

An Innovative Communication Paradigm for the Future of Public Relations: Artificial Intelligence

Halkla İlişkilerin Geleceği İçin Yenilikçi Bir İletişim Paradigması: Yapay Zekâ

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Abstract

This article examines the role of artificial intelligence, an innovative communication paradigm for the future of public relations. Artificial intelligence stands out as a factor that leads to significant changes and transformations in the communications industry. This article extensively examines how artificial intelligence, utilized to optimize information processing, data analysis, and decision-making processes, can have a transformative impact within the field of public relations. The article focuses on how artificial intelligence changes and improves public relations practices in areas such as media monitoring, crisis management, reputation management, customer relationship management and content production. It also focuses on the potential of AI to help develop better targeting and communication strategies, with particular emphasis on its data analysis and predictive capabilities. This article provides a comprehensive evaluation that will help public relations professionals, businesses and communications industry stakeholders understand the potential of artificial intelligence technology. It also addresses future communications trends and current and potential questions regarding the ethical dimension of artificial intelligence, offering guidance on how public relations can be integrated with this innovative technology.

Keywords: Artificial Intelligence, Public Relations, Communication, Innovative Strategies, Paradigm

Öz

Bu makale, halkla ilişkilerin geleceğine yönelik yenilikçi bir iletişim paradigması olan yapay zekânın rolünü incelemektedir. Yapay zekâ, iletişim sektöründe önemli değişiklikler ve dönüşümlere yol açan bir faktör olarak öne çıkmaktadır. Bu makalede, bilgi işleme, veri analizi ve karar alma süreçlerini optimize etmek için kullanılan yapay zekânın halkla ilişkiler alanında nasıl geliştirici bir etki sağlayabileceği, iş verimliliğini nasıl artırabileceği ve daha etkili iletişim stratejilerinin oluşturulmasına nasıl katkıda bulunabileceği

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konuları ayrıntılı bir şekilde ele alınmaktadır. Makale, yapay zekânın medya izleme, kriz yönetimi, itibar yönetimi, müşteri ilişkileri yönetimi ve içerik üretimi gibi konularda halkla ilişkiler uygulamalarını değiştirme ve geliştirmesine odaklanmaktadır. Ayrıca, yapay zekânın veri analizi ve tahmin yeteneklerini özellikle vurgulayarak, daha iyi hedefleme ve iletişim stratejilerinin geliştirilmesine yardımcı olabilecek potansiyeli üzerinde durmaktadır. Bu makale, halkla ilişkiler profesyonellerine, işletmelere ve iletişim sektörü paydaşlarına, yapay zekâ teknolojisinin potansiyelini anlamalarına katkı sağlayacak kapsamlı bir değerlendirme sunmaktadır. Ayrıca, gelecekteki iletişim trendlerini ve yapay zekânın etik boyutuyla ilgili mevcut ve potansiyel soruları ele alarak, halkla ilişkilerin bu yenilikçi teknolojiyle nasıl entegre edilebileceği konusunda rehberlik sunmaktadır.

Anahtar Kelimeler: Yapay Zekâ, Halkla İlişkiler, İletişim, Yenilikçi Stratejiler, Paradigma

Introduction

In today's rapidly changing and dynamic communication world, it is critical to develop and implement effective communication strategies for organizations to achieve success and gain a sustainable competitive advantage. In this context, the field of public relations (PR) is constantly looking for new methods and technologies for organizations to interact effectively with their target audiences and build positive relationships. The main purpose of public relations is to enable organizations to interact and build positive relationships with their target audiences and to support long-term success. In this context, communication strategies should be effective and target-oriented, organizations should follow digital developments in communication and integrate these technologies into their own processes. With the rapid advancement of technology, digital transformation is an important process that fundamentally changes the business processes, services, products and communication methods of organizations by integrating them with digital technologies. This transformation aims for organizations to create a more efficient, fast and customer-oriented structure and to gain competitive advantage. The field of public relations (PR) also has to keep up with the digital transformation and transform its communication strategies. Factors such as technological developments, widespread use of the internet, social media platforms, smart devices and artificial intelligence have radically changed the world of communication. Today, consumers' behaviors, habits and preferences are constantly changing and this requires organizations to develop new strategies in order to communicate effectively with their target audiences.

Artificial intelligence (AI) technology, which is one of the important actors of this process, offers an innovative approach to public relations professionals. Artificial Intelligence, which refers to computer systems equipped with human-like intelligence and learning capabilities, enables various applications in the PR field. Technology is constantly transforming the way individuals and organizations interact in a rapidly changing world. Especially artificial intelligence (AI) technologies are creating a new and impressive effect in different sectors. One of these sectors is the public relations (PR), which can benefit greatly from technological advances, especially when it comes to communication and relationship management. AI can play a critical role in both accelerating information processing and analyzing large data sets. It can also be used effectively in PR strategies and communication practices, especially to better understand audience reactions and make campaigns more effective. The applications and potential of AI are being extensively explored

