth and creativity in media and communication.

At Kabarak University, we are deeply committed to shaping students and professionals into skilled, visionary leaders, all through the lens of biblical principles. Our School of Music and Media is at the heart of this mission, offering a diverse range of programs, from certificate courses to PhD programs, designed to empower individuals in the ever-evolving creative industry. We take immense pride in our well-structured departments, covering music and performing arts, mass communication, film, and theatre. Our curriculum not only ensures technical proficiency but also nurtures creativity, critical thinking, and adaptability.

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The mass communication department has modern radio and TV studios, where students receive hands-on training to thrive in the competitive industry. Our success has been demonstrated by our students' outstanding achievements at national and international levels. In the recent 2025 Kenya National Drama and Film Festivals held in Nakuru, our mass communication students presented items on advertisement and documentary, which emerged as the best among the Kenyan Universities. Similarly, our items on podcast, film, and screen dance secured the top three positions. Our achievements showcase the success of our programs, highlighting how our advanced facilities and the unwavering dedication of our talented faculty nurture creativity and excellence within the School of Music and Media. These milestones further reinforce Kabarak University's standing as a premier institution for media and communication studies.

Ladies and gentlemen, this conference provides a vital engagement platform for scholars, policymakers, creatives, and experienced industry players. We are privileged to host our keynote speaker, Professor Wilson Ugangu, an esteemed Associate Professor of Media Studies at Multimedia University of Kenya. In addition to his academic role, Professor Ugangu serves as Associate Dean in the Faculty of Media and Communication Studies, where he contributes to shaping future media professionals through his expertise and leadership. I am pleased to acknowledge the following guest speakers: Professor David Blumenkrantz from California State University, Northridge. Professor David is an educator and artist. Fatuma Sanbur, Regional Manager for Africa Internews Network, and Dr. Lydia Ayako Mareri, Lecturer at Egerton University.

Ladies and gentlemen, our commitment to meaningful collaboration is reflected in the proactive efforts of the School of Music and Media to establish partnerships with universities and institutions both locally and internationally. Through Memoranda of Understanding (MOUs) with organizations such as the Media Council of Kenya, Internews, the University of Ibadan in Nigeria, and the University of Venda in South Africa, we have fostered impactful research and academic exchanges that benefit both students and faculty.

We are delighted to have representatives from these esteemed institutions joining us at this year's conference. Additionally, we extend our sincere appreciation to the Constitution and Reform Education Consortium (CRECO) and Internews for partnering with the Department of Mass Communication towards making our fourth international research conference a success.

With these remarks, I am honored to declare this conference on "Artificial Intelligence and the Evolution of Mass Communication" officially open.

Thank you!



DEAN, SCHOOL OF MUSIC AND MEDIA

Dr Michael Ndonye, PhD
Senior Lecturer—Communication and Media

WELCOME REMARKS

It is with great pleasure that I welcome all participants to this international conference, where we gather to explore the transformative role of Artificial Intelligence in media and communication.

In an era of rapid technological advancements, AI is transforming how we produce, distribute, and engage with content, challenging our traditional practices while raising new questions about innovation and ethical considerations.

This conference serves as a vital platform for scholarly discourse, bringing together distinguished academics, industry professionals, and thought leaders to examine the influence of AI across media and public relations practices.

Through rigorous research and insightful case studies, we seek to understand both the opportunities and challenges AI presents.

We appreciate the presence of **Professor Wilson Ugangu**, a reputable scholar and researcher in media studies, as our keynote speaker. We are also honoured to have **Ms Fatma Sanbur** of **Internews**, **Prof David Blumenkrantz** and **Dr Lydia Mareri** as **guest speakers**.

Special gratitude goes to Internews which has generously sponsored research papers in this conference. We cannot forget the **Media Council of Kenya**, which continues to be a steadfast partner in bridging academia and industry.

Special appreciation is also extended to **Kabarak University Management led by our Vice Chancellor Prof Henry Kiplangat**.

We also appreciate, the directorate of research and the SMM research committee led by Dr Benjamin Mbatia for making this day a success.

As we embark on this enriching journey of dialogue and discovery, I encourage all participants to engage fully, challenge perspectives, and contribute to meaningful discussions that will shape the future of our disciplines.

May this conference inspire new ideas, foster impactful collaborations, and pave the way for groundbreaking advancements in AI-driven media and media practice.

Welcome, and may this gathering be a moment of learning and transformation for all.



BIO-KEYNOTE SPEAKER

Prof. Wilson Ugangu

Associate Professor of Media Studies

Media Studies at Multimedia University of Kenya

Keynote Address Topic: *Disruption and Change: Rethinking communication borders and boundaries in the AI era*

BIOGRAPHY

Prof. Wilson Ugangu is an Associate Professor of Media Studies at Multimedia University of Kenya, where he also serves as the Associate Dean in the Faculty of Media and Communication Studies. With nearly 20 years of experience in teaching, research, and practice in communication, Prof. Ugangu has significantly contributed to the field through academic leadership, mentorship, and scholarly work. His research spans a diverse range of topics, including media policy, democracy, participation, media and conflict, international communication, and globalization, with a focus on Kenya and Africa.

Prof. Ugangu is a member of the East Africa Communication Association (EACA) Board, where he served as immediate past president (2018–2023). In 2023, he was appointed to the Advisory Board of the Erasmus+ Project on Communication, Migration, and Mobility (CoMMPASS), funded by the European Union.

In 2021, Prof. Ugangu played a key role in Kenya's national media policy development as part of a government-appointed special task force. He also serves on the Board of Postgraduate Studies at Multimedia University of Kenya and works as an external examiner for undergraduate and postgraduate research at universities across the region. He has previously taught at the University of Nairobi and Moi University and currently teaches undergraduate and postgraduate courses at Multimedia University.

