

**Almaz NASIBOVA**

Azerbaijan Television and Radio Broadcasting CJSC, Department of Multimedia and Electronic Communication, Ph.D

E-mail: [almazmahmud@gmail.com](mailto:almazmahmud@gmail.com)

ORCID ID: 0009-0008-8731-5625

**VISUAL ARTIFICIAL INTELLIGENCE IN JOURNALISM: HOW TO IDENTIFY ACCURACY AND TRANSPARENCY**

**Abstract**

The research will discuss the visuals in artificial intelligence in the context of journalism and aims to evaluate obvious and accurate identification in this direction. This academic article intends to emphasize the significance of AI in creating visuals, meanwhile how it influences society to understand differences. The purpose consists of presenting information about approaches on AI based creation visuals in the digital era. It will focus on AI reliability, effectiveness, potential, and power on visuals transparency. Also, the research presents remarkable insight and spectacular methods on identification of AI-driven prepared visuals and their implication directions as well. As a final thought, research will discuss them all and mention critical point about this topic.

**Keywords:** artificial intelligence, journalism, ai-based visuals, media literacy, digitalization.

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**Introduction**

Artificial Intelligence assists in accelerating human-based activities by using lots of tools. Indeed it is the way for development, whereas it brings several problems and challenges alongside itself. Visuals are accepted as a best way for learning or explanation of different materials, factors and etc. In this context, AI become prior in journalism for creating and using visuals, there is only one concern which is about accuracy and transparency.

On the other hand, managing artificial intelligence is the key component for supervision of visuals in journalism. It differs significantly from traditional information technology (IT) management. AI is not simply a technology or a collection of technologies; it represents a constantly advancing frontier of emerging computational abilities. The machine learning technologies central to modern AI exhibit greater autonomy, enhanced learning capabilities, and a level of complexity that surpasses previous "intelligent" IT systems. Today's AI technologies, such as robots,

autonomous vehicles, facial recognition, natural language processing, and virtual agents, are being applied across an impressively wide range of fields [5].

Creating reliable or even unrealistic visuals is connected with Generative AI. It helps to create images videos and etc. However, today's reality shows that this factor makes some problems to detect AI and real visual differences. Thus, Generative AI (GenAI) is a form of AI that creates synthetic artifacts by studying training examples, understanding their patterns and distributions, and then producing realistic replicas. By leveraging generative modeling and advancements in deep learning (DL), GenAI can generate a wide range of content, including text, graphics, audio, and video, on a large scale. A defining characteristic of GenAI is its ability to produce new content by learning from data rather than relying on predefined programs [20].

Currently, identification of AI-driven visuals is the obstacle for transparency and accuracy. As generative technologies become

more advanced, distinguishing between real and AI-generated images becomes increasingly challenging, raising concerns about the credibility of visual content in journalism. Without clear methods for verification, the public's trust in media could be undermined, making it critical to develop robust frameworks for identifying and ensuring the authenticity of visuals. This research aims to address these challenges by exploring how AI can be effectively integrated into journalistic practices while maintaining accuracy and transparency in visual content creation.

**The role of visual AI in modern journalism.** Visuals are very important for journalism. Visual journalism is described as "the narrative elements of storytelling that can be seen or watched," including photographs, visualizations, and graphics. Although visual communication has always played a crucial role in journalistic storytelling, it has often been considered secondary to textual elements in journalism research. Technological advances, particularly generative AI, highlight the ongoing tension between two opposing forces: the journalistic ideals of objectivity, supported by photorealism and "mechanical objectivity", and the subjective nature of using images in journalism [17].

Visual and photo editors play crucial roles as "visual gatekeepers" in newsrooms, taking their responsibilities for image selection, verification, and curation seriously. However, visual news teams have faced continuous downsizing and, in some cases, complete elimination. In this context, technological advancements may serve as a convenient justification for economic restructuring. Many smaller and mid-sized outlets rely on a mix of freelancers, user-generated content, and agency or stock photography, instead of employing full-time staff photographers. Thomson et al. note that generally, the use of agency or social media images by journalists is influenced by factors like proximity, relevance, and availability, especially in the face of reduced staffing resources [17].