by various industries and academic fields today (Chui et al., 2018, p. 1; Siau & Yang, 2017, p. 1; Tegmark, 2017, p. 268). Studies on this technology generally focus on how AI can increase industry efficiency and transform the overall functioning of industries (Davenport & Ronanki, 2018, p. 109). However, there is not enough academic literature on the specific applications of AI to the public relations sector. This shortcoming makes it difficult to understand the potential implications and benefits of AI for the PR industry. This article examines the applications of AI in public relations and its potential to improve communication strategies. Specifically, the study focuses on how AI can automate PR processes, how to better understand the emotional responses of communities, and how to increase the overall effectiveness of PR strategies. The article will also refer to the results of previous studies conducted to identify possible effects of AI on PR practices and strategies, and offer recommendations for future research. The purpose of this article is to highlight the importance of AI in the field of public relations, communicate the benefits of AI usage to public relations professionals, and assist them in shaping future communication activities. This topic is of great importance to PR professionals and academics, especially given the rise of AI in various industries in recent years. This study was conducted using a theoretical research method and its goal is to understand the potential impact of artificial intelligence on public relations in future.

The purpose of the research is to provide a comprehensive assessment of the use of AI in public relations and to explore how AI technology can be effectively integrated, particularly in areas such as media monitoring, crisis management, reputation management, customer relationship management and content production. It also aims to highlight the potential contribution of this technology to the discipline of public relations by assessing the ethical dimensions of AI-assisted public relations, analysing its role in crisis communication. This assessment aims to provide PR professionals, companies and stakeholders in the communications industry with a comprehensive guide to help them understand the potential of AI technology and use it to shape their strategic communications activities. The study also aims to shed light on future trends in the field by addressing ethical dimensions and existing and potential issues that may arise in the process of integrating AI into public relations strategies. To this end, a comprehensive overview of how AI can be used effectively in public relations by filling the gaps in the existing literature is aimed to be provided.

In this context, the methodology includes an extensive review of existing literature and academic studies. This research undertook a comprehensive content analysis of 27 academic articles published in the last five years on a global scale in the Google Scholar database, focusing on the intricate relationship between artificial intelligence (AI) and the field of public relations.

Within this scope, the study aims to seek answers to the following research questions:

How can AI be integrated with the core principles of traditional public relations and how can this integration influence communication strategies?

What are the ethical dimensions of the use of AI-based tools in public relations and how can these tools be harmonized with ethical standards?

How can artificial intelligence intervene in crisis situations in public relations?

How can AI tools be used to improve communication strategies?

Understanding Artificial Intelligence

Artificial intelligence (AI) has been the engine of technological advances and has become an important topic of discussion in the academic literature in recent years. A widely accepted definition of AI was made by Russell and Norvig (2016) and expressed as “computer systems or machines capable of simulating the intelligence capacities of humans”. The properties of artificial intelligence are associated with the ability of computer systems to imitate human intelligence. AI systems can have the following characteristics (Alawaad, 2021, pp. 3182-3184; Sheikh et al., 2023, pp. 18-19):

1. **Learning:** AI systems are capable of learning through data analysis and experience. These systems can identify patterns by analyzing data and base their future decisions on these patterns.
2. **Reasoning:** Artificial intelligence systems are capable of logical reasoning. These systems can reach conclusions by analyzing the data and make their decisions logically.
3. **Problem solving:** AI systems can use algorithms to solve complex problems. By analyzing data, these systems can break down problems and identify steps for resolution.
4. **Language processing:** Artificial intelligence systems are capable of natural language processing. These systems can understand human language, analyze texts, and communicate in natural language.
5. **Image processing:** Artificial intelligence systems can analyze images and recognize objects, faces or other features. These systems can make decisions or make sense of visual content using image data.
6. **Autonomy:** AI systems can perform certain tasks independently. These systems can make decisions and take actions by analyzing data.

Defined as a field where computer systems have the ability to mimic human intelligence, artificial intelligence uses algorithms and data to solve complex problems, make decisions, and perform human-like tasks such as language and image processing. Artificial intelligence technology has developed rapidly in recent years and has been used in many areas. Artificial intelligence is widely used in the public sector. The use of artificial intelligence in public administration can provide benefits such as working more efficiently, producing cleaner products, reducing environmental impacts, increasing public safety and improving human health. However, it should not be forgotten that unethical artificial intelligence applications can cause serious harmful effects for society. Therefore, it is important to develop and manage artificial intelligence systems in accordance with ethical standards (Turan & Turan, 2022, p. 294). Artificial intelligence technology also affects business life and organizations. Organizations can develop more efficient working methods and improve their decision-making processes with artificial intelligence technology. Artificial intelligence systems can help the management of organizations and may even become able to manage organizations

in the future (Özçelik, 2022, p. 2136). Artificial intelligence technology is also used in the health sector. Artificial intelligence has the potential to reduce errors in clinical applications. However, the impact of artificial intelligence applications should be evaluated together with its impact on patient outcomes. In addition, it is important to provide training on artificial intelligence technologies to health professionals (Yılmaz et al., 2021, p. 306). Artificial intelligence is also used in the field of social work. Artificial intelligence-based social work applications have the potential to provide easily accessible, cost-effective and personalized services (Başçillar et al., 2022, p. 550). However, there are also risks, such as compromising the healing relationship between the support professional and the individual seeking assistance (Başçillar et al., 2022, p. 554).