In addition to academia, Prof. Ugangu has held strategic roles in various international organizations, including the United Nations World Food Programme (WFP), the International Federation of the Red Cross and Red Crescent Societies (IFRC), and the African Council on Communication Education (ACCE). He has managed programs for the Africa Woman and Child Feature Service (AWC) and provided consultancy services for organizations such as UNESCO, UN Women, JICA, ILRI, ASARECA, COMESA, and the Open Society Initiative.

In 2021, he conducted a comparative regional study on East Africa's media landscape and press freedom for DW-Akademie. Earlier in his career, Prof. Ugangu was selected as an Esther Karpatkin Media Fellow with the Consumers Union in Washington, DC (2007).

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DAY ONE MONDAY 16TH JUNE, 2025		
TIME		PRESENTER
0730-0830 HRS	Registration (Presenters, Members of faculty and Students)	Secretariat
	Moderator	Moderator: Allan Wetungu
0830-0840 HRS	Welcoming Remarks	Eric Evans Otieno Ochieng HOD, Mass Communication
0840-0855 HRS	Abstract 1: Combating Deepfakes and Misinformation in Mass Communication: Strategies for Ethical AI Regulation and Governance.	Naftali Murgor <i>Kabarak University</i>
0855-0910 HRS	Abstract 2: The Role of Artificial Intelligence in Election Campaign Strategies. Ethical Challenges and implications for Public Trust	Alphonse Ouma Ombwak & Agnes Muchiri <i>Kabarak University</i>
0910-0925 HRS	Abstract 3: Combatting deepfakes and misinformation: AI as both a challenge and solution	Benedict Ratzinger Pius <i>Kabarak University</i>
0925-0930 HRS	Questions and Answers	Participants
	OFFICIAL SESSION	Moderator: Benjamin Mbatia
0930-0940 HRS	Entertainment	Department of Music and Performing arts <i>SMM Kabarak University</i>
0940-1000 HRS	National Anthem, East Africa community Anthem, Kabarak University Anthem University	School of Music and Media Choir and Brass <i>Kabarak University</i>
1000-1010 HRS	Devotion, opening prayer & a song	Rev. Justus Mutuku University Provost

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TIME		PRESENTER
1010-1020 HRS	Dean (SMM) to make his remarks and invite DVC A & R	Dr. Michael Ndonye. <i>Dean, School of Music and Media</i>
1020-1030 HRS	DVC A & R to make his remarks and invite the Vice-Chancellor	Prof. John Ochola <i>DVC Academic and Research</i>
1030-1100 HRS	Vice-Chancellor makes his remarks, officially opens the Conference and invites the Key Note Speaker	Prof. Henry Kiplangat <i>Vice Chancellor</i>
1100-1140 HRS	Keynote Speaker: Disruption and Change: Rethinking communication borders and boundaries in the AI era	Prof. Wilson Ugangu Keynote Speaker <i>Multimedia University</i>
1140-1210 HRS	Guest Speaker: The Techniques, Aesthetics and Ethics of AI Image Generation	David Blumenkrantz <i>Guest Speaker</i> Professor, MFA <i>California State University, Northridge</i>
1210-1300 HRS	Plenary: Panel Discussion and Q & A Session Plenary Topic: ➤ The Role of AI in Shaping News Production and Distribution ➤ The Impact of AI on Public Relations: Enhancing Engagement while Maintaining Authenticity	Moderator: Dr. Benjamin Mbatia Panelists: Prof. Wilson Ugangu Prof. David Blumenkrantz Dr. Jane Maina Joshua Changwony Dr. Michael Ndonye Abraham Mariita
1300 -1400 HRS	Networking Lunch break	Catering Department
1400-1415 HRS	Abstract 1: Prebunking Disinformation in Social Media: Inoculating Youths for Digital Hygiene in Kenya	Dr. Jane Maina, <i>Kisii University</i>
1415-1430 HRS	Abstract 2: Harmonizing innovation and ethics: An exploration of AI-driven public relations practice at Daystar University, Kenya	Ann Eboi et al. Daystar University

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TIME		PRESENTER
1430-1445 HRS	Abstract 3: Saving the future, now, through Media Information Literacy	Jackson Karanja Kinyanjui <i>Media Council of Kenya</i>
1445-1500 HRS	Questions and Answers	Moderator: Maryam Fuad
1500 -1515 HRS	Abstract 1 : Artificial Intelligence and the Proliferation of Synthetic Content: The Hits and Misses.	Geoffrey Ngoge <i>Kisii University</i>
1515 -1530 HRS	Abstract 2: AI-Generated Political Imagery and Public Perception in Rural Kenya: The Case of "Kasongo" Memes of President Willi Ruto	James Karanja Mburu <i>Kabarak University</i>
1530-1545 HRS	Abstract 3: AI in Public Relations: Striking the balance between Automation and Authenticity	Monyenye Kirotwia Sheila <i>Zetech University</i>
1545-1600 HRS	Abstract 4: Media, Artificial Intelligence (AI) and Traditional Medicine	Moses Nangulu <i>Kisii University</i>
1600-1615 HRS	Questions and Answers	<i>Participants</i>
1615-1630 HRS	Closing remarks	Dean SMM
DAY 2 PRESENTATIONS TUESDAY 17TH JUNE, 2025		
0730-0830 HRS	Registration (Presenters, Members of faculty and Students)	Secretariat
0830-0840 HRS	Devotional thought and opening prayers	John Maingi
	Paper Presentations	Moderator: Brenda Kingi
0840-0855 HRS	Abstract 1: Content Creation in the Digital Economy: TikTok and the Rise of Music Skit in Southwestern Nigeria	Kadupe Sofola Kabarak
0855-0910 HRS	Abstract 2: AIEnhanced Social Media Adoption: A MultipleCase Study of Kenyan Organizations Enhancing Internal Communication and Public Relations Engagement	Dr Faith Moraa Omayo University of South Africa
0910-0925 HRS	Abstract 3: The Sonic Doppelgänger: AI Voice Cloning and the Reconfiguration of Musical Identity in the Global and African Soundscape	Kirui Kipyegon <i>Kabarak University</i>

