Araştırma Makalesi / Research Article

Intermedia International e-Journal
December, 2025; 12(23)
e-ISSN: 2149-3669

doi: 10.56133/intermedia.1739946

Başvuru / Received: 11.07.2025 **Son Revizyon / Last Revision:** 19.12.2025 **Kabul / Accepted:** 22.12.2025

A Perspective on the Transformation of New Media in Presentation Practices through Artificial Intelligence Presenters

Yeni Medyanın Sunuculuk Pratiklerindeki Dönüşümüne Yapay Zekâ Üzerinden Bir Bakış

Ayça GÖKDEMİR[1]

ABSTRACT: As in many fields, the effects of artificial intelligence are felt intensely in the media sector. Written and audiovisual activities, from news writing and delivery to programme presentation, can be carried out by artificial intelligence. Recently, artificial intelligence announcers/presenters have come to the agenda. This situation shows that artificial intelligence is gradually integrated into jobs that require creativity and skill. In this article, I aimed to examine the role and impact of artificial intelligence on the future of the traditional broadcasting/presenting profession and to provide an overview of how it is used in changing presenting practices. In this context, I evaluated the programmes created on YouTube by AlaraX, an artificial intelligence influencer and talk show presenter, in terms of presenting/announcing practices. Within the scope of AlaraX's programmes, which have reached hundreds of thousands of views, I attempted to reveal how close or distant she is to a real presenter/announcer by examining her verbal and non-verbal communication elements according to the qualitative content analysis model. Research findings showed that AlaraX was highly successful in asking questions appropriate to the programme theme and guests, generating questions, making analogies related to the topic, and referring to past examples, thanks to the information she extracted and patterned from big data. On the other hand, I found that her tone of voice and facial expressions were inadequate compared to a human presenter, and that although she positioned her gestures correctly, she used limited facial expressions and a monotonous tone of voice. The data I obtained indicates that artificial intelligence has a long way to go in the creativity-demanding profession of presenting.

Key Words: *Presenter, New Media, Artificial Intelligence, AlaraX.*

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Atıf/Citation: Gökdemir, A. (2025). A Perspective on the Transformation of New Media in Presentation Practices through Artificial Intelligence Presenters. Intermedia International e-Journal, 12(23) 836-858. doi: 10.56133/intermedia.1739946.

Öz: Yapay zekânın etkileri birçok alanda olduğu gibi medya sektöründe de yoğun bir şekilde hissedilmektedir. Haber yazma ve ulaştırmadan program sunuculuğuna kadar yazılı ve görsel-işitsel faaliyetler, yapay zeka tarafından yürütülebilmektedir. Son dönemde de yapay zeka spiker/sunucular gündeme gelmiştir. Bu durum, yapay zekanın yaratıcılık ve beceri gerektiren işlere giderek entegre olduğunu göstermektedir. Bu makalede, yapay zekanın geleneksel yayıncılık/sunuculuk mesleğinin geleceği üzerindeki rolünü ve etkisini incelemek ve değişen sunuculuk uygulamalarında nasıl kullanıldığına dair genel bir bakış sağlamak amaçlanmıştır. Bu bağlamda AlaraX isimli yapay zekâ influencer ve talkshow sunucusunun YouTube'de yaptığı programlar, sunuculuk/spikerlik pratikleri açısından değerlendirilmiştir. Nitel içerik analizi modeli kullanılarak yapılan analizde, AlaraX'in yüzbinlerce izleme sayısına ulaşan programları kapsamında sözlü ve sözsüz iletişim unsurları incelenerek, gerçek bir sunucu/spikere ne derece yakın veya uzak özelliklere sahip olduğu ortaya koymaya çalışılmıştır. Araştırma bulguları, AlaraX'in büyük veri içinden çektiği ve örüntülendirdiği bilgiler sayesinde program teması ve konuklara uygun sorular sorma, soru türetme, konuyla ilgili benzetmeler ve geçmiş örneklerden atıflar yapma konusunda oldukça başarılı olduğunu göstermiştir. Öte yandan ses tonu ve mimiklerin insan bir sunucuyla kıyaslanamayacak ölçüde yetersiz kaldığı bulunmuştur. Ayrıca jestlerini doğru konumlandırsa da sınırlı mimikleri ve tek düze ses tonu kullandığı anlaşılmıştır. Elde edilen veriler, yapay zekanın yaratıcılık gerektiren spikerlik/sunuculuk mesleğinde kat etmesi gereken uzun bir yol olduğuna işaret etmektedir.