Artificial intelligence has wide applications in many areas of daily life, including recommendation systems, image and voice recognition, automatic control systems, predictive analytics and much more (Samek et al., 2017, p. 1). These technologies are used for various purposes such as personalizing the user experience, increasing efficiency, obtaining information and supporting decision-making processes. Artificial intelligence enables data analytics capabilities, often in data-intensive environments, to analyze and process high volumes of datasets, make complex predictions, and often go beyond humans (Haleem et al., 2022, p. 122). The applications of artificial intelligence and its sub-categories, machine learning and deep learning technologies, in the fields of public relations and communication are also gaining increasing importance. In particular, natural language processing (NLP) technologies can be used to analyze text-based data and to analyze the emotional reactions and attitudes of target audiences (Priyadarshini et al., 2021, p. 237). Machine learning algorithms have a wide variety of applications, such as measuring the effectiveness of public relations campaigns, performing market segmentation and demographic analysis, and providing optimization recommendations (Türksoy, 2022, p. 395). This overview shows the extensive application range and mechanisms of AI, while also providing a basis for how these technologies can be used in the development of public relations strategies. Artificial intelligence has the unique potential to transform traditional public relations processes and make them more efficient, scalable and customizable.

Public Relations and Digital Transformation

Digital transformation is an inevitable process of change in the field of public relations. The rise of social media, big data analytics, digital technologies such as artificial intelligence have affected public relations practices and strategies. This process started with the spread of technological innovations and digital platforms and created a remarkable transformation in the implementation and strategy development processes of public relations. The discipline of public relations is an important field that enables organizations to interact with their target audiences and establish positive relationships through their communication strategies. This discipline has experienced various transformations throughout history and has been affected by digital transformation with the advancement of technology.

Digital transformation has offered new opportunities in public relations, especially with the spread of the internet since the 1990s. In the early 2000s, the rise of social media contributed to the

acceleration of the digital transformation of public relations, and digital tools such as websites and e-mail allowed organizations to communicate with the masses more easily and quickly (Özgen, 2019, pp. 16-21). Platforms such as Facebook, Twitter, LinkedIn have enabled organizations to interact directly with audiences and transform brand communication. At the same time, the development of mobile technology has further affected public relations. The proliferation of smartphones and mobile applications has enabled the masses to be accessible anytime and anywhere and has transformed the interaction strategies of public relations. Public relations has also been impacted by digital marketing techniques like content marketing and search engine optimization. Organizations have tried to connect and increase brand awareness by offering valuable content to their target audiences. Digital transformation has also increased the importance of data analytics. Organizations tried to optimize their strategies by getting feedback on social media interactions, web traffic and other digital metrics.

Artificial intelligence and automation are also increasingly used in public relations. AI-powered tools such as chatbots and automated responses are used to facilitate customer service and interaction. Public relations professionals are now able to effectively communicate with target audiences using traditional media as well as social media platforms, blogs, podcasts and various other digital tools. While this new form of communication enables to reach the target audience in a customized and fast way, it also offers professionals the opportunity to follow the interaction and reactions in real time (Wright et al., 2012, p. 2). Digital technologies also play an important role in designing, implementing and measuring public relations strategies. Especially big data analytics and artificial intelligence have added a new dimension to the development of public relations. By making it possible to create personalized and targeted strategies, these technologies allow public relations professionals to further customize their communication strategies and interact more effectively with their target audiences. Digital transformation has led to the reshaping of public relations strategies. Social media platforms have enabled PR professionals to communicate directly with their target audiences. However, this rapid transformation has also brought with it various challenges. The process of adapting to digital technologies and new communication tools requires professionals to acquire new skills and update their existing skills. In addition, the management of data obtained from digital platforms, privacy and security issues have been a major concern. Ethical challenges and regulatory issues have also been an important part of the digital transformation. Digital technologies have facilitated the analysis and understanding of target audiences. This has the potential to help develop more effective and customized strategies (Tanyıldızı, 2021, p. 37).

To sum up, digitization is a crucial procedure that alters the foundation of public relations. Digital transformation contributes to the adoption of more effective and innovative communication strategies in the field of public relations. However, in the years to come, the digital transformation process of public relations will likely accelerate and become more complex. To be successful in this environment of constant change, public relations professionals must carefully monitor current technological developments and trends, learn to use new digital tools effectively, and be conscious of ethical and regulatory issues. PR professionals must understand digital transformation and effectively manage the opportunities and challenges it brings.

Artificial Intelligence in Public Relations

Artificial intelligence contains the possibility of a radical transformation in the field of public relations. This advancement in communication technologies has the potential to help PR professionals perform their jobs more effectively. With the use of artificial intelligence, more accurate and timely analyzes can be made for target audiences. Personalized communication strategies are fed with information based on algorithms, providing much more precise targeting and customization. Artificial intelligence (AI) is a technological innovation with the capacity to transform strategic communication processes and practices in the field of public relations (PR). Using AI technologies, PR professionals can analyze target audiences more accurately and efficiently, create personalized communication strategies, and measure the effectiveness of campaigns (Huang & Rust, 2018, pp. 164-165). In particular, it provides useful tools for PR applications such as natural language processing (NLP) and machine learning algorithms, emotional analysis, and automated content creation (Gandini, 2016, p. 140). However, the ethical and regulatory issues of AI may limit the use of this technology in the PR field, thus further research may be needed (Boddington, 2017, p. 5).