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TIME		PRESENTER
0925-0930 HRS	<i>Questions and Answers</i>	<i>Participants</i>
	OFFICIAL SESSION	Moderator: Allan Wentungu
0930-0940 HRS	Entertainment	Department of Music and Performing arts <i>SMM Kabarak University</i>
0940-0950 HRS	Dean (SMM) to make his remarks and invite DVC A & R	Dr. Michael Ndonge. <i>Dean, School of Music and Media</i>
0950-1000 HRS	DVC A & R to make his remarks and invite the Guest Speaker	Prof. John Ochola. <i>DVC Academic and Research</i>
1000-1030 HRS	Guest Speaker Digital Media Literacy in the Age of Advanced Technology	Fatuma Sanbur
1030-1100 HRS	Guest Speaker: Defining the Future: Artificial Intelligence is Transforming Media Content, Public Relations Practices and Ethical Standards in Mass Communication	Dr. Lydia Ayako Mareri
1100-1130 HRS	Guest Speaker: Deep Fakes and Misinformation: AI as both threat and tool	Joshua Changwony CEO, CRECO Kenya
1130-1215 HRS	Plenary: Panel Discussion and Q & A Session Plenary Topic: Combating Deepfakes and Misinformation: AI as Both a Challenge and Solution AI Driven Content Moderation: Striking a Balance Between Freedom of Expression and Responsible Media.	Moderator: Dr. Benjamin Mbatia Panelists: Prof. Wilson Ugangu Prof. David Blumenkrantz Fatuma Sanbur Joshua Changwony Dr. Lydia Mareri Dr. Michael Ndonge
1215-1230 HRS	Abstract 1 : I, Audio and Music in the Evolution of Political Communication: Propaganda or Innovation?	Asajile , Tiony <i>Kabarak University</i>
1230-1245 HRS	Abstract 2: Intelligence and the Battle for Authenticity: Safeguarding truth in the Digital Age	Everlyn Chelangát Kimibei <i>Kabarak University</i>

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TIME		PRESENTER
1245- 1300 HRS	Abstract 3: Deepfake in Kenyan Media Landscape: Assessing Awareness, Detection Capacity, and Training Needs ong Communication Practitioners	Dr. Benjamin Mbatia <i>Kabarak University</i>
1300 -1310 HRS	Question and Answers	Participants
1310-1400 HRS	Lunch Break	Catering Department
1400-1415 HRS	Abstract 1: Kenyan Journalists' Perceptions of Capacity-Building Initiatives in Combating Misinformation	Ratemo Caleb Oira, <i>Moi University</i>
1415-1430 HRS	Abstract 2: The Role of Artificial Intelligence in Transforming Music Education	Rose Masaa ¹ , Joyce M. Mochere ² <i>Kabarak University</i>
1430-1445 HRS	Abstract 3: Artificial Intelligence and the Future of Media Education: Reshaping Curriculum for Emerging Technologies	Dr. Michael Ndonge <i>Kabarak University</i>
1445-1500 HRS	Abstract 4: The Role Of Artificial Intelligence in News Gathering and Dissemination in the Digital Age	Eric Evans Otieno Ochieng <i>Kabarak University</i>
1500-1510 HRS	Closing Remarks	Dr. Michael Ndonge Dean SMM
1510-1515 HRS	Closing Prayers	John Maingi

SCHOOL OF MUSIC AND MEDIA

SECRETARIAT MEMBERS

Dr. Michael Ndonge

Dr. Benjamin Mbatia

Mr. Eric Evans Otieno Ochieng

Ms. Dorcas Kebenei

Ms. Joan Tiony

Ms. Cynthia Suge

Mr. Philip Keitany

Ms. Mercy Munene

Mr. John Maingi

Mr. Robbison Mwinjiro

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ABSTRACTS

Combating Deepfakes and Misinformation in Mass Communication: Strategies for Ethical AI Regulation and Governance

Naftali Murgor
Kabarak University, Nakuru, Kenya
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ABSTRACT

The rise of artificial intelligence (AI) has led to significant advancements in content generation especially in content creation for digital content generation [1]. This has also facilitated the creation and spread of deepfakes and misinformation [1]. These AI-driven challenges pose serious ethical concerns, undermining public trust and threatening the integrity of media content [1]. This paper explores the role of AI regulation and governance in addressing the ethical dilemmas posed by deepfakes and misinformation in mass communication.

The research paper aims to examine the comprehensive strategies needed to mitigate the harmful effects of AI-generated content, focusing on the development of regulatory frameworks, ethical guidelines, and technological solutions. This may be achieved through the examination of existing governance models and practical strategies to ensure transparency, accountability, and fairness in AI applications within media.

Therefore by addressing these critical issues, the paper aims to provide a roadmap for safeguarding the ethical delivery of information and maintaining the credibility of mass communication in an AI-driven world. This further helps pinpoint key areas to focus on in combating deepfakes through proper regulation and governance - through proposed enforced and unenforced approaches in applying the guidelines observed.

Keywords: Regulation, Governance, Artificial Intelligence, Deepfakes, Machine Learning

AI, Audio and Music in the Evolution of Political Communication: Propaganda or Innovation?

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Department of Creative Arts and Media, The Technical University of Kenya
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Joan Chepchumba Tiony
Department of Mass Communication, Kabarak University
jtiony@kabarak.ac.ke

ABSTRACT

The integration of artificial intelligence (AI) in political communication, particularly through the creation of AI-generated audio and music, has transformed the landscape of political movements and activism. AI offers opportunities to craft highly targeted movement anthems and protest songs,

enhancing emotional appeal and engagement with voters and activists. However, this technological advancement raises significant ethical challenges related to authenticity, manipulation, and misinformation. While AI can produce personalized content efficiently, it also risks undermining the genuine emotional connection that is associated with political activism. This paper delves into the dilemma surrounding AI-generated political music and other audio content, highlighting the potential of manipulation and the blurring of lines between reality and fabrication. The paper also emphasizes the need for regulatory frameworks to ensure that AI in political activism adheres to ethical standards, fostering democratic engagement rather than propagating misleading narratives. As AI continues to influence the media landscape, ensuring transparency, accountability, and authenticity is paramount in preserving the integrity of political discourse.