In this context, the importance of Generative AI are becoming prior for utilizing visuals. So, Generative AI models are intricate

"neural" computational networks designed to generate new data by learning the true distributions of text and images within their vast datasets. These networks employ "deep" machine learning algorithms that extract structural patterns from data, which form the foundation for new predictions and decisions, increasingly made without human oversight. This process typically involves adversarial training, as seen in the architecture of generative adversarial networks (GANs), where two networks compete until reaching a stalemate to achieve "visual authenticity and semantic consistency" [13].

The field of artificial intelligence (AI) has made significant progress in recent years, with one of its most exciting and influential developments being generative AI (GAI) in imaging in electronic devices. GAI refers to a category of machine learning models that can generate new data instances resembling, or even surpassing, human-created content. Essentially, GAI is a transformative area of AI focused on developing algorithms and models that can autonomously produce data that closely mimics human-generated content. Deep learning techniques, especially neural networks, form the core of GAI's development [4].

**Comprehensive Model Analysis for Multimedia Applications:** Extensive comparative analysis of various generative adversarial networks (GANs), variational autoencoders (VAEs), and other GAI models are prior. It evaluates their architectural differences, training methodologies, and abilities to generate high-quality multimedia content, assisting researchers in choosing the most suitable model for specific multimedia tasks.

**Integration of Advanced Multimedia Techniques:** The integration of cutting-edge multimedia techniques strengthen medical imaging, video synthesis, style transfer, and GAI models. It demonstrates how GAI can improve data acquisition, denoising, and multimedia reconstruction, enhancing the quality and accuracy of visual content across medical, scientific, and artistic domains.

**Assessment of State-of-the-Art Multimedia Technologies:** Exhaustive survey and critical evaluation of the latest GAI

technologies in the multimedia field are mainly important. This includes a detailed examination of recent advancements such as Imagen, DALLÉ-2, and Stable Diffusion, offering researchers insight into the most innovative techniques available for multimedia creation [4].

"Visual news" refers to the aspects of journalistic content "that can be seen or watched", such as photojournalism, television news, and data visualizations. It also includes all the production, editing, and presentation practices that contribute to these forms, such as image selection, design, and aesthetics. Thus, the terms "visual journalism" or "visual news" are used as umbrella concepts to encompass all of these elements. Visual communication has always been a key part of journalistic meaning-making, and research in this area traces its various professional developments, such as the shift from staff photography to photo agencies, freelancing, and stock imagery. Since the professionalization of journalism in the early twentieth century, visual news has aimed to faithfully represent or illustrate the real world. However, it has always carried an element of interpretation, and as digital technologies have advanced, storytelling methods have become more complex, introducing both epistemological depth and practical diversity in visual news [13].

In conclusion, the integration of Generative AI (GAI) in visual journalism presents both significant opportunities and challenges. While GAI technologies, such as GANs and VAEs, are revolutionizing the creation and enhancement of multimedia content, they also introduce concerns about accuracy, authenticity, and the erosion of traditional journalistic practices. As newsrooms increasingly rely on AI-generated visuals, ensuring transparency and maintaining journalistic integrity will be key to navigating this evolving landscape.

**Challenges in ensuring accuracy and credibility in AI-generated visuals.** Early implementations of AI in journalism faced significant difficulties in achieving high accuracy with unstructured tasks. Kevin-Alerechi et al., give some examples that automated summarization of political debates often failed to capture rhetorical subtleties,

sarcasm, and implicit biases, limiting its usefulness in complex reporting scenarios. Similarly, transcription tools struggled in global or multilingual newsrooms due to their inability to manage specialized jargon and non-English content [9].

As a result, editorial challenges emerged. An overreliance on automated summaries risked reducing the contextual depth of stories, while template-driven reports often lacked the narrative richness needed to engage readers. These limitations highlighted the need for human oversight, emphasizing the importance of a "human-in-the-loop" model, where journalists review and refine AI-generated outputs to ensure accuracy and contextual relevance. Beyond technical and editorial issues, early AI deployments raised critical ethical concerns. In sensitive areas like political reporting and investigative journalism, AI posed risks related to accountability and transparency. Additionally, the potential for automation to unintentionally amplify biases in training data underscored the need for comprehensive ethical guidelines and strict oversight mechanisms.