Academic Studies on Artificial Intelligence in Public Relations

The articles in the below table, drawing on research conducted in the last five years, comprehensively examine the potential impacts of artificial intelligence on the field of public relations. The diversity of these articles reflects the complexity of understanding and evaluating the effects of artificial intelligence on public relations practice.

Table 1. Articles on AI in PR between 2018-2023

Authors	Methodology	Subject	Findings
Galloway & Swiatek, 2018	Literature review	Public relations and artificial intelligence: It's not (just) about robots	AI in Public relations are not simply about replacing human professionals with robots. Instead, AI can be a valuable tool to augment and enhance the capabilities of public relations professionals. AI has the potential to significantly transform the public relations industry, but it is important for professionals to approach AI with caution and a focus on using it ethically and responsibly to enhance their work, not replace it
Gloria, 2018	Literature Review	Utilization Of Artificial Intelligence in Public Relations as a Boundary Spanning In E-Commerce Type Of B2c	AI can be a valuable tool for e-commerce businesses to improve their communication with customers, gain a competitive advantage, and reduce costs.

Panda et al., 2019	Qualitative research/ interviews	Artificial Intelligence: A Strategic Disruption in Public Relations	The study findings indicate that most public relations professionals exhibit awareness and a positive stance towards the implementation of artificial intelligence in the field. Additionally, artificial intelligence has an important role in creating content, tracking news, analyzing campaigns, checking facts and identifying trends. In times of crisis, artificial intelligence can help in processing and analyzing data.
Arief & Saputra, 2019	Survey and interview	New Public Relations (PR) Competencies in the Era of Artificial Intelligence Case Study of PR Practitioners in Indonesia	AI is having a significant impact on the PR profession, and that PR practitioners need to develop new competencies like Data analysis, Social media management, Influencer marketing, Content creation and AI literacy: to be successful in the future. PR practitioners who develop these competencies will be well-positioned to lead the way in the PR industry.
Bourne, 2019	Literature Review	AI Cheerleaders: Public Relations, Neoliberalism And Artificial Intelligence	The article posits that the professional trajectory of public relations (PR) has been markedly shaped by the ideology of neoliberalism, intricately linked to anticipations about the future. Through a synthesis of public relations theory, communication theory, and political economy, the article scrutinizes the transformation of neoliberal capitalism, particularly in acknowledging artificial intelligence as 'common sense' and a 'public good.' It delves into how PR propels AI discourses, advocates for AI to enhance national competitiveness, and endeavors to present a 'friendly' image of AI to consumers, albeit contributing to internet inequalities. The conclusion underscores that the PR profession's failure to foresee the implications of endorsing artificial intelligence and neoliberalism stems from insufficient diversity within the PR domain.
Arief & Gustomo, 2020	Online survey method and semi-structured interviews.	Analyzing the Impact of Big Data and Artificial Intelligence on the Communications Profession: A Case Study on Public Relations (PR) Practitioners in Indonesia	The research indicates that some public relations (PR) tasks can be accomplished through the development of big data and artificial intelligence tools. Among these tasks are 45% news clippings, 45% media news analyses, 37% media relations, 34% social media management content, 33% release distribution, and 24% photos and videos. While artificial intelligence can impact specific PR activities, the ongoing development of new industry-specific tools and platforms encourages PR professionals to learn and experiment with new tools when needed. This highlights the importance of continuous learning to adapt to industry changes and maintain effective communication strategies.
Aydinalp, 2020	Literature review	Artificial Intelligence (A.I.) from Public Relations Perspective	The conclusion of the study emphasizes the necessity for public relations practitioners to gain a better understanding of Artificial Intelligence (A.I.) in order to effectively integrate it into their work. It highlights the importance of explaining the requirements for the acceptance of new technology to the public and drawing attention to potential negative outcomes. Furthermore, the study underscores the need for initiative in the acceptance or rejection of A.I. by society and the importance of addressing potential negative implications. Overall, the conclusion emphasizes the significance of understanding and managing the societal impact of A.I. from a public relations perspective.