Key words: Communication, Media policy, Democracy, Globalization, AI era, Disruption, Africa

Combatting deepfakes and misinformation: AI as both a challenge and solution

Benedict Ratzinger Pius
Kabarak University

ABSTRACT

Artificial Intelligence plays a pivotal role in the media production in dissemination of information to the mass. The effectiveness of AI in its role has enabled further innovations such as deepfakes created by AI algorithms especially Generative Adversarial Networks. They include face and speech synthesis to the required model by the user, video and audio editing.

What has come to the limelight is the massive use of deepfakes in the social media by its users who contemplate their grievances and contents using the fabricated content. The use and spread of the media deepfakes have profound negative impacts on the social world with myriad challenges such as misinformation and defamation despite the many benefits it has. It is a fact that many people rely on the media for information which turns out to be contrary as perceived to be due to the misuse of the AI deepfakes. Due to the massive use of deepfakes, many individuals have been defamed due to the defamatory videos and statements that culminate unethical media conduct.

This paper explores the above challenges posed by AI deepfakes resulting into misinformation while delving into the use of social media handles: twitter and TikTok as a case study highlighting their impacts. It seeks to mitigate the solution of combating misinformation by the deepfakes and highlighting the measures recommended through review of sections 22,23 of Computer Misuse and Cybercrimes Act 2018 and Kenya Information and Communications Act section 84D and finally look at detective ways of capturing misinformation by AI. This is in attempt to prove ethical media literacy towards the realization and understanding of new technological advancements

Harmonizing innovation and ethics: An exploration of AI-driven public relations practice at Daystar University, Kenya

Ann Eboi et al.

ABSTRACT

Research indicates that Artificial Intelligence (AI) is here to stay, with a blend of AI and human insight. AI is revolutionizing how organizations in Kenya engage with their audiences, offering tools for enhanced personalization, sentiment analysis, real-time responsiveness and data-driven decision-making. However, this technological shift presents a critical challenge: maintaining engagement and authenticity. A 2023 study by the USC Annenberg Center for Public Relations and WE Communications that surveyed 400 US PR leaders revealed that AI is being used for language translation, background research, audience insights and targeting, data analysis, and content creation. Another study in the UK showed that consumers want to be informed when brands use AI. As such, AI use raises certain pertinent ethical issues such as chatbots, disclosure on the use of AI in content creation, misinformation, algorithmic bias, privacy concerns, transparency, disinformation, and information security, all of which can erode trust between the organization and its publics. Supported by utilitarianism, this study explores AI use, its impact, and ethical concerns in the Public Relations Department of Daystar University (DU), one of Kenya's leading universities. The study aims to: find out the AI tools being used at DU and if a robust ethical framework exists; assess the impact of AI tools on PR practice at DU; and understand AI-related ethical challenges experienced by DU's PR professionals. This mixed-methods study will conduct in-depth interviews with four purposively selected informants from DU's PR department and a document analysis (DU's documents and web materials). The study will also issue a brief questionnaire to 50 respondents from DU concerning the impact of AI use on PR practice. Data will be analyzed via content and descriptive statistics analyses. The findings and recommendations should illuminate how organizations can strategically use AI in PR while maintaining authenticity, trust and human-centric values.

Keywords: Artificial Intelligence; Public Relations; Public Relations Practice; Ethics; Authenticity; Engagement

Media, Artificial Intelligence (AI) and Traditional Medicine

Moses Nangulu

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ABSTRACT

This article examines media portrayal of traditional medicine cognizant of the centrality of Artificial Intelligence (AI) in shaping news production and distribution vis-à-vis the rising inequalities anchored on the longstanding news narratives about communities and regions. Not only does biased media representation of traditional medicine erode public trust in the media but also undermine journalistic ethics of giving accurate, balanced and ethical reporting about communities and regions which exacerbate the rising inequalities. Public mistrust of the media, institutions and those in power, remains one of the biggest threats to the practice of journalism particularly when the former themselves

endorse the distrust of traditional medicine, amplify the existing inequalities with enduring news narratives about communities and regions that feel underrepresented and misrepresented. It cannot be gainsaid about the centrality of AI in gathering content, understanding data pools, composing, shaping news production and distribution at the click of a button, known as 'automated journalism.' Yet, overreliance on algorithms bias by journalists in extracting content on traditional medicine in news production and distribution worsens the rising inequalities about communities and regions in view of the longstanding news narratives which, inadvertently, emboldens public mistrust of the same media. In methodological terms, besides reviewing published works on media portrayal of traditional medicine, AI and news production and distribution vis-à-vis rising inequalities among communities and regions, this study carried out content analysis of purposively selected AI messages on traditional medicine to quantify, analyze and determine the presence of words, concepts and images which influence media depiction of traditional medicine. Purposive sampling was used for face-to-face interviews with key informants, especially media practitioners in health reporting on how algorithms bias about traditional medicine underpins biased media portrayal of traditional medicine as well as the longstanding news narratives about communities and regions which worsen the rising inequalities. The results showed that the AI's algorithms bias on traditional medicine influence media portrayal of traditional medicine. This, in effect, buttress the rising inequalities with the associated never-ending news narratives about communities and regions both nationally and globally.

Keywords: media; Artificial Intelligence (AI); traditional medicine; news narratives; journalistic ethics; rising inequalities

RESEARCH TOPIC: The Role of Artificial Intelligence in Election Campaign Strategies.