In the meantime, mis/disinformation are one of the critical challenges. The most commonly cited challenge was the potential of AI-generated images to contribute to mis/disinformation, which was raised by staff at news organizations. Concerns about AI-generated images being used for propaganda, undermining trust in news organizations, damaging credibility as reliable sources of truth, and causing harm by presenting inaccurate representations of reality. It should be also highlighted the risk of AI-generated images causing confusion about what is real. Mis/disinformation through synthetic media was seen as a problem that both audiences and industry professionals are ill-prepared to handle [17].

Most interviewees were pessimistic about the ability of the average person to distinguish between AI-generated and authentic images. From this approach with the latter perspective, factors such as the length of viewing time and the size and details of the image were believed to influence how an audience member assessed it. It was easier to create photorealistic images of

well-known people or places that could deceive people, compared to those of lesser-known entities. Other concerns about the possibility of audiences being misled even when images were clearly labeled as AI-generated.

Regarding industry professionals, many participants felt they had a better ability to identify AI-generated images than the general public. However, others admitted that they too would struggle to detect AI-generated visuals [17].

AI research spans multiple disciplines, but its impact on journalism, particularly visual news, remains underexplored. Visual news has historically been overshadowed by textual news in academic studies. A previous literature review revealed that both researchers and stakeholders are concerned about the risks posed by multimodal AI to visual journalism. Matich et al., mention that these concerns highlight three main perceived threats, which are intensified by the growing issue of "information disorder" [13]. These threats reflect long-standing tensions in visual journalism, including:

- AI facilitating visual misinformation;
- AI undermining the objectivity of visual news;
- AI potentially threatening the existence of visual news practices and labor;

These concerns are conceptualized as meta journalistic discourses, showing how AI challenges the traditional ideals and evolving cultures of visual journalism. This paper explores how unique these threats are by critically examining AI's implications for visual news, drawing on literature from journalism studies, political communication, computer science, and industry insights, while also incorporating empirical data from recent research.

Some people are strategically adopting AI to improve efficiency, while consciously balancing this integration with efforts to preserve the human aspects that define their professional work. This balance is not only about staying relevant in the face of automation but also about using human-centered skills as a competitive edge. For instance, some professionals selectively use AI tools to enhance

their abilities, while others prioritize human-generated content to differentiate themselves from AI-driven outputs. Additionally, there is a growing emphasis on increasing human interaction within professional roles to counteract the impersonal nature of AI, ensuring that professional identity and the human touch remain integral to their work [11]. This theme illustrates a proactive approach to assessing AI's role rather than passively accepting it, ensuring that professional values and human elements continue to shape work practices, despite technological advancements.

All professionals agreed that artificial intelligence is becoming a core element of the creative toolkit in visual content creation. AI tools are increasingly regarded as essential for boosting creativity and improving efficiency in the design process. For example, designers use AI for tasks such as background research and idea generation, with AI features now integrated into popular design software like Adobe Photoshop, which includes automatic adjustments powered by AI. Respondents value AI's ability to enhance creative expression and streamline design workflows, viewing these tools as natural extensions of their current resources [11].

Integrating AI into professional practices presents several challenges, including maintaining brand identity, upholding professional integrity, and addressing the skills gap that may emerge due to rapid technological advancements. Overcoming these challenges requires careful strategic planning and a focus on adopting AI in ways that enhance human capabilities rather than replacing them [11]. As artificial intelligence becomes increasingly embedded in the visual arts and the broader visual landscape, it brings forth a range of complex questions that impact creativity, authorship, authenticity, and aesthetic standards.

AI is transforming the creative field by providing tools that both inspire and challenge traditional creative methods. While some worry that AI could lead to homogenized creative outputs, reducing the diversity of visual expressions, others view it as a powerful tool that enhances the creative potential of professionals. In ideal scenarios, AI can

introduce new elements and accelerate the creative process, broadening the possibilities for innovation. However, the technology's ability to replicate human cognitive functions raises the question of whether AI's processes and outputs are fundamentally different from human creativity, aside from the speed at which content or ideas are generated.

