

Almaz NASIBOVA

Azerbaijan Television and Radio Broadcasting CJSC, Department of Multimedia and Electronic Communication, Ph.D
E-mail: almazmahmud@gmail.com

ARTIFICIAL INTELLIGENCE AND ITS APPLICATION IN AZERBAIJANI MEDIA

Abstract

The article examines the Artificial Intelligence model, which is considered one of the latest trends impacting the media. First, priority is given to analyzing the role of Artificial Intelligence in the world, in states, and in societies, as well as its benefits and the challenges it creates. It is noted that in Azerbaijan, the application of Artificial Intelligence (AI) in all spheres has begun at the state level. Furthermore, a state policy is being implemented in this regard, the Artificial Intelligence Academy has been established, and by a decree of the President of the Republic of Azerbaijan, the country's Artificial Intelligence Strategy for 2025–2028 has been approved. It is impossible to imagine the media without Artificial Intelligence; therefore, media literacy and critical thinking are required in this field. In Azerbaijani media, Artificial Intelligence is also being widely covered, utilized, and implemented.

Keywords: media, artificial intelligence strategy, media industry, code of ethics, disinformation.

UOT: 004.8: 070.4: 316.77

JEL: O33, Z13, L82

DOI: <https://doi.org/10.54414/RODW5359>

Introduction

Artificial Intelligence (AI) is a priority field for developed states and societies, and concrete efforts are being made toward its application and utilization. It is therefore impossible to imagine today's reality without AI. This technology, which mimics human cognitive functions and performs tasks such as learning, logical reasoning, decision-making, and data analysis, also impacts Azerbaijani society and its various sectors.

Artificial intelligence (AI) has the potential to transform numerous aspects of modern life by increasing organizational efficiency, improving operational processes, and enabling more effective use of resources. Its growing adoption offers substantial economic, social, and healthcare benefits, making it a powerful tool for innovation and development. However, alongside these advantages, AI also presents significant challenges and risks. Recent experiences, including its use during global crises, have

demonstrated both its capacity to address complex societal problems and the difficulties associated with its implementation. Concerns have been raised about the impact of AI on individuals, particularly when algorithmic bias results in unfair treatment or unequal access to services [1]. At the broader societal level, issues such as discriminatory profiling, manipulation of public opinion, and the concentration of wealth and influence among a limited number of actors may contribute to the deepening of existing social and economic inequalities.

In recent years, the concept of artificial intelligence has become more widespread in Azerbaijan, and both the public and private sectors have begun to implement it. In short, AI is considered a fundamental element of state policy in Azerbaijan. Strategic documents adopted in the field of digital development highlight AI as a key area. For example, in the education sector; particularly at universities,

priority is given to the study of AI and subjects specializing in data analytics.

In response to the demands of the modern era, the President of the Republic of Azerbaijan approved the Artificial Intelligence Strategy of the Republic of Azerbaijan for 2025–2028 through a presidential decree. The strategy aims to accelerate the development of artificial intelligence in the country, promote research in this field, enhance AI-related information technologies and their governance mechanisms, ensure the accessibility of the necessary infrastructure, and strengthen the capacity of qualified human resources. Furthermore, the State Service for Special Communication and Information Security has been tasked with analyzing information security risks in areas where artificial intelligence is implemented within state bodies and institutions, as well as taking the necessary measures to ensure information security related to AI applications across government agencies and organizations [2].

The Artificial Intelligence Academy, established on September 8, 2025, through a state initiative, aims to train specialists in this field and accelerate digital transformation in the country [3]. The Academy also seeks to position Azerbaijan as a leading regional center for AI education and the implementation of innovative projects in the future. Meanwhile, one of the primary concerns surrounding AI technologies relates to issues of privacy [4]. One of the Academy's priority directions is integration into the global scientific community. To this end, collaborations have been established with some of the world's leading universities in the field of artificial intelligence, including the Massachusetts Institute of Technology (MIT), University of California, Carnegie Mellon University, Harvard University, and Stanford University [5].

The importance and significance of artificial intelligence are frequently emphasized by President Ilham Aliyev in his speeches. During his address at the 80th anniversary meeting of the Azerbaijan National Academy of Sciences, he stated that today artificial intelligence is an integral part

of the future development of countries: *“In Azerbaijan, both the development of artificial intelligence and its application in everyday life, the economy, and technological advancement are a present-day reality.”* [6].

