

Journal



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Arab Republic of Egypt,
Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

Email: jpr@epra.org.eg - ceo@apr.agency

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The Role of Artificial Intelligence Technologies in Enhancing Creativity of Radio and Television Production: A Study on Media Professionals and Experts^(*)

Dr. Rasha Mohamed Atef El-Sheikh

rshatif@yahoo.com

*Assistant Professor of Radio & Television,
Radio & Television Department,
Faculty of Mass Communication,
Menofia University*

Abstract

The problem of the study lies in the identification of the role of Artificial Intelligence technologies in fostering creativity of radio and television production, as perceived by practicing journalists and experts. This encompasses creativity in both textual and visual aspects of the presented content, ultimately leading to increased effectiveness and audience engagement. The study is based on the theoretical frameworks of William Gordon's creative thinking theory, the creative components theory, and the media environment theory.

The study employed a deliberate sampling method, surveying 125 individuals from the audience of journalists and experts in the field of radio and television production within media institutions. The study revealed that 96.8% of the sample relies on primary sources of innovative ideas to achieve distinctive television production on television channels. Additionally, 59.2% of the sample believes that these technologies contribute to the availability of professional media values, which Artificial Intelligence technologies help ensure in television messages. Moreover, 71.2% of the sample exhibited a high awareness of the advantages of Artificial Intelligence technologies.

The study established a correlational relationship between the level of interest of communication managers in television channels and the utilization of Artificial Intelligence technologies in radio and television production, as well as the diversity of topics in which these technologies are employed. Furthermore, there was a correlational relationship between the sample's perception of professional media values which Artificial Intelligence technologies help ensure in television messages and the features of employing Artificial Intelligence technologies in radio and television production.

The study also found a correlational relationship between the motivations of journalists to adopt creativity in the production of audience-oriented television content and the interests of television institutions in adopting innovative ideas and transforming them into tangible creative methods in the production of television and radio content.

keywords: Artificial Intelligence Technologies, Creativity, Radio and Television Production, Media Professionals & Experts.

^(*) The Paper was received on February 07, 2023, and accepted for publication on March 13, 2024.