RESEARCH TITLE: Ethical Challenges and implications for Public Trust

Florence Bosibori- BMC/MG/1114/09/21

Agnes Muchiri- BMC/MG/3152/09/21

Kabarak University, School of Music and Media, Department of Mass Communication

ABSTRACT

The integration of Artificial Intelligence (AI) in election campaign strategies has revolutionized political communication, voter engagement, and electoral processes. This study examines the role of AI in election campaigns, with a specific focus on the Independent Electoral and Boundaries Commission (IEBC) of Kenya. The purpose of this study is to assess the ethical challenges posed by AI-driven election strategies and their implications for public trust in the electoral process. With the invention of AI, the media has been used as a tool to spread AI generated misinformation moreso during the election period. The study aims at finding possible solutions on how the media can curb misinformation and AI generated deep fakes since information spreads faster on social media before it can be actually verified in the mainstream media. The research explores how AI technologies—such as data analytics, machine learning, chatbots, and deepfake content—have been leveraged in political campaigns, and the extent to which they impact electoral transparency, misinformation, and voter behavior. Using a mixed-methods approach, this study employs both qualitative and quantitative research methods. Qualitative data is gathered through interviews with election officials, political strategists, and digital campaign experts, as well as content analysis of AI-driven political advertisements and social media narratives. Quantitative data is obtained through surveys and public opinion polls to assess voter perceptions of AI's role in elections and its impact on trust in the IEBC.

Key findings reveal that AI has been increasingly used in Kenya's election campaigns to enhance voter targeting, streamline political messaging, and monitor election processes. However, concerns over misinformation, data privacy breaches, algorithmic bias, and AI-generated propaganda have significantly affected public confidence in electoral integrity. Comparisons with recent global research highlight that while AI has improved efficiency in political campaigns, its misuse has raised ethical and legal dilemmas, as observed in the United States and the United Kingdom.

The study concludes that while AI has the potential to enhance democratic participation, its unregulated use threatens public trust in electoral institutions. The findings suggest the need for robust policy frameworks, ethical AI guidelines, and increased transparency in digital campaign strategies. Strengthening AI governance in Kenya's electoral processes is crucial to ensuring fair elections and maintaining voter confidence in democratic institutions.

"Is Fair Use Dead? Navigating the Minefield of Automated Copyright Enforcement"

Patrick Odundo
Kabarak University

ABSTRACT

The rise of online video and audio platforms has empowered millions of individuals to become content creators, sharing their unique perspectives and creativity with the world using copyrighted content under the fair use regulations provision. However, the increasing reliance on automated copyright detection systems poses a significant threat to these creators, often resulting in unjustified copyright strikes and the removal of valuable content due to the Under regulated nature of the AI. This research examines the challenges faced by content creators when utilizing music in their videos and podcasts focusing on the limitations and potential biases of automated copyright enforcement mechanisms. The study analyzes the impact of these systems on the livelihoods of creators, explores strategies for avoiding copyright strikes while upholding fair use principles, and advocates for a more refined and creator-friendly approach to copyright enforcement. By examining the impact of automated systems on creative expression and advocating for reforms that prioritize fair use and creator rights, this research aims to contribute to a more balanced regulated and just copyright ecosystem for the digital age.

Keywords: Fair use, Automated copyright detection, AI biases, Copyright strikes, Copyright ecosystem, Digital rights, Policy reforms

Artificial intelligence and the proliferation of synthetic content: the hits and misses.

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ABSTRACT

Access to information was previously confined to the legacy media of newspapers, radio and television. Audiences did not have many alternatives to access content except to rely on the three media that were the only available means. The advent of computer, mobile phone and internet technologies however changed content access options altogether. Social media has been and continues to be a great enabler in content access and creation.

The advent of Artificial Intelligence has further revolutionized mass communication, media practice and information dissemination capabilities. It has considerably changed how content is created, consumed and distributed by various users. With AI technology, media entities and consumers have enhanced various possibilities that have allowed for innovative content creation and distribution. The adoption and use of Artificial Intelligence has however not come with its fair of challenges and further poses a number of dilemmas to various players in the media and communication industry.

This study will investigate the use of Artificial Intelligence both in spreading misinformation and deep fakes. It will establish the extent to which Artificial Intelligence has been utilized to create and distribute content on various media and the critical role that Artificial Intelligence plays in combating the spread of misinformation and deep fakes. The research will review posted content as a result of application of Artificial Intelligence technologies and analyse them to ascertain their positive impact and determine how Artificial Intelligence can be applied to counter the circulation of misinformation and deep fakes.

AI-Generated Political Imagery and Public Perception in Rural Kenya: The Case of “Kasongo” Memes of President William Ruto

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ABSTRACT

The rise of artificial intelligence (AI)-generated political imagery has significantly influenced public perception, particularly in regions with limited digital literacy. AI tools, including deepfake technology, have made it easier to create and distribute misleading content, shaping opinions in ways that were previously impossible. This study examines the emergence of the “Kasongo” memes in Kenya, where AI-generated images of President William Ruto have been widely circulated, often depicting him in fabricated, unflattering scenarios such as inside a coffin. These images, shared across social media platforms, have been used to shape narratives and influence public discourse, particularly in rural areas where access to fact-checking resources is limited.

This research explores how AI-generated political imagery affects trust in leadership and the media, especially among rural populations. Many individuals in rural areas rely heavily on visual information, and AI-generated images can reinforce biases or manipulate public sentiment. Existing studies on AI-driven misinformation suggest that people with limited exposure to diverse media sources are more vulnerable to deepfake propaganda. The study draws on scholarly discussions regarding the ethical implications of AI in media and the challenges of distinguishing authentic content from AI-generated misinformation.

The Kenyan government’s warnings against the spread of misleading AI content reflect growing concerns about misinformation and its impact on public perception. This research evaluates the effectiveness of current AI detection tools, digital literacy programs, and government interventions in countering the spread of deepfake imagery. By focusing on rural communities and their engagement with AI-generated political content, this study provides insights into the social impact of synthetic media. The findings emphasize the need for increased media literacy, ethical AI policies, and strategies to mitigate misinformation, ensuring that AI serves as a tool for information rather than deception.