In this parallel, artificial intelligence has become increasingly important in the legal field, where it is used to make laws more understandable, accessible, manageable, and predictable. The relationship between AI and law has historical roots, dating back to early efforts to apply mathematical reasoning to legal processes. Since the mid-twentieth century, researchers have incorporated computer science and AI techniques into legal studies, leading to the development of systems capable of analyzing legal rules, legislation, and arguments. Advances in AI have enabled the creation of tools that support legal research, decision-making, and the efficient management of legal information [7]. As a result, AI is now recognized as a valuable technology that can enhance the effectiveness and accessibility of legal systems while supporting legal professionals in their work.

The efficiency of Artificial Intelligence in the media industry. Whenever a new development emerges, the media is often the first sector that comes to mind, as it either makes information about that development accessible to society or, when the innovation concerns its own advancement and improvement, begins adopting and implementing it. As a sector that plays a vital role in social integration, the media regards artificial intelligence as one of its key areas of focus. In relation to artificial intelligence, the media performs a dual function. First, it informs Azerbaijani audiences about all developments and innovations related to AI. Second, recognizing the growing role of AI in media and journalism, it increasingly prioritizes the adoption and application of AI technologies within its own operations.

Artificial intelligence is transforming the media industry by automating content creation, assisting with fact-checking, personalizing user experiences through recommendation systems, optimizing marketing strategies, and analyzing large volumes of data. At the same

time, it raises significant concerns regarding misinformation, bias, and intellectual property rights. Consequently, AI creates a complex landscape that offers increased efficiency and new creative opportunities for journalists and audiences while also presenting important ethical challenges.

Artificial intelligence (AI) has increasingly been applied to the analysis of qualitative data, offering the ability to process large datasets and extract insights with minimal manual effort. Tools such as ChatGPT, integrated into software like ATLAS.ti and MAXQDA, can perform automatic coding, summarize data segments, and identify patterns, making data analysis faster and more efficient. While AI may not fully replace human interpretation, it can highlight key themes, organize information, and reduce repetitive tasks, enabling analysts to focus on deeper insights and creative aspects of the research [8]. These capabilities make AI particularly valuable for media organizations, where rapid processing of large volumes of text, social interactions, and audience feedback can enhance content production, personalization, and decision-making.

First, let us address the benefits of artificial intelligence for the media. AI helps filter out fake news. The internet is saturated with false information, making it increasingly difficult for audiences to distinguish facts from lies. In such cases, AI becomes essential, as it can be used to verify both the sources and the facts of news stories. For example, Google's 2017 search algorithm update was designed to prevent the spread of fake news and hate speech. Similarly, the University of Michigan developed an AI-based approach capable of accurately identifying fake news stories 76% of the time. Websites are scanned by an intelligent algorithm to predict the most accurate and reliable versions of stories. The more websites are incorporated into the algorithm, the more accurate it becomes over time as it "learns" continuously. While this technology is not yet 100% accurate, it undoubtedly represents a step in the right direction. AI-powered data analysis allows media organizations to understand audience

preferences, behavior patterns, and demographic trends, enabling highly personalized content delivery and targeted recommendations. Through predictive analytics, AI supports strategic decisions regarding the timing, platform, and format of content distribution, maximizing audience engagement and revenue potential. Additionally, AI-driven tools, such as virtual assistants, chatbots, and interactive features, improve user experience by facilitating real-time engagement and response. Overall, AI integrates data analysis capabilities with creative production, making it a valuable asset for media companies aiming to innovate, remain competitive, and deliver more relevant and tailored content to their audiences [9].

Artificial intelligence is increasingly being used in media as a tool to ease repetitive tasks and enable journalists to work more efficiently [10]. As for its negative aspects, AI can increase the risk of misinformation and manipulation. For instance, it can be used to create fake news, deepfakes, and misleading information.