Çataldaş & Özgen, 2021	Content analysis	Dijital Halkla İlişkiler Aracı Olarak Algoritmalar ve Yapay Zeka	In this research, conducted to elucidate the application domains of artificial intelligence software in the public relations field, an in depth examination and analysis of public relations software listed on Capterra's website, an organization specializing in software evaluation, were undertaken. Based on initial findings, it was identified that 101 software applications were utilized within the realm of digital public relations, with 49 of them being selected as part of the research sample. It was understood that the software in the sample set contained at least one or more of the 7 basic functions for public relations activities (Digital asset management, Contact management, Content management, Campaign management, Email distribution, Press monitoring, Press release generator).
Alawaad, 2021	A Descriptive Study	The role of Artificial Intelligence (AI) in Public Relations and Product Marketing in Modern Organizations	The study, aiming to explore how artificial intelligence is widely utilized in public relations and marketing and to understand its impact on marketing professionals, concludes that artificial intelligence is extensively used in various industries, especially in the fields of public relations and marketing, where the growth is found to be high compared to those not utilizing AI. The study provides insights into the business implications, particularly in the application of artificial intelligence in public relations and marketing, offering ideas on product development and acquiring new skills within the marketing team mandated by the new technology. Additionally, the study emphasizes the importance of developing a collaboration paradigm with organizations providing advanced artificial intelligence solutions and highlights the significance of creating synergy between artificial intelligence and other functions.
Çağlayan, 2021	Survey	Effect Of Artificial Intelligence The Future Of Public Relations: A Field Research In Public Relations Professionals Axis In Turkey	Respondents used at least one type of technology, tool, or software to support their public relations work. The most commonly used technologies were in the categories of analytics, image management, campaign management, social media management, writing, research, planning, and measurement. AI has the potential to transform the public relations profession, but public relations professionals need to be aware of the challenges and opportunities associated with AI in order to prepare for the future.
Santa Soriano & Valdés, 2021	Bibliometric analysis, Delphi methodology	Engaging Universe 4.0: The Case for Forming a Public Relations-Strategic Intelligence Hybrid	The study found that Industry 4.0 or Universe 4.0, is characterized by disruptive technologies and trends that are transforming the way organizations operate and interact with their stakeholders. These trends include artificial intelligence, the Internet of Things, big data analytics, and cloud computing.
Suciati et al., 2021	Descriptive study that involved interviews 30 public relations practitioners	Public Relations Acceptance Towards Press Release Application with Artificial Intelligence	The participants had a positive overall perception of PR Bot. They found that the participants believed that PR Bot was useful for generating press releases, distributing press releases to journalists, and managing press release campaigns. However, the participants also had some concerns about PR Bot, such as the potential for the application to make mistakes and the need for the application to be constantly updated with new features.

Nazarkul Tyzy Soldan, 2022	Qualitative research/ Case Study	A Qualitative Research on The Use of Artificial Intelligence in Public Relations	The data obtained from the study, in which the opinions of public relations experts were consulted, concluded that artificial intelligence will contribute to public relations in areas such as media monitoring, measurement and reporting, and target audience analysis, but the sector does not have sufficient awareness about the potential of artificial intelligence.
Mohamed & Bayraktar, 2022	Quantitative analysis	Artificial Intelligence in Public Relations and Association Rule Mining as a Decision Support Tool	The aim of the study, conducted by applying two different surveys related to touristic activities in Turkey through various social media platforms, is to emphasize the significance of ARM (Association Rule Mining) by illuminating public relations (PR) practitioners to enhance the effectiveness of data mining tools like WEKA. The analysis presented in the study does not provide an exhaustive definition of the utilized algorithm but rather outlines how this technique can be employed to facilitate PR applications. In this context, data filtering, processing, and term calculations were conducted using WEKA. Considering that the analysis and comprehension of output rules are fundamental tasks for PR practitioners, it is concluded that ARM can be effectively used in PR applications.
Türksoy, 2022	Thematic analysis	The Future of Public Relations, Advertising and Journalism: How Artificial Intelligence May Transform the Communication Profession and Why Society Should Care	AI will have a significant but nuanced impact on the communication professions. AI is unlikely to replace human workers entirely, but it will likely automate many routine tasks, such as data analysis, content creation, and media monitoring. This will free up human professionals to focus on more strategic and creative aspects of their work, such as relationship building, crisis management, and storytelling
Buhmann & White, 2022	Survey	Artificial Intelligence in Public Relations: Role and Implications	Communication professionals have a limited understanding of AI and that there is a lack of education and training in AI for public relations practitioners. Communication professionals are positive about the potential of AI to improve the way information is delivered and to provide insights and predictive analytics. However, they are concerned about the challenges and risks associated with AI, such as job displacement and ethical concerns.
Munandar & Irwansyah 2022	Interview and literature review	Artificial Intelligence Disruption on Public Relations Practice: What Do Practitioners Think About It?	This study is based on data obtained through telephone interviews with 5 PR practitioners experienced in public relations applications. It emphasizes that artificial intelligence generally plays a limited role at the communication technician level and underscores the importance of efforts to include emotional components. However, it argues that public relations applications involve elements of art and creativity, thus limiting the capacity of artificial intelligence to fully replace these aspects. The research reveals that despite positive perceptions regarding the ability of artificial intelligence to perform low-level PR tasks, practitioners exhibit a skeptical attitude toward more complex tasks.