AI in Public Relations: Striking the balance between Automation and Authenticity

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ABSTRACT

Artificial Intelligence (AI) is transforming public relations (PR) by revolutionizing audience engagement, content creation, and crisis management. AI-driven tools such as chatbots, predictive analytics, and automated content generation have enhanced efficiency, enabling PR professionals to craft personalized communication strategies. Additionally, AI-powered sentiment analysis allows organizations to monitor public perception in real-time, enabling swift responses to emerging issues. Machine learning algorithms help in media monitoring, identifying trends, and optimizing campaign strategies for better reach and impact.

However, this digital shift raises concerns about maintaining authenticity, ethical considerations, and the human touch in brand messaging. The potential for misinformation, biases in AI-generated content, and data privacy issues also pose challenges that PR practitioners must navigate. Striking a balance between automation and human creativity remains crucial in ensuring that AI-driven communication retains emotional intelligence and ethical integrity.

This paper examines how AI is reshaping PR practices, exploring both its advantages and challenges. Through case studies and industry insights, the study investigates how organizations can leverage AI to enhance engagement while preserving credibility and trust. The findings contribute to the ongoing discourse on the role of AI in media and communication, providing a roadmap for PR practitioners to integrate AI responsibly.

Keywords: Artificial Intelligence, Audience Engagement, Brand Communication, Ethical Considerations, Media Monitoring, Public Relations

Content Creation in the Digital Economy: TikTok and the Rise of Music Skit in South Western Nigeria

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ABSTRACT

The digital space is witnessing an explosion of creativity, which is enhanced by the availability of digital and AI tools that have democratized creative expression. Particularly, the digital space in Southwestern Nigeria has witnessed new expressions in content creation, especially through the use of social media platforms like TikTok. The use of TikTok has proliferated the rise of music skits that resonate with the musical culture of the Yoruba, expanding a branch of content creation rooted in the exploration of musical content. Anchored on Jenkins's (2006) Participatory Culture Theory, this study investigates the rise of music skits in Southwestern Nigeria, given the distinct musical culture of the region, which separates it from the rest of Nigeria's regions. The study employs an ethnography design to examine media uploads by three purposively selected TikTok music skit creators, and to observe the reception attitudes of their audience to music skits while employing content analysis techniques in analysing

research data. The paper aims to examine the creative process, the use of music materials, the sociocultural relevance of music skits to online consumers, as well as the prospects and opportunities for creators of music skits within the entertainment landscape of South-Western Nigeria. The findings will shed light on how music skits promote well-being and empowerment among young people in Southwestern Nigeria and beyond.

The Sonic Doppelgänger: AI Voice Cloning and the Reconfiguration of Musical Identity in the Global and African Soundscape

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ABSTRACT

The rapid development of artificial intelligence (AI), particularly in creating artificial voices known as “voice clones,” is significantly impacting the music business globally. These deep learning AI algorithms are capable of generating synthetic voice or singing that closely replicates distinct human voices. While AI voice clones have gained popularity, they raise fundamental ethics, social, and legal concerns, chief among them regarding ownership, consent, authenticity, and the threat of unauthorized use. Anchored on the Social Shaping of Technology (SST), this study examines the different impacts of AI voice cloning on African music. This research utilizes online forms to gather insights from artists, industry experts, and researchers, supplemented by secondary data analysis. The findings reveal that AI voice cloning offers both creative opportunities and preservation of African music. However, it also presents challenges like legal uncertainties, ethical dilemmas, and potential socio-economic exploitations targeted on African musicians. Ultimately, this study advocates for harnessing the potential of AI while protecting the distinct cultural aspects of African music. This could be achieved through collaborative efforts involving various key stakeholders, the establishment of ethical standards, and the development of necessary legal structures.

Keywords: AI voice cloning, musical identity, ethics, legal concerns, African music, cultural preservation, Sonic Doppelgänger.

AI-Enhanced Social Media Adoption: A Multiple Case Study of Kenyan Organizations Enhancing Internal Communication and Public Relations Engagement

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ABSTRACT

Digital convergence in Kenyan organizations has heightened expectations for realtime, dialoguedriven public relations. Building on a fivephase framework for socialmedia adoption that is anchored in Rogers’ Diffusion of Innovation, this study analyses how artificial intelligence can be integrated into

each phase to amplify internal and external audience engagement while upholding mediaethics standards.

A qualitative multiplecase design underpinned the inquiry. Purposive sampling yielded fortyeight semistructured interviews and three focusgroup discussions drawn from commercial, governmental and highereducation organizations in Kenya. Immersion in participants' natural work settings highlighted perceptions of socialmedia benefits, barriers and ethical tensions; crosscase thematic coding supplied the empirical foundation for the Alenhanced framework.

In the Comprehend phase, naturallanguageprocessing dashboards mine WhatsApp, Slack and public feeds, with ondevice anonymization preserving privacy while sentiment models expose latent narratives. Characterize phase deploys clustering algorithms to visualize adopter segments and simulate diffusion, enabling biasaudited persuasion content. During the Conceptualize phase, generativeAI codesign studios iterate policy language, chatbot tone and omnichannel calendars against ethical checklists for data minimization and inclusivity. The MockUp phase operationalizes these artefacts: reinforcementlearning agents steward pilot communities and computervision sentinels prescreen sensitive imagery, derisking broader release. Evaluate phase closes the loop by linking machinelearned engagement indices including response latency, shareofvoice and trust scores to organizational outcomes, autorecommending microadjustments and archiving decision trails for auditability. Challenges such as algorithmic opacity, digital divides and surveillance anxieties, prompt a governance checklist in line with Kenya's Data Protection Act and UNESCO's AI ethics framework.

