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The Use of Artificial Intelligence in Content Creation and Editing: A Case Study of Algerian Local Radio Presenters

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Abstract

Algerian radio broadcasting is experiencing an ongoing process of digital transformation that is reshaping production and communication practices. Within this evolving media landscape, this study investigates the potential use of artificial intelligence (AI) tools such as ChatGPT and Gemini in content creation and editing by radio presenters. Focusing on Ain Temouchent Radio as a case study, the research aims to explore whether and how presenters integrate AI into their daily professional routines. Using a qualitative case study design based on semi-structured interviews, the study examines presenters' awareness, experiences, and perceptions regarding the adoption of AI tools in tasks such as idea generation, script preparation, and linguistic editing. Data analysis revealed a cautious yet growing interest in AI technologies, viewed primarily as supportive tools that can improve efficiency and assist creativity. However, participants emphasized the continuing importance of human judgment, authenticity, and credibility in journalistic work. Ethical concerns were also raised about the accuracy and reliability of AI-generated content. The study recommends the development of professional training programs to promote responsible and informed use of AI. By situating the Algerian case within the global context of digital transformation, this research provides valuable insights into the intersection of AI and local radio broadcasting.

Keywords: Artificial Intelligence (Ai); Algerian Radio Broadcasting; Content Creation; Journalistic Creativity; Ethical Considerations