Anahtar Kelimeler: *Sunucu, Yeni Medya, Yapay Zekâ, AlaraX.*

INTRODUCTION

The world of the Internet offers all the possibilities of informing, entertaining, educating and forming public opinion that conventional media organisations have offered to their target audience so far. The Internet has an undeniable advantage over the traditional press and media, since, unlike the content produced by conventional media professionals, it carries unlimited data on this content and can deliver it on a global scale regardless of time and place. Artificial intelligence technology is developing to produce, disseminate and even present this media content as a presenter. This leads us to question the position and future roles of media professionals. In this article, I aim to discuss specifically how programmes and news presentations are affected by AI-oriented developments. Media content such as films, advertisements, and news texts produced by artificial intelligence contents started to take place in our lives. For example, robotic journalism has reached a point where it is almost taken for granted in the journalism sector. However, the idea of robots as presenters is still relatively new.

We are in a limited but rapidly developing situation regarding artificial intelligence, both as a news programme and entertainment programme presenter. Of course, while artificial intelligence can be much more error-free thanks to the algorithm while correcting a news text, it is not in a position to be considered perfect at the point of presentation of a news or programme because a presenter conveys non-verbal messages about what he presents with his tone of voice, gestures, mimics, clothing, posture. Moreover, these messages have important functions, such as directing the target audience and forming public opinion. In other words, presenting is a profession where human characteristics serve as a bridge between content/words and interaction. In this study, I examined the programmes created by the artificial

intelligence named AlaraX, which is an internet phenomenon and presenter, to what extent the artificial intelligence has the features of a presenter/announcer and how it functions.

The dizzying speed of the Internet also leads to the fact that what is happening here is quickly included in academic studies. For this reason, there are several articles in which AlaraX is mentioned. İnci Tarı (2023) shares some quantitative data including the AlaraX account in her study on virtual phenomena in the world and in Turkey. In the other studies Nur Özer Canarslan (2023) mentions Alara X while discussing brand personality. Nuket Elpeze Ergec (2024), who works directly on AlaraX, evaluates mass media and gender representation. In her detailed analysis, she reveals that the characteristics attributed to AlaraX use stereotypes of women, from her voice to decorations, from behaviour patterns to discourses. In another study, Öksüz and Ormancı (2025) analysed user comments on the Instagram posts of artificial intelligence influencers AlaraX and Alin. The study results show positive attitudes towards artificial intelligence influencers and that they have started to be adopted by users.

In the article titled Issues of Virtual Fashion Influencers' Reproduced Bodies: A Qualitative Analysis Based on Body Discourse, Shin and Lee (2023) point out that Alara X's first Instagram posts shared pink items and Barbie dolls and that her body consisted of stereotypical female body characteristics. Oktan and Yavaş (2024) are similarly interested in the body designs of virtual influencers. They also report findings such as Alara X's behaviour that she continues the roles assigned to women in patriarchal society due to her behaviour, that she has become a figure that transforms modern myths, that she has a preference similar to Tirinity's clothing in the Matrix universe, and that the sexual aspect of her body is emphasized more. Even if it is artificial intelligence, shaping the characteristics of female characters in a way that emphasizes their feminine side is a vital sign that, unfortunately, the male-dominated perspective is reproduced despite all this technology. Apart from the articles mentioned above, Alara X appears in several other articles. However, these are either due to name similarity (due to the inclusion of everything that comes next to each other in the search term in the result) or as a small reference in a sentence.