By embedding ethically aligned AI leverage points into a phased adoption pathway synthesized from rich qualitative evidence, the study offers practitioners a contextsensitive roadmap for transforming internal communication into a catalyst for credible, adaptive public relations. Future research can empirically validate the model across Africa's diverse linguistic, cultural, sectoral and organizational landscape variations and contexts.

Kenyan Journalists' Perceptions of Capacity-Building Initiatives in Combating Misinformation

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ABSTRACT

The era marked by widespread misinformation and complex disinformation tactics—including deepfakes and algorithmically amplified fabrications continues to see journalists finding themselves under pressure to maintain the integrity of news production and bring back public trust in. This qualitative study explores the perceptions of Kenyan journalists with regard to the effectiveness, relevance, and access to capacity-building initiatives designed to empower them with the knowledge and tools to combat misinformation. Drawing on in-depth interviews with reporters, editors, and media trainers from a cross-section of Kenyan media institutions, the studies explores ways in which journalists experience and evaluate professional training programs, workshops, and newsroom interventions. Preliminary findings reveal both consciousness for ongoing efforts and gaps in content delivery, institutional support, and technological resources. Journalists put emphasis on the need for continuous, context-specific training, particularly in digital verification strategies, how to make ethical

decision, and critically engage with social media platforms. The study's conclusion indicates that while capacity-building initiatives are vital in strengthening media resilience, their long-term impact is dependent on sustained dedication of the institutions, collaboration with networks involved in fact-checking, and integration into journalism education curricula. These insights are timely in contributing to the broader unending debate on media sustainability, press freedom, and journalists' role as frontline defenders against misinformation in democratic societies.

Keywords: Misinformation, Kenyan Journalists, Capacity-Building Initiatives, Digital Verification, Media Resilience.

The Role of Artificial Intelligence in Transforming Music Education

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ABSTRACT

Music education has been rooted in the human connection between teacher and student, performer and audience for generations. But in today's fast-paced, digital world, traditional methods struggle to keep up with students' evolving needs and expectations. Classrooms are more diverse, access to private lessons remains unequal, and many learners crave personalized, flexible ways to explore music. Artificial Intelligence (AI) has emerged as a powerful tool to meet these challenges, offering new ways to teach, learn, and experience music. This paper sets out to explore three main goals: to understand how AI is currently being used in music education; to examine its benefits and its potential pitfalls; and to offer practical ways to blend AI with traditional teaching while keeping creativity, emotion, and human connection at the heart of the learning process. To do this, the study will draw on real voices of music teachers and students through simple online surveys, personal interviews, and a few in-depth examples of schools or platforms already using AI in creative ways. Their experiences will help paint a fuller picture of what is working, what is not, and what could be better. The research is guided by constructivist learning theory, which believes that people learn best when they actively build their understanding of something. AI can support this when used thoughtfully. In the end, AI does not replace the magic of music it can help us unlock it for more people, in more ways. The key purpose of using this technology is not just to teach notes and rhythm, but also to keep music personal, meaningful and alive.

Keywords: Artificial Intelligence, Music Education, Digital world, Traditional methods.

Prebunking Disinformation in Social Media: Inoculating Youths for Digital Hygiene in Kenya

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ABSTRACT

Effective steps to mitigate misinformation are necessary given the increasing reliance on social media for news consumption, especially given the rapid advancement of new technology. Kenya is one of the digitally connected nations in the world, with a large percentage of young people actively using the internet. The dynamic digital democracy is susceptible to disinformation due to low digital literacy and political polarization. Awareness rising, media information literacy development, and online platforms responsibility education should be priorities to all stakeholders. Inoculating the attitudes of the youths could pre-empt youths to resist persuasion often perpetrated through common disinformation strategies. Prebunking derived from inoculation theory, entails exposing people to inoculation messages to build their resilience to disinformation before they are exposed to it. This study involved 10 Information Science students during first year orientation where the department inoculated them about an attack on the choice of the course owing to the small number of students admitted to the course. This resulted in retaining all the students in the course and even persuaded other first year students to join them leading to a larger class. Inoculation messages could help youths against disinformation by recognizing the strategies used for misinformation and think through their way through threats in the digital space.

Keywords: Disinformation, misinformation, prebunking, inoculation message, digital hygiene

Intelligence and the Battle for Authenticity: Safeguarding truth in the Digital Age

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ABSTRACT

Artificial Intelligence (AI) has revolutionized the landscape of mass communication, enabling faster, personalized, and more engaging media content. However, this innovation also introduced new threats to authenticity, specifically, with the explosion of misinformation and deepfakes. This paper critically examines the double-edged impact of AI in creating truth in the digital communication spaces, with focus on ethical considerations and media integrity in the context of Africa.

The advancement of generative models like Generative Adversarial Networks (GANs) has made it easier to produce hyper-realistic videos and synthetic audio that are commonly used in manipulating the audience, distorting facts, and swaying public opinions. In fragile literacies and polarised political contexts countries like those in parts of Africa, the undermining effects of deepfakes and disinformation campaigns are most problematic

However, AI can also be a way of mitigation. Emerging tools like algorithmic fact-checking, content authenticity verification, and AI-driven forensics are developed to detect and refute deceptive

content. Drawing from empirical studies and practical use cases, this paper examines the potential and limitation of such tools based on the real-life use cases, with a particular focus on transparent AI deployment, digital literacy programmes, and policy collaboration between media houses, tech firms, and governments.

The study extends arguments about the need to balance innovation and responsibility for ethical issues of journalism and public relations. It advocates for multi-faceted approach to include regulation, education and cross-sector partnerships to rescue truth and trust in digital age. In this manner, it becomes actionable insights for the communication professionals, media educators, and policymakers who are interested in ethical media practice in the age of artificial intelligence.