Artificial Intelligence in Azerbaijani media. In recent years, significant importance has been placed on the application of artificial intelligence in Azerbaijani media. This is evident both in content production and in analytical and management processes. AI is used to create texts based on simple data, such as short news items, weather forecasts, and currency exchange rates. Some media organizations optimize article headlines using AI according to readership levels. AI-based tools are also employed among portals for faster and more accurate translation. Media platforms use algorithms that identify user interests to deliver more personalized news. Television channels and news agencies utilize AI to convert interviews, speeches, and reports into text.

Overall, the use of AI in the media sector raises ethical and legal questions, including issues related to copyright, privacy, the mitigation of biases, and the role of human editors. It is no coincidence that UNESCO and other international organizations develop standards and recommendations in this area.

The role of Artificial Intelligence in journalism education and military media.

Ksenia Konkina, PhD in Philology and Senior Lecturer at the Department of Sociology of Mass Communications, Faculty of Journalism, Lomonosov Moscow State University, emphasizes the importance of journalism education in the era of artificial intelligence. According to her, today journalists face new requirements—they are expected to have the skills to work with programs, databases, and analytical systems. While AI is not yet a mandatory element of the profession, it has already become an effective tool for speeding up processes, expanding capabilities, and improving the quality of media products. Newsrooms seek immediate results, with stories published on social media and messaging platforms within seconds. Journalists do not always have the time to handle all technical tasks themselves, and this is where AI proves valuable. It assists with translation, transcription of interviews, and the organization of data, providing journalists with more opportunities for creative and analytical work [11].

Konkina also advocates for the labeling of texts generated or edited by neural networks, as this is a matter of professional ethics and audience trust. Not all users yet have the ability to distinguish original content from AI-generated content. Therefore, it is essential to indicate when images, videos, or texts are created using AI. When readers know whether what they see is the product of human labor or an algorithm, they perceive the newsroom as respectful and transparent. This practice is as much a part of journalistic integrity as indicating the source of a quote or the form of commentary received [12].

Predictions indicate that AI will increasingly integrate into the media industry, primarily as a technical tool. Specialists who can skillfully integrate neural networks into daily workflows—whether for interview transcription, data analysis, or information retrieval—will be particularly valuable. Konkina emphasizes that the future of journalism is the union of technology and humans, where AI becomes a partner rather

than a competitor. She notes that it is humans who ask questions, sense moments, and choose words. AI can assist, but only journalists can truly bring text to life.

In the context of military journalism, Sevinc Quliyeva, a staff member of the newspaper *Azərbaycan Ordusu*, believes that AI promises broad prospects for the future. In this regard, it is essential for military journalists to acquire technical skills to work with AI tools. In general, international legal and ethical frameworks for the use of AI in military journalism should be developed within a normative and regulatory context, and the boundaries for civilian and military AI applications must be clearly defined. In particular, it is necessary to develop international ethical codes for the use of AI in wartime conditions.

Sevinc Quliyeva, a journalist for the *Azerbaijan Army* newspaper, believes that artificial intelligence offers significant prospects for the future of military journalism. In this regard, it is essential for military journalists to acquire the technical skills necessary to work with AI tools. More broadly, international legal and ethical regulations governing the use of AI in military journalism should be developed within an appropriate normative and legal framework, and the boundaries between civilian and military AI applications should be clearly defined. In particular, there is a pressing need to establish international ethical codes for the use of AI in wartime conditions [13].

Artificial intelligence is gradually transforming journalism by supporting news production, audience analysis, fact-checking, and data processing. According to the Ministry of Defence of the Republic of Azerbaijan (2025), AI technologies can improve the efficiency and quality of journalistic work; however, their uncontrolled use may distort the information environment and weaken the core mission of journalism. The source also emphasizes the importance of developing legal and ethical frameworks for the responsible use of AI, particularly in military journalism [14].

The Institute of Information Technologies reported on May 2, 2024, that

research on artificial intelligence-based journalism is ongoing. Media organizations can enter new markets with the assistance of AI technologies. AI is increasingly being used in journalism to produce content and personalize information for audiences. However, the use of such technologies in journalism may increase the likelihood of spreading false content. At the same time, AI technologies can also help identify false information when the media is accused of failing to verify facts [15].