As we can see, unlike the topic of artificial intelligence influencers, there is limited literature on presenting. The primary problem of this research is to assess the role and impact of artificial intelligence on the future of the traditional broadcasting/presenting profession. As an example, I have chosen the artificial intelligence presenter AlaraX. Contrary to my view, the studies above generally emphasise AlaraX's physical characteristics and her identity as a fashion influencer. On the other hand, I analyse AlaraX's actions as a presenter, not her identity as an influencer. For this reason, this study aimed to fill a gap in the literature by conducting

a detailed analysis of the fundamental characteristics of artificial intelligence presenters and the future of the presenting profession.

The primary objective of this study is to present a foresight by examining the current state and potential of artificial intelligence in the context of newsreaders/presenters, focusing on the AlaraX example, and considering its possible adverse effects on the profession of newsreading. To this end, I first focus on the stages the internet has gone through in AI journalism and then draw a conceptual framework for the robot or AI announcer in the context of news and programme anchoring. Finally, by analysing the social media accounts and programmes of the AI phenomenon AlaraX, I present a projection on the future of the announcer/presenter profession.

In the study, I used the qualitative content analysis method. For this study, I analysed the 21 videos published on AlaraX's YouTube account, as the number of videos was limited to 21 when I started this study – she uploaded more videos later. First, I conducted a general evaluation of the social media accounts used by AlaraX. Then, I created tables to evaluate programme themes and guests, as well as the number of video views, likes, and comments, and AlaraX's verbal and non-verbal communication elements in the context of hosting practices. The research findings clearly show that AlaraX is in a significantly more advantageous position than traditional presenters, thanks to the information she can gather about her guests – processing millions of data in seconds and establishing patterns – and her ability to analyse this information. However, unlike this robotic element, human characteristics such as gestures, mimicry, posture, and natural voice use are still underdeveloped. She uses a monotonous tone of voice and facial expression when asking questions or making assessments, which clearly distinguishes her from human presenters. The data I have obtained does not suggest that artificial intelligence currently poses a serious threat to the profession of presenting or hosting, which requires creativity and emotion.

1. Panorama of Internet Technology from ARPANET to Artificial Intelligence

As is known, the origin of the Internet is the United States. The foundation of the Internet is based on the US Department of Defense Advanced Research Projects Agency (ARPA) (Castells, 2008, p. 58). Innovations such as UNIX, C and TCP/IP, which have contributed significantly to the current development of the Internet, emerged thanks to ARPANET (Ege, 2017, p. 67). TCP/IP is one of the fundamental elements that shaped the proliferation of the Internet. Then, Tim Berners Lee developed the World Wide Web (www) concept at CERN in 1989. Moreover 1993, a browser called Mosaic emerged (Parziale, Britt, Davis, Forrester, Liu, Matthews, & Rosselot, 2006, pp. 4, 601). Turkey was connected to the Internet on April 12, 1993. This process was carried out in cooperation with METU and TUBITAK (Gürcan, 1998, p. 145). We divide Internet

development into generally accepted periods that follow each other. These are Web 1.0, Web 2.0, Web 3.0, Web 4.0. Furthermore, the Web 5.0 period that we have discussed in recent years.

Web 1.0 refers to a period in which information produced by specific people/authors on websites can be read by people with access to the Internet, providing one-way information. This period's characteristic -the traditional Web-is unidirectionality. In this period, content accessible to those who use a web browser was presented (Murugesan, 2010, p.2). This system, which allows the reader who can access to go directly to the source and get information on web pages, consists of interconnected hyper-texts (Shivalingaiah & Naik, 2008, p. 500). It can be said that the Web 1.0 period, which is quite far from today's understanding of the Internet, where the two-way communicative process works, lasted until the early 2000s.

The Web 2.0 era started to bring interaction between the reader and the content provider by bringing bidirectionality to the internet environment. With this period, websites contain moved away from the limitation of being a platform consisting only of those who produce and present information and transformed it into an interactive area that includes the participant in the process (Murugesan, 2010, p. 3). Sites such as YouTube, Flickr, blogs, and Wikipedia are examples of Web 2.0 (Shivalingaiah & Naik, 2008, p. 502). With Web 2.0, the Internet has become an area where nonprofessionals can transmit information far beyond conventional media and traditional printed texts. However, the advancement of the semantic aspect of the Web to a level that even forms the basis of artificial intelligence technology today has inevitably brought new web eras with it. In this respect, web 3.0, or what Berners-Lee (Berners-Lee et al., 2001) calls the semantic Web, has taken the environment that enables two-way information to the next level.