Bansal et al. emphasizes the challenges of incorporating generative AI (GAI) into imaging are diverse and require a thorough approach. These challenges should be evaluated along with potential solutions and areas for further exploration [4].

First is ethical concerns. One of the major ethical issues surrounding GAI is the creation of deceptive deepfakes. To address this, solutions like developing deep neural network-based content authenticity classifiers have been proposed. These classifiers aim to detect deepfakes, helping to identify manipulated images and videos. Future research suggests advancing deepfake detection using GAN-based counter-GANs to create more robust mechanisms for recognizing and countering deepfake content.

Another one are bias and fairness. Tackling bias and ensuring fairness in GAI models is critical. Adversarial training is one method for reducing dataset bias during model training, helping ensure that AI-generated content remains fair and unbiased. Future work will focus on exploring differentiable fairness constraints for generative models, making the process of mitigating bias an integral part of model training. Privacy violations are also included. GAI can unintentionally lead to privacy breaches. Federated learning approaches are proposed as a solution to this issue, keeping data decentralized and private, thus ensuring sensitive information is not exposed. Future research will focus on developing homomorphic encryption techniques to provide even more secure data-sharing options, thereby enhancing privacy in imaging applications.

The last one is consenting challenges. Securing consent for data usage is essential. Cryptographic image watermarking is one proposed solution to verify the origin of content, ensuring that consent was properly obtained.

Additionally, research is ongoing into decentralized identity and blockchain-based consent management systems to improve consent handling.

**Frameworks for enhancing transparency and accountability in AI-driven news.** The conceptual framework for an AI-driven system designed to detect fake news in real-time is built around a modular, scalable, and adaptive architecture capable of functioning in the fast-paced, high-throughput environment of digital news distribution. This framework utilizes advancements in natural language processing (NLP), machine learning (ML), and stream processing to automatically classify news content into truthfulness categories such as "likely true," "misleading," or "fake," along with a confidence score. The framework is structured into three core architectural layers: input ingestion, data processing and classification, and output dissemination, which seamlessly integrate into existing digital ecosystems through application programming interfaces [19].

The first layer, the Input Layer, handles the real-time ingestion of news content from various digital sources. This includes structured feeds from news APIs, RSS aggregators, and real-time crawlers that parse content from news websites and social media posts. Stream processing frameworks like Apache Kafka or Apache Flink are used to ensure low-latency and high-throughput data ingestion. The system standardizes and normalizes the raw data, extracting critical metadata such as headlines, body text, publication timestamps, and source identifiers. This metadata is essential for further contextual analysis and evaluating source credibility.

The core of the framework is the Processing Layer, which performs multi-stage transformations and classifications of incoming text data. The first subcomponent is NLP-based preprocessing, which includes tokenization, stemming, lemmatization, stop-word removal, and part-of-speech tagging. These processes prepare the text for effective feature extraction. Named entity recognition (NER) and sentiment analysis are applied to identify entities, emotional tone, and subjectivity elements that

are often manipulated in fake news. Additionally, semantic similarity analysis and topic modeling techniques such as Latent Dirichlet Allocation (LDA) or embedding models like Word2Vec and BERT are employed to evaluate the consistency of topics and the factual coherence of the content.

Thomson et al. discuss that the importance of including the source of the image in the caption or, if applicable, the headline. One editor even suggested adding the prompts used to generate the image [17]. However, transparency was not seen as a complete solution:

"When it comes to AI-generated photos, even if we go the extra step and clearly state, 'this is an AI-generated image' in the caption, many people will still miss that part. They'll only focus on the image itself and assume it's real, and I would hate for that to be the risk we take every time we use this technology." The theme of transparency was discussed from various perspectives by the professionals interviewed, touching on issues such as disclosure and the trustworthiness of AI system providers [11].

There is a general consensus calling for more explicit disclosures, particularly in areas with significant public impact. However, there is also a nuanced debate about whether such disclosures are always necessary, especially in marketing contexts. Opinions ranged from advocating for full transparency to supporting context-dependent disclosure.

At the heart of AI's transformative impact on journalism are natural language processing (NLP) technologies, particularly transformer-based models. These systems enable tasks such as article summarization, text translation, and draft content generation with remarkable speed and accuracy. These advancements allow journalists to optimize content delivery while catering to diverse audience preferences. Additionally, machine learning (ML) algorithms enhance editorial strategies by analyzing behavioral patterns, informing editorial decisions, and promoting reader retention through personalization. This automation frees up journalists to focus more on investigative and interpretative storytelling. Deep learning technologies further support these developments by facilitating predictive modeling and real-time

analytics, which are crucial for adapting content strategies to changing audience needs [9].

Another essential technology is computer vision, which helps address challenges related to manipulated media and misinformation. AI-driven image recognition systems authenticate visual content, trace the origins of user-generated media, and detect objects in real-time video feeds. These tools enhance journalistic credibility and enable newsrooms to adjust to evolving media dynamics. Hybrid systems that combine NLP and computer vision are emerging as powerful solutions for multimedia analysis and verification.

AI-powered tools are enhancing investigative journalism by efficiently processing large volumes of documents, detecting patterns, and prioritizing key insights. These tools, which rely on entity recognition and semantic analysis, allow reporters to concentrate on assessing the relevance and implications of the information uncovered. Systems like knowledge graph-supported tools improve the reliability of synthesizing information. Large language models (LLMs) and Natural Language Processing (NLP) systems accelerate evidence gathering by summarizing and categorizing data, effectively addressing gaps in traditional investigative processes. However, ethical concerns regarding reproducibility and data bias highlight the importance of transparency and ongoing human oversight. Recent research suggests that combining AI's precision with human judgment in hybrid models can help mitigate these challenges [9].

A key requirement for an effective AI-driven fake news detection system is the ability to classify and respond to misinformation as it emerges across digital platforms. To accomplish this, a real-time detection pipeline is necessary, one that can ingest, process, and analyze high-volume news content with minimal latency. Design and technological components of such a pipeline are important in emphasizing stream processing frameworks, latency and scalability optimization, and adaptive feedback mechanisms to ensure continuous learning and system improvement [19].

At the heart of the real-time detection system are robust stream processing frameworks

that support continuous data ingestion and computation. Apache Kafka serves as the distributed event streaming platform for real-time ingestion of news articles and social media content. Kafka's architecture, based on publish-subscribe mechanisms and message queues, enables multiple data producers to send data into a centralized processing pipeline.

After ingestion, Apache Spark Streaming or Apache Flink is used for real-time processing. These frameworks support in-memory computation and can work with micro-batch or event-driven processing paradigms, facilitating timely classification of content as fake or credible. Spark Streaming, in particular, integrates seamlessly with Kafka and offers native support for complex machine learning workflows through its MLlib library. By executing trained models in a distributed manner, Spark ensures efficient feature extraction, prediction, and metadata logging at scale [19].

Eventually, the integration of AI into news platforms, particularly in real-time fake news detection, holds significant potential to enhance transparency and accountability. Stream processing frameworks like Apache Kafka and Apache Spark facilitate the swift ingestion and processing of news content, enabling faster and more reliable classifications of fake or credible information. Furthermore, the hybrid approach combining NLP, machine learning, and computer vision shows promise in addressing challenges related to misinformation and manipulated media. However, as AI's role in journalism grows, ongoing ethical considerations, transparency, and human oversight remain critical for ensuring the system's reliability and fairness.

### **Conclusion**

Media should be regulated systematically to enhance transparency and accountability in journalism. As AI increasingly influences newsrooms, especially through AI-generated visuals, it presents challenges that can undermine the credibility of journalistic content. These challenges are particularly apparent in the difficulty of distinguishing real from AI-generated visuals, which raises concerns about

authenticity and trust. Ensuring transparency and accuracy in the use of AI in journalism requires establishing frameworks that include rigorous identification methods and consistent oversight.

AI technologies such as Generative AI (GAI) are revolutionizing visual content creation by providing powerful tools for generating high-quality multimedia. However, these technologies also pose risks, including the potential to amplify misinformation and manipulate audiences through visually convincing but false content. As AI continues to evolve, it is crucial to develop more sophisticated tools for detecting and verifying AI-generated visuals in real time to prevent harm to journalistic integrity.

Furthermore, transparency in AI-generated visuals is a critical issue that demands more explicit disclosure practices, especially in contexts that have a significant public impact. While some argue for complete transparency, others suggest a context-dependent approach, which may provide a balanced solution. Regardless of the approach, all stakeholders must work toward a common goal: protecting the public from misleading visuals and ensuring media outlets maintain their credibility.

The role of human oversight remains indispensable in AI-driven journalism. Despite the efficiency AI brings to content creation, human judgment is needed to ensure the accuracy and contextual relevance of AI-generated material. Journalists must continue to refine and adapt their practices to preserve editorial integrity, even as AI tools become more integrated into the production process.

In conclusion, AI in journalism holds great potential but also significant risks. Balancing innovation with ethical standards, transparency, and accuracy will be key to preserving the public's trust in media. Only through effective regulation, oversight, and collaboration can the industry fully harness the power of AI while safeguarding journalistic values.

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**Almaz NASIBOVA**

Azərbaycan Televiziya və Radio Verilişləri QSC, Multimedia və Elektron Rabitə Departamenti,  
fəlsəfə doktoru

**JURNALİSTİKADA VİZUAL SÜNİ İNTELLİK: DƏQİQLİK VƏ ŞƏFFAFLIĞI NECƏ  
MÜƏYYƏN ETMƏK OLAR**

**Xülasə**

Tədqiqat jurnalistika kontekstində süni intellektdəki vizualları müzakirə edəcək və bu istiqamətdə aydın və dəqiq identifikasiyanı qiymətləndirməyi hədəfləyir. Bu akademik məqalədə süni intellektin vizualların yaradılmasındakı əhəmiyyəti, eyni zamanda cəmiyyətin fərqləri anlamasına necə təsir etdiyi vurğulanacaq. Məqsəd rəqəmsal dövrdə süni intellekt əsaslı yaradıcı vizuallara yanaşmalar haqqında məlumat təqdim etməkdən ibarətdir. Sözügedən tədqiqat süni intellektlə hazırlanmış vizualların və onların təsir istiqamətlərinin müəyyənləşdirilməsi ilə bağlı diqqətəlayiq fikirlər və təsirli metodlar təqdim edir. Sonda tədqiqat bunların hamısını müzakirə edəcək və bu mövzu ilə bağlı vacib məqamları qeyd edəcək.

**Açar sözlər:** süni intellekt, jurnalistika, süni intellekt əsaslı vizuallar, media savadlılığı, rəqəmsallaşma.

**Алмаз НАСИБОВА**

Азербайджанское телевидение и радиовещание ЗАО., кафедра мультимедиа и электронных коммуникаций, кандидат наук

**ВИЗУАЛЬНЫЙ ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ В ЖУРНАЛИСТИКЕ: КАК  
ОПРЕДЕЛИТЬ ТОЧНОСТЬ И ПРОЗРАЧНОСТЬ**

**Резюме**

В данном методе использования искусственного интеллекта для создания визуальных образов в десятках журналистов ставится цель оценить очевидность и точность идентификации в этом направлении. Данная научная статья направлена на создание визуальных образов, а также то, как он способствует пониманию языков в обществе. Цель состоит в представлении информации о подходах к созданию визуальных образов на основе ИИ в цифровую эпоху. Основное внимание будет уделено надежности, эффективности, потенциалу и возможностям ИИ в обеспечении прозрачности визуальных образов. Кроме того, исследование представляет собой ценный анализ и впечатляющие методы выявления визуальных образов, созданных с помощью ИИ, а также направления их применения. В заключение исследования обсудит все вышеперечисленное и укажет важные моменты по данной теме.

**Ключевые слова:** искусственный интеллект, журналистика, визуальные образы на основе ИИ, медиаграмотность, цифровизация.

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