Artificial intelligence applications are increasingly performing simpler tasks that were previously handled by journalists. This is particularly important because journalists must continuously monitor events in real time. Considering that journalism requires extensive research and fact-checking, AI plays a crucial role in freeing journalists from repetitive tasks and allowing them to focus on the more important aspects of reporting.

Artificial Intelligence and the ethics code. Proper governance of artificial intelligence is one of the most important and decisive challenges of our time. Addressing it requires mutual learning based on experiences and best practices developed across different jurisdictions worldwide. The UNESCO Global Observatory on the Ethics of Artificial Intelligence and Governance aims to provide a global resource that helps policymakers, regulators, academia, the private sector, and civil society address the most pressing challenges posed by artificial intelligence (AI). The Observatory presents information on how prepared countries are to implement AI in an ethical and responsible manner. It also hosts the AI Ethics and Governance Laboratory, which brings together contributions, impactful research, toolkits, and best practices.

The rapid development of AI has created numerous global opportunities, from facilitating diagnostics in healthcare to fostering human connections through social media and increasing labor productivity through automation. However, these rapid changes also raise serious ethical concerns. Such concerns stem from the potential of AI systems to perpetuate biases, negatively

impact the climate, threaten human rights, and introduce other risks. These AI-related risks exacerbate existing inequalities, increasingly harming already marginalized groups.

According to UNESCO (n.d.), the ethical governance of artificial intelligence requires transparency, accountability, human oversight, and the protection of human rights. UNESCO's work in AI ethics and governance is based on the Recommendation on the Ethics of Artificial Intelligence, adopted by 193 countries in 2021. This recommendation mandates the organization to develop tools to support member states. Among these tools is a readiness assessment methodology that enables governments to form a comprehensive view of how prepared they are to apply AI ethically and responsibly for all citizens.

This is a critical component in ensuring that AI is designed and used ethically. AI systems and tools are often deployed without a clear and transparent assessment of potential risks or strategies for mitigating them, placing responsibility on users without sufficient safeguards.

The recognition of risks posed by artificial intelligence systems, as well as the necessity to identify, prevent, or mitigate these risks, prompted UNESCO to develop the Recommendation on the Ethics of Artificial Intelligence, adopted in November 2021 by all 193 member states. This Recommendation identifies four core values based on the promotion of human rights and human dignity. These values are further elaborated into ten principles and specific policy recommendations for governments. The goal of the Recommendation is not only to strengthen the positive impacts of technology but also to ensure fair and inclusive outcomes.

We are already implementing this global standard in many countries, strengthening the capacity of both governments and the broader public to work with AI systems. Mitigating the negative aspects serves to promote innovation and economic growth, as well as to increase public trust in the use of AI. The alleged conflict between legislation and innovation does not materialize, as effective regulatory frameworks create legal certainty and

coherence while enabling company development. At the same time, these frameworks can enhance competition and provide equal opportunities for small and medium-sized enterprises. The main requirements include:

- Responsibility and accountability
- Transparency and explainability
- Human oversight and decisiveness
- Sustainability
- Awareness and literacy
- Fairness and non-discrimination

Artificial intelligence offers significant benefits for society, but its development must be guided by strong ethical principles. International organizations such as UNESCO play an important role in promoting the responsible and transparent use of AI. Ethical standards help reduce risks related to bias, human rights violations, and social inequality. Therefore, accountability, transparency, human oversight, and fairness should remain central to the development and application of AI technologies.

Conclusion

Artificial intelligence continues to evolve rapidly and has become an integral component of the media and entertainment industry. By automating routine tasks, enhancing content personalization, and supporting data-driven decision-making, AI enables media organizations to operate more efficiently and respond more effectively to audience needs. In an increasingly competitive digital environment, the adoption of AI technologies is no longer optional but has become a strategic necessity for media organizations seeking to maintain relevance and competitiveness.

In Azerbaijan, artificial intelligence is emerging as both a key driver of technological innovation and a crucial tool for the modernization of the media sector. The implementation of AI in media organizations contributes to increased operational efficiency, improved content quality, enhanced audience analysis, and the development of innovative forms of media production. AI-powered tools

facilitate faster news production, automated translation, audience segmentation, and personalized content recommendations, allowing media outlets to better meet the expectations of modern consumers.