Plekhova et al., 2022	Legal Legislation Analysis	Legal Regulation of Public Relations Connected with the Development and Application of Artificial Intelligence.	The authors identified several universal legal issues in the regulation of the activities of AI-powered systems. These issues include the determination of responsibility for improper actions or harm caused by AI-powered systems, licensing AI-driven systems, ensuring the confidentiality of personal information and access of law enforcement agencies to large volumes of confidential information, regulating the use of artificial intelligence to limit risks to health, safety of the population and preservation of the environment, and defining intellectual property rights created by AI-powered systems. The authors concluded that there is a need for a comprehensive legal framework to regulate the development and use of artificial intelligence. They also concluded that the legal regulation of artificial intelligence should be based on the principles of human rights and safety.
Çataldaş & Özgen, 2023	Delphi Study	Artificial Intelligence In Digital Public Relations: A Delphi Study	The main objective of this study is to identify new technologies and trends that might impact the future evolution of public relations. To achieve this goal, expert opinions were sought using the Delphi technique in the research section. Based on the findings, it can be stated that digital public relations activities in the future will involve collaboration between humans and artificial intelligence. This study suggests that artificial intelligence and algorithms will play a more prominent role in the future of public relations. According to the findings of the study, while artificial intelligence offers certain benefits in terms of time, space, and cost for public relations activities, it appears improbable to execute these tasks in the immediate future without the presence of public relations professionals.
Canöz et al., 2023	Theoretical study, critical approach	Public Relations, Artificial Intelligence and Hegemony: A Critical Evaluation	It has been stated that as a result of the use of artificial intelligence technologies, public relations will lose its structure that is both influenced by and affects the society, will begin to represent certain cultural codes and interests, and will become a tool that reproduces the dominant ideology.
Mardhika, 2023	Qualitative research / interview	How the Introduction of AI (Media Monitoring) Tools Affects the Field of Public Relations	The study explores AI, specifically in Media Monitoring, in Indonesian multinational private enterprises' public relations. Through structured interviews, it emphasizes significant effects on PR practices. While AI enhances efficiency, it cannot entirely replace humans, emphasizing collaboration between AI tools, like media monitoring, and human professionals. The research underscores AI's positive impact on PR activities but notes the substantial investments required for successful AI integration in the PR industry.
Obradovic et al., 2023	Qualitative research / ChatGPT, were tested, accepting questions and giving answers in Croatian.	Artificial Intelligence Chatgpt On Public Relations Knowledge Test – Case Study	In the research, real exam questions from the “Introduction to Public Relations” course were utilized to create a media publication and assess the figurative and derived comprehension of expressions, emphasizing ease of understanding through context information. ChatGPT offers a reliability advantage compared to real-time artificial intelligence applications dependent on online resources and a vast knowledge base. The knowledge assessment supports the hypothesis that artificial intelligence introduces substantial changes, warranting recognition as a new communication revolution.

Swiatek et al., 2023	Polemical essay	Humanoid artificial intelligence, media conferences and natural responses to journalists' questions: The end of (human-to-human) public relations?	This is the first time the study of humanoid robots has been evaluated at a major media conference. While the robotic movements during the media conference may not replicate human motions entirely, the lifelike appearance and the robots' strong responses to journalists' inquiries are sufficient to raise apprehensions about the potential implications. This leads to concerns regarding the future applications of these progressively sophisticated humanoid machines.
Polat, 2023	Meta-thematic analysis	Public Relations – Artificial Intelligence Relationship from the Perspective of Turkish Academy: A Meta-Thematic Analysis	AI has the potential to be a valuable asset for PR professionals in Turkey. By understanding the contributions and limitations of AI, and using it ethically and strategically, PR professionals can improve their effectiveness and achieve better outcomes
Yaman, 2023	Qualitative research	Future Foresight of Public Relations	The study suggests that the PR profession is undergoing a significant transformation driven by evolving societal expectations, technological advancements, and changing audience demographics. To thrive in this dynamic landscape, PR practitioners must embrace new approaches, prioritize purpose and values, and leverage the power of technology to connect with stakeholders in meaningful ways.
Vita et al., 2023	Qualitative research method (reviewed academic literature, industry reports, and media articles)	AI public relations: the early rise of Kizuna AI	AI has transformed public relations by enabling personalized communication, automating tasks, and providing data-driven insights. They also found that Kizuna AI was a pioneer in using AI to create engaging content and promote products. However, the authors cautioned that AI in PR also has challenges, such as the potential for bias and the need to maintain human connection.
Jeong & Park, 2023	Literature review	Examining the Influence of Artificial Intelligence on Public Relations: Insights from the Organization-Situation-Public-Communication (OSPC) Model"	The authors conclude that AI is a powerful tool that can be used to improve PR effectiveness. However, they also caution that AI must be used responsibly and ethically.

The studies reviewed encompassed a diverse array of research methodologies, including qualitative methods such as meta-thematic analysis, thematic analysis, and qualitative research, along with quantitative approaches like surveys and literature reviews. This methodological diversity ensured a robust exploration of the multifaceted impact of AI on public relations. A recurring theme emphasized by many of the articles is the potential for artificial intelligence to serve as a valuable tool for public relations professionals. A meta-thematic analysis, grounded in a global academic perspective, highlights the potential of ethical and strategic use of artificial intelligence to enhance the effectiveness of public relations.

Qualitative research in the table underscores the evolution of the public relations profession and outlines how artificial intelligence can be integrated successfully to thrive in this dynamic landscape. According to Yaman (2023, p. 114), the future of the profession lies in combining the power of technology with purpose – and value-driven strategic communication.

Other articles in the table focus on the automation of professional tasks by artificial intelligence, such as data analysis, content creation, and media monitoring, freeing up human professionals to concentrate on more strategic and creative aspects of their work. This emphasizes the importance of future communication professionals utilizing artificial intelligence ethically and responsibly.

In conclusion, the articles in the table position artificial intelligence as a potential transformative tool in public relations practice. However, they consistently highlight the need to approach this transformation with ethical, strategic, and human-centered considerations.

