

Reflective Study of a Genai-Enhanced Workshop: Towards Ethical and Human-Centered Pedagogy in Digital Communication

**Sobel Ka Lok Chan , Prof. Chiu Ying Chun Ronald , Ms Cheng Suet Oi Glacial , Ms Law Suk Yi
Doris**

school of communication, the hang seng university of Hong Kong

Abstract

The integration of generative artificial intelligence into higher education requires not only technical training but also the cultivation of ethical and human-centered practice. Using a pilot workshop series at The Hang Seng University of Hong Kong, this study critically analyses how GenAI can guide, enhance and empower students to become responsible content creators. During six interactive workshops participants were introduced to AI-enabled practices including image and video generation, AI avatars voice synthesis and AI-driven presentation. The result was evaluated through pre- and post-surveys, rubric-based comments on students' work, focus groups discussions and a final reflective report. Early hypothesis and possible results suggest that students improved their digital communication skills and developed heightened awareness of ethical challenges, demonstrating the potential of AI to function as the creative co-pilot in learning. Among the limitations are the need for longitudinal data to assess sustained behavioral change. Future refinements will expand participation, strengthen evaluation frameworks and incorporate interdisciplinary perspectives. In addition, the findings continue to contribute to international debates on the future of education by presenting a human-centred AI-enhanced value-driven model of pedagogy that cultivates the next generation of communication professionals.

Keywords: Creativity; Higher Education; Literacy; Professional Development; Sustainability