Furthermore, AI's advanced data analysis capabilities enable media organizations to process large volumes of information, identify audience preferences, predict consumption trends, and optimize content distribution strategies. These functions not only improve audience engagement but also support more informed editorial and managerial decision-making. As AI technologies continue to advance, broader and more creative applications within Azerbaijan's media landscape are expected, creating new opportunities for innovation and digital transformation.

Despite these benefits, the integration of AI into journalism and media operations raises important ethical, legal, and professional concerns. Challenges related to information accuracy, misinformation and disinformation, transparency, copyright protection, algorithmic bias, and the changing role of journalists require careful consideration. Maintaining public trust remains a fundamental responsibility of media organizations, particularly when AI-generated content becomes increasingly difficult to distinguish from human-produced material.

Scholars have emphasized that while AI can significantly improve media efficiency and productivity, human oversight remains essential to ensure ethical standards, editorial accountability, and the credibility of information. According to Pavlik [16], the future of journalism will depend on the effective collaboration between artificial intelligence and human expertise, where AI serves as a supportive tool rather than a replacement for professional journalists. Therefore, media organizations should continue to adopt AI responsibly while preserving the core values of journalism, including accuracy, transparency, fairness, and accountability.

REFERENCES

1. Stahl B.C., Antoniou J., Bhalla N., Brooks L., Jansen P., Lindqvist B., Wright D. A systematic review of artificial intelligence impact assessments. *Artificial Intelligence Review*, 2023;56(11):12799–12831. Doi: 10.1007/s10462-023-10405-0
2. President of the Republic of Azerbaijan. On the approval of the Artificial Intelligence Strategy of the Republic of Azerbaijan for 2025–2028 (Presidential Decree No. 530). March 19, 2025. E-Qanun. <https://e-qanun.az/framework/59218>
3. Republic of Azerbaijan. Milli Majlis. Law on the establishment of the Embassy of the Republic of Azerbaijan in the Republic of Hungary (Budapest) (No. 624-IQ). E-Qanun. April 16, 2004. <https://e-qanun.az/framework/5921>
4. Elliott D., Soifer E. AI technologies, privacy, and security. *Frontiers in Artificial Intelligence*, 2022;5:826737. Doi: 10.3389/frai.2022.826737
5. Ministry of Digital Development and Transport of the Republic of Azerbaijan. Azerbaijan Artificial Intelligence Academy begins its activities. September 8, 2025. <https://mincom.gov.az/az/media/xeberler/azerbaycanda-suni-intellekt-akademiyasi-fealiyyete-baslayib>
6. Azərbaycan Dövlət İnformasiya Agentliyi. Prezident İlham Əliyev: Bu gün süni intellekt ölkələrin gələcək inkişafının ayrılmaz hissəsidir. AZƏRTAC. November 3, 2025. <https://azertag.az/xeber/prezident-ilham-aliyev-bu-gun-suni-intellekt-olkeleri-n-gelecek-inkisafinin-ayrilmaz-hissesi-dir-3838883>
7. Surden H. Artificial intelligence and law: An overview. *Georgia State University Law Review*, 2018;35:1305–1335. <https://readingroom.law.gsu.edu/gsulr/vol35/iss4/8>
8. Morgan D.L. Exploring the use of artificial intelligence for qualitative data analysis: The case of ChatGPT. *International Journal of Qualitative Methods*, 2023;22:16094069231211248. Doi: 10.1177/16094069231211248
9. Safira S. Revolutionizing television media: The role of artificial intelligence. *Jurnal Ekonomi*, 2024;13(02):1074–1082. Doi: 10.54209/ekonomi.v13i02
10. Danielle V. AI in media industry: Artificial intelligence and latest technology. Verbit. November 30, 2020. <https://verbit.ai/ai-technology/ai-in-media-industry-latest-technology/>
11. Aliyeva G. Süni intellekt və jurnalistika – yeni imkanlar, etik çağırışlar. AZƏRTAC. November 3, 2025. <https://azertag.az/xeber/suni-intellekt-ve-jurnalistika-yeni-imkanlar-etik-ch-agirislar-3839279>
12. Li F., Yang Y. Impact of artificial intelligence-generated content labels on perceived accuracy, message credibility, and sharing intentions for misinformation: Web-based, randomized, controlled experiment. *JMIR Formative Research*, 2024;8:e60024. Doi: 10.2196/60024
13. Ministry of Defence of the Republic of Azerbaijan. Süni intellekt və jurnalistika [Artificial intelligence and journalism]. Ministry of Defence of the Republic of Azerbaijan. August 9, 2025. <https://mod.gov.az/az/pre/55356.html>
14. Modern.az. Süni intellekt jurnalist peşəsini təhdid edir – Şərh [Artificial intelligence threatens the journalism profession – Commentary]. Modern.az. August 10, 2023. <https://modern.az/az/news/425605/>
15. Institute of Information Technologies. Süni intellektə əsaslanan jurnalistika ilə bağlı tədqiqatlar davam etdirilir [Research on artificial intelligence-based journalism continues]. *ICT.az*. May 2, 2024. <https://ict.az/az/news/6982>
16. Pavlik J.V. Collaborating with ChatGPT: Considering the implications of generative artificial intelligence for journalism and media education. *Journalism & Mass Communication*