Artificial Intelligence As A New Paradigm For Public Relations

Artificial intelligence has the potential to be used in many areas of public relations. The use of artificial intelligence (AI) in public relations has attracted great interest in recent years. AI has the potential to revolutionize the PR industry by automating certain tasks, improving data analysis and improving communication strategies. However, there are both conveniences and reservations about using AI in public relations. According to (Wirtz et al., 2018, p. 597), AI has the potential to enhance the understanding of AI in a public context and provide specific use cases for the public sector. Furthermore, the integration of AI in PR may lead to changes in the industry. Bourne (2019, p. 119) suggests that AI could disrupt certain sectors while bringing breakthroughs in others. PR consultants can play a crucial role in driving the debate and capitalizing on AI advancements.

The use of artificial intelligence (AI) in Customer Relationship Management (CRM) is transforming the way businesses interact, understand, and relate to their customers. AI can be used to analyze customer behavior and develop customized strategies. For example, AI-based customer relationship management systems can use big data analytics to understand the target audience (Huang & Rust, 2018). In customer segmentation and targeting, artificial intelligence can identify customer segments with similar habits or preferences by performing in-depth analysis of customer data. In addition, by analyzing customer comments on social media and other online platforms, it is possible to determine how customers feel about the brand or product. In this context, AI can be used to perform sensitivity analysis. Artificial intelligence also has the potential to predict what the customer might buy in the future, using data such as past buying habits and interactions.

AI helps brands understand media performance in media monitoring and analysis (Chen et al., 2012, p. 1171). AI can be used to track mentions of specific keywords, brands, people or topics across a wide range of media – newspapers, magazines, television, radio, social media and more. AI can collect and process this information in near real time. It can also be used for competitor analysis and monitoring market trends.

AI can automate the content creation process so PR professionals can focus on more complex tasks. AI can even be used in complex tasks like storytelling and content creation. For example, some news agencies use AI to automatically generate financial reports (Aydınoğlu, 2020, p. 2284).

Artificial intelligence has great potential to increase efficiency and effectiveness in crisis management processes. However, AI algorithms need to be carefully designed and comply with ethical guidelines. In addition, the uninterrupted operation of these systems in times of crisis requires overcoming technical difficulties such as security and infrastructure. So, while AI is a powerful tool for crisis management, effective use requires careful planning, continuous monitoring, and appropriate risk management. AI can be used to detect negative comments or signs of crisis on social media early, so companies can intervene immediately. One area where AI can be utilized in crisis management is in the analysis of social media data. Social media platforms have become a vital source of information during crises, as they provide real-time updates and user-generated content. Veil et al. (2011, p. 114) discuss how AI algorithms can be employed to monitor and analyze social media data, enabling organizations to quickly identify emerging crises, track public sentiment, and gather valuable insights. This can help PR professionals in making informed decisions and developing appropriate communication strategies in a timely manner.

Reputation management includes efforts to build, maintain and preserve an organization's public image. Reputation management is a critical component of an organization's long-term success. AI can help brands communicate more effectively and efficiently by providing innovative solutions and scalable strategies in this space. Instead of replacing traditional methods, the use of AI as an aid in reputation management allows organizations to adapt quickly, act proactively, and continually improve. Today, reputation management is becoming more complex thanks to social media and online platforms. Artificial intelligence (AI) offers great opportunities in this field, as it offers organizations the ability to create a more informative and responsive strategy using advanced data processing and analysis capabilities. Thanks to artificial intelligence, social media monitoring and sentiment analysis, we can continuously improve the online reputation of a brand or person. This can be valuable for positive and negative feedback as well as quick responses in times of crisis. AI algorithms can analyze social media data to track public sentiment, identify emerging issues, and gather valuable insights (Perakakis et al., 2019, p. 1). This enables PR professionals to respond effectively to customer concerns, counter the spread of fake news, and gather customer testimonials (Perakakis et al., 2019, p. 5). AI-powered chatbots can also provide personalized customer experiences and address inquiries promptly, enhancing reputation management efforts (Perakakis et al., 2019, p. 3).

AI can identify potential influencers by analyzing social media metrics, content relevance, and audience engagement. Automated systems can manage ongoing influencer relationships and track the effectiveness of influencer campaigns. AI can analyze a range of factors, from consumer behavior to market trends. This can help brands adapt to future trends faster and become industry leaders (Huang & Rust, 2021, p. 31). Continuing education and development of public relations professionals

is important to keep up with innovations in the industry. Artificial intelligence can create personalized training programs and deliver content that best fits employees' needs.

AI-based chatbots that answer customer questions and concerns can be used as part of public relations activities. This can provide faster responses and increase customer satisfaction (Mischia et al., 2022, p. 424). AI-powered chatbots help organizations instantly engage with their target audience. Chatbots used on websites, social media accounts or mobile applications are used to answer users' questions, provide information and solve problems. In this way, customer service and user experience are improved and communication processes become more effective. Chatbots are accessible around the clock, allowing organizations to communicate with their target audiences continuously and effectively. By answering users' questions and requests instantly, it helps customer service to work more efficiently and increase user satisfaction. Chatbots provide a customized customer experience by analyzing users' interests and past interactions. In this way, it is possible to offer content and solutions that meet the needs of target audiences. Customized experiences increase users' loyalty and loyalty to brands. Chatbots are used as interaction tools on social media platforms and websites. Chatbots, especially through social media accounts, instantly respond to users' questions and comments, strengthening the brand's online presence and increasing interaction. Chatbots collect and analyze important data during their interactions with users. This data provides organizations with valuable insight into the needs and preferences of their target audiences. The obtained data helps to determine public relations strategies more accurately and effectively. Multilingual and multicultural chatbots provide effective communication in different countries and regions where different languages are spoken. In this way, international organizations can reach their target audiences more effectively and create a global impact. As a result, chatbots are used as an effective communication tool in the field of public relations and are further developed with the integration of artificial intelligence technology into public relations strategies. They help organizations protect and strengthen their reputation by providing more effective and personalized communication with target audiences.