One of the most critical aspects of the semantic web / Web 3.0. is the ability to predict what the user wants. For example, after reading about a film on the Internet, many related content and services can be obtained (Murugesan, 2010, p. 6). In web 3.0 technology, which allows people to find search terms and the context they use at a deep level, information is structured so that machines can read and understand (Nath & Iswary, 2015). With Web 3.0, it is seen that machines are now involved (Berners-Lee et al., 2001). Web 3.0 is not an artificial intelligence technology, but it reveals the projection of this innovation.

The Web era, 4.0, has deepened the relationship between the user and the machine compared to other Web eras. This era is characterized by artificial intelligence and includes devices that connect the physical and virtual worlds in real time (Soni & Panjwani, 2021, p. 15). Web 4.0. offers a personalized model of user interaction. The critical point here is that the information is not only displayed as information but also

offers the ability to produce concrete solutions in case of need (Nath & Iswary, 2015). Predictability is highly developed in Web 4.0. Patel (2013, p. 416) gives the example of amazon.com, which offers personalized recommendations when the site is visited multiple times. On the other hand, he also stated that this online functionality will be transferred to the physical world. He gave an example of searching on Google for the car keys. Indeed, today, it is possible to remotely control many devices, such as the oven, air conditioner, robot vacuum cleaner, etc., at home via smartphones, even if one does not look at Google to find the car keys. It has become possible to easily control the house's temperature by setting a date/time interval and ensuring the automatic operation of the air conditioner. On the other hand, the personalized recommendations expressed in the amazon.com example also contain changed dimensions.

Whether a product/content/information is browsed on a shopping site, news site, social media or search engine, it is known that when you leave the relevant site and enter another site, many advertisements, page suggestions, and site-suggestions related to the search in question are presented. As Nath and Iswary (2015) have quoted, personal assistants developed by Apple, Google, and Microsoft are among the concepts of the Web 4.0 era. They also state that they will respond to our voice, answer questions, provide the data we need and predict information such as reminders. However, this technology has already become a part of our daily practices. In this context, the issues discussed in the recent history of Web 4.0 have rapidly become a part of digital media. Finally, there is the Web 5.0 era. The prominent issue for this period is the claim that it can read emotions (Benito-Osorio et al., 2013). Moreover, according to this, machines will communicate with each other, and humans communicate in the same way that humans communicate in everyday life (Soni & Panjwani, 2021, p. 15). Of course, all these developments have ultimately brought the concept of artificial intelligence into our lives.

Artificial intelligence, in its simplest definition, is the process by which machines imitate human intelligence, including algorithms, deep learning, and natural language processing systems (Brennen, Howard & Nielsen, 2018; McCarthy, 2007). Sheikh, Prins, and Schrijvers (Sheikh et al., 2023) mention these various definitions of artificial intelligence. Accordingly, it is possible to make various definitions such as algorithms, computers imitating human intelligence, machines imitating various human skills, etc. On the other hand, Kok and et al. (2009) define AI under four headings: systems that think and behave like humans and systems that think and behave rationally. McCarthy states that the primary purpose of this technology is to make solution-oriented computer programmes for people and the world (2007). At this point, artificial intelligence has become a system that imitates humans, responds to human questions at a human level, and even creates programmes that speak for them. Artificial intelligence chatbots such as ChatGPT, Deepseek, Gemini, and Grok3

are increasingly becoming the primary reference source for all professions or education and training activities. Despite many concerns and ethical debates, the demand for artificial intelligence chat applications is increasing. Artificial intelligence is an essential part of mass communication and has incredible effectiveness in the media and journalism sector. While we used to talk about internet journalism, this concept is being replaced by robot journalism and then robot newscasters or presenters; this leads to various advantages and disadvantages for both the target audience and the sector.