Keywords: Artificial Intelligence, Deepfakes, Media Ethics, Disinformation, Misinformation, Authenticity, Africa, Journalism Innovation

Deepfake in Kenyan Media Landscape: Assessing Awareness, Detection Capacity, and Training Needs among Communication Practitioners

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ABSTRACT

This study sought to examine deepfake awareness, detection capacity, and training needs among media and communication practitioners in the Kenyan media landscape. The objectives were: to assess the level of awareness of deepfake technology among practitioners; to evaluate their ability to identify deepfakes; to investigate existing training programmes and institutional frameworks aimed at combating deepfakes in Kenyan media houses and communication agencies; and to recommend strategies for capacity building and policy formulation in response to the growing threat of AI-generated misinformation. The study was guided by the Technology Acceptance Model (TAM), which was used to explore awareness, detection capabilities, and training needs related to deepfake technology. Additionally, the Media Literacy Theory (MLT) informed the examination of the skills, knowledge, and attitudes required to critically evaluate media content. A quantitative descriptive survey design was employed to collect data from media and communication practitioners across Kenyan media houses and agencies. Purposive sampling was used to target individuals working in media, public relations, or communication roles, while stratified sampling enabled comparisons across different media platforms, including print, radio, television, and online outlets. Data analysis revealed that a majority of respondents demonstrated low levels of awareness regarding deepfake technology and had limited capacity to detect or respond effectively to such AI-generated content. Furthermore, the findings highlighted a significant gap in professional development, most practitioners reporting a lack of relevant training or institutional support to equip them with the skills and frameworks necessary to address the deepfake challenge. The study recommends that media practitioners undergo mandatory training on deepfake awareness and detection. Additionally, media institutions should develop and implement clear frameworks and policies to guide the identification and management of AI-generated misinformation.

Keywords: Deepfakes, Media Practitioners, Awareness, Detection Capacity, Training Needs, AI-generated Misinformation, Technology Acceptance Model (TAM)

The Role Of Artificial Intelligence in News Gathering and Dissemination in the Digital Age

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ABSTRACT

The emergence of artificial intelligence (AI) is significantly transforming the landscape of journalism in the digital age, particularly in the processes of news gathering and dissemination. This study examines the growing role of AI in contemporary media practices and its influence on how information is sourced, analyzed, created, and disseminated to audiences. Technologies such as machine learning, natural language processing, and automated content generation are now integral to many newsrooms, enhancing speed, scalability, and data-driven decision-making.

This study explores how AI tools are employed to monitor digital platforms, identify breaking stories, verify facts, and deliver personalized content. Through case studies, industry examples, and academic sources, the research highlights how AI supports journalists in managing vast information flows and meeting the demands of a 24/7 news cycle. It also examines the increasing impact of algorithms in shaping audience experiences, frequently tailoring news feeds to match user behaviour and preferences.

However, the adoption of AI in journalism is not without challenges. Ethical concerns such as misinformation, algorithmic bias, loss of transparency, and the diminishing role of human editorial judgment are central to this discussion. The paper argues that while AI offers valuable tools for improving efficiency and reach, it must be implemented responsibly to uphold journalistic integrity and public trust.

Ultimately, this research advocates for a balanced integration of AI and human expertise. It underscores the importance of maintaining editorial standards, critical thinking, and ethical accountability in a technologically advanced media environment. The study findings aim to inform students, educators, and media professionals about the opportunities and limitations of AI in journalism, contributing to a more thoughtful and responsible use of technology in mass communication.

Key words: Artificial intelligence, digital age

Artificial Intelligence and the Future of Media Education: Reshaping Curriculum for Emerging Technologies

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ABSTRACT

Artificial Intelligence (AI) is rapidly transforming media education, necessitating curriculum revisions to equip students with the skills required for an AI-driven industry. This paper examines the impact of AI on journalism and communication studies, exploring its role in content creation, media ethics,

and professional development. The following research questions guide the study: (1) How is AI reshaping media education curricula to address emerging technological demands? (2) What ethical considerations must be integrated into AI-assisted journalism training? (3) How can higher education institutions balance AI innovations with traditional media skills in professional development? Through an extensive literature review and analysis, this paper evaluates current AI applications in media studies, identifies challenges such as algorithmic bias and misinformation, and proposes strategies for interdisciplinary collaboration and the ethical implementation of AI. The findings suggest that curriculum adaptation, industry partnerships, and AI literacy training are crucial for preparing future media professionals for the evolving digital landscape.

Saving the Future, Now, Through Media Information Literacy

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ABSTRACT

Amid the fast-changing world of digital communication, innovative responses are required to tackle critical issues such as disinformation, hate speech and content moderation difficulties. This paper examines these complex challenges with a particular emphasis on Media and Information Literacy (MIL).

Starting with an analysis of the rapid pace at which technology is advancing and how it affects information dissemination, this paper will delve into the proliferation of social media platforms and their advanced algorithms that facilitate unprecedentedly easy and fast sharing of data. Nonetheless, while this digital revolution has brought about a plethora of benefits for society, there's also been a darker side to it--disinformation and hate speech are rampant. As such, existing content moderation strategies require reassessment.

Given this situation, the article will highlight the crucial importance of MIL in dealing with these difficulties. MIL acts as an essential means to enable individuals to evaluate, inspect and manage a great abundance of information that exists online. It examines how developing MIL can cultivate a society able to withstand misinformation threats and hate speech while promoting responsible use and production of digital resources.

In addition, the article will explore how content moderation is changing over time and recognizes that automated systems have their shortcomings. The paper will posit a comprehensive approach that blends technological progress with human input, underscoring the significance of ethical considerations throughout the entire content moderation process.

By analyzing case studies and exemplary models, the article will suggest approaches for merging MIL with academic courses as well as digital education projects. The manuscript will further urge educators, lawmakers along with technology connoisseurs to join forces in order to establish a better-informed society that can successfully confront the hurdles of disinformation, hostility speech plus content regulation amidst technological development progression.

Key Words: Disinformation, Hate Speech, Content Moderation, Media Literacy, Information Literacy, Tech Advancements, Digital Communication.



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