Conclusion

Artificial intelligence (AI) is progressively assuming a significant role in the domain of public relations (PR) because technological advancements have brought about the need to transform communication strategies. With the aim of providing a comprehensive assessment of the use of AI in public relations and exploring how AI technology can be effectively integrated, particularly in areas such as media monitoring, crisis management, reputation management, customer relationship management and content production, a comprehensive content analysis of 27 academic articles, published in the last five years on a global scale in the Google Scholar database and focusing on the intricate relationship between artificial intelligence (AI) and the field of public relations was undertaken.

The studies reviewed cover a variety of research methodologies, including qualitative as well as quantitative approaches. This methodological diversity has made it possible to examine in depth the effects of artificial intelligence in the field of public relations. Meta-thematic and thematic analyzes

highlighted key themes and highlighted the potential of AI as a valuable tool for public relations professionals. Meta-thematic analysis highlights the potential of ethical and strategic use of artificial intelligence to increase the effectiveness of public relations. This analysis provides a meaningful framework for how artificial intelligence can be used ethically and strategically in public relations, based on a universal academic perspective. As a recurring thematic, the role of artificial intelligence in public relations holds the potential to enable professionals to conduct their jobs more effectively. Qualitative research highlights the evolution of the public relations profession and outlines how artificial intelligence can be integrated in this dynamic environment. Other articles highlight the potential of AI to automate professional tasks. Automating tasks such as data analysis, content creation and media monitoring by artificial intelligence allows communications professionals to focus on the more strategic and creative aspects of their work. This highlights the importance of using artificial intelligence ethically and responsibly.

In the light of obtained data, it is clear that articles in the literature focus on positioning artificial intelligence as a potential transformative tool in public relations. However, they constantly emphasize that this transformation must be handled with ethical, strategic and human-oriented considerations.

The integration of AI in PR represents a significant transformation in the way public relations is practiced. It offers the potential for more precise targeting, personalized engagement, real-time response, and insightful analysis. However, the implementation of AI also requires understanding its limitations, ethical considerations, and potential biases. The human element of empathy, creativity, and ethical judgment remains vital, and a synergistic approach that combines human expertise with AI-driven insights appears to be the most promising path forward in the ever-evolving landscape of public relations. The integration between artificial intelligence (AI) and public relations (PR) creates an important synergy that further strengthens strategic communication. AI automates PR practices, making business processes more efficient and enabling professionals to focus on more strategic tasks. The capacity to create personalized campaigns by analyzing customer data allows brands to communicate with their target audiences more effectively. AI offers real-time analysis and responses in areas such as media monitoring, sentiment analysis, and crisis management. Using AI in PR also has its challenges, such as algorithm biases, data security, and ethical use. The use of AI in PR needs to be compatible with ethical thinking. This requires transparency, responsibility and fair practice. It's important for PR professionals to have a solid understanding of how AI technology works. This understanding will support the development of good practices and ethical thinking. In this regard, brands need to have a clear plan for how to integrate AI technology into their public relations strategies. Suggestions for the effective and responsible use of artificial intelligence (AI) technology in the field of public relations (PR) can be:

- PR firms need to establish advanced security protocols so that customers and stakeholders can handle their data securely. Preventing data breaches is a critical part of reputation management.
- Being transparent about how AI-powered strategies are built builds trust. Interested parties should be clearly explained how the AI algorithm works and what data is used.

- During the training of AI algorithms, careful data selection should be made in order to minimize bias. Diversity and inclusion must be at the center of an effective PR strategy.
- Compliance with global and local data protection laws will strengthen PR firms' relationships with customers, as well as fulfilling their legal responsibilities.
- AI should be used as a complement to human capabilities, not a substitute. Creating synergies between humans and machines can both increase creativity and keep ethical standards high.
- Continuous training of PR professionals on the evolving aspects and ethical applications of AI technology helps the industry evolve continuously.
- In times of crisis, AI, with its data analysis and rapid response capacity, can provide effective crisis management. However, human empathy and decision-making ability also need to be considered.
- Developing and regularly reviewing industry ethical standards for the use of AI can encourage responsible use of technology.

These recommendations can lay the foundation for building industry credibility, fostering innovation, and building stronger relationships with customers. Above all, it is essential to keep human values and ethical principles ahead of technological developments. Technology must be perfectly combined with human empathy, creativity and ethical judgment. AI should support human expertise, not replace it. Continually assessing the impact of AI applications will increase its capacity to adapt with emerging technology and changing societal needs. As a result, the integration of artificial intelligence in the public relations industry has the power to potentially reshape the industry. However, ethical practice must be carefully considered with the needs of continuing education, strategic planning, and human-AI collaboration in mind. This approach will increase the capacity of brands to improve their relationships with stakeholders, protect their reputations and achieve their growth targets.

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