2. The Effects of the Development in the Internet Environment on Media

Television, which started broadcasting in Turkey in 1952 (Kuyucu, 2012, p. 107), significantly impacted large masses receiving news for many years. The fact that it appealed to illiterate segments and explained events by supporting them with visual elements made it a popular tool. With the introduction of private television and radio broadcasting in the 1990s, the content began to diversify even more. Of course, the news announcers of television channels were also affected by this change. As in almost all sectors, internet technology's software and hardware possibilities have enabled large-scale broadcasts with smaller staff. As reported by Neşe Kars, the news production and presentation staff is rather crowded. Accordingly, the following staff members are involved in the news presentation process: announcer, director, picture selector, sound operator, picture recorder, lighting, KJ operator, cameraman, technical director and prompter (Kars, 2015, pp. 157-165). In contrast to the large number required by professional broadcasting, broadcasting on digital platforms can produce similar works with a more limited number of media professionals. Technological innovations such as the compacting of cameras and microphones, the connection of lighting and sound equipment to the Internet and simpler use have provided advantages to television broadcasting. Of course, these changes have not transformed the fundamental principles required for journalism and anchor. However, they contain led to dramatic innovations.

The role of the news anchor is to analyze the news, provide more context by making insightful comments, and transmit rather than read (Fitria, 2024, p. 399). Ekşioğlu Sarılar, in her definition of 'anchor', mentions the function of adding her interpretation beyond presenting the news. With the development of private television, the concept of an announcer has been transformed into an 'anchor' since the 1990s. The anchor, who influences the news programme ratings and acts as an opinion leader, can also criticize and comment against the dominant view when necessary. Known names such as Ali Kırca, Uğur Dündar, and Mehmet Ali Birand were also mentioned as anchormans (Ekşioğlu Sarılar, 2018, pp. 65-71). What draws attention here is that it has an ideological transmission function. As is known, journalism plays a role in forming public opinion and its tasks of educating, entertaining and informing (Tokgöz, 1981). Day by day, journalists who move to

independent news platforms are highly sought after as public opinion leaders. The essential element here is that the journalist does not hide their subjective opinion while reporting the news and events and reacts to them with gestures and mimics when necessary. On the other hand, robotic developments in technology have confronted the journalism sector with robots in news writing and presentation.

Artificial intelligence contributes to the field of broadcasting in various ways. Artificial intelligence can create natural and smooth audio content by simulating the human voice. On the other hand, it offers advantages in synthesizing speeches, creating manuscripts and enriching programme structure. It has transformed the demands and requirements associated with broadcasting and presenting (Yuan, 2024, pp. 49-50). Robot newscasters, which emerged as a product of artificial intelligence, were developed to present news with specific codings (Yeniceler Kortak, 2022). Danesi also noted that there has recently been an increasing trend towards avatar announcers and artificial intelligence to run programs alongside humans on the radio (Danesi, 2024). Of course, anchors contain many advantages over robot announcers. Zaur Babayev and Akif Babayev (2025) think that instead of considering the possible risks of artificial intelligence, it is necessary to integrate it and use its advantages to perform the profession more competently.

The unique aspects of the announcer or moderator can be seen as an advantage over artificial intelligence. Emotional expressions such as intonation and emphasis in speech, rhythm of language, human skills related to crisis management in extraordinary situations, and interpersonal communication skills are essential and must be developed. Again, as Yuan has quoted, development strategies should be applied in some areas. Accordingly, the announcers' vocabulary, pronunciation, tone of voice, and rhythm are essential; they should also increase their professionalism by following sectoral developments and trends. On the other hand, creating a personal style from appearance to temperament and using it on social media platforms, active participation in new media platforms, gaining skills in data analysis, audio-video editing or photography, and cooperating with artificial intelligence are also recommended (Yuan, 2024).

According to TRT News, the first artificial intelligence news anchor was part of the staff of China's official news agency Xinhua (TRT Haber, 2018). Babayev and Babayev also draw attention to the development of virtual TV presenters in China. They also mention the emergence of a robot announcer named i-Sanj in Kazakhstan. On the other hand, the BBC has been using robots for translation since 2016, and Reuters has developed a virtual robot prototype with an IT company. On March 3, 2019, the