Educator, 2023;78(1):84–93. Doi:
10.1177/10776958221149577

Almaz NƏSİBOVA

Azərbaycan Televiziya və Radio Verilişləri QSC-nin Multimedia və Elektron Kommunikasiya
Departamenti, fəlsəfə doktoru

SÜNİ İNTELLEKT VƏ ONUN AZƏRBAYCAN MEDIASINDA TƏTBİQİ

Xülasə

Məqalədə mediaya təsir göstərən ən son tendensiyalardan biri hesab olunan süni intellekt modeli araşdırılır. İlk növbədə, süni intellektin dünyada, dövlətlərdə və cəmiyyətlərdə oynadığı rol, onun üstünlükləri və yaratdığı çağırışlar təhlil edilir. Qeyd olunur ki, Azərbaycanda süni intellektin (Sİ) bütün sahələrdə tətbiqinə dövlət səviyyəsində başlanılmışdır. Bununla yanaşı, bu istiqamətdə dövlət siyasəti həyata keçirilir, Süni İntellekt Akademiyası yaradılmış və Azərbaycan Respublikası Prezidentinin müvafiq sərəncamı ilə ölkənin 2025–2028-ci illər üzrə Süni İntellekt Strategiyası təsdiq edilmişdir. Müasir medianı süni intellektsiz təsvir etmək mümkün deyil. Buna görə də bu sahədə media savadlılığı və tənqidi düşüncə bacarıqlarının inkişaf etdirilməsi xüsusi əhəmiyyət daşıyır. Azərbaycan mediasında da süni intellekt geniş şəkildə işıqlandırılır, istifadə olunur və müxtəlif istiqamətlərdə tətbiq edilir.

Açar sözlər: media, süni intellekt strategiyası, media sənayesi, etik davranış kodeksi, dezinformasiya.

Алмаз НАСИБОВА

ЗАО «Азербайджанское телевидение и радиовещание», Департамент мультимедиа и
электронных коммуникаций, доктор философии

ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ И ЕГО ПРИМЕНЕНИЕ В АЗЕРБАЙДЖАНСКИХ СМИ

Резюме

В статье рассматривается модель искусственного интеллекта, которая считается одной из новейших тенденций, оказывающих влияние на средства массовой информации. В первую очередь анализируются роль искусственного интеллекта в мире, государствах и обществах, а также его преимущества и вызовы, которые он порождает. Отмечается, что в Азербайджане внедрение искусственного интеллекта (ИИ) во все сферы началось на государственном уровне. Наряду с этим в данном направлении реализуется государственная политика, создана Академия искусственного интеллекта, а указом Президента Азербайджанской Республики утверждена Стратегия искусственного интеллекта Азербайджана на 2025–2028 годы. Современные средства массовой информации невозможно представить без искусственного интеллекта, поэтому в данной сфере особое значение приобретают медиаграмотность и критическое мышление. В азербайджанских СМИ искусственный интеллект также широко освещается, используется и внедряется в различных направлениях.

Ключевые слова: средства массовой информации, стратегия искусственного интеллекта, медиаиндустрия, этический кодекс, дезинформация.

Daxil olub: 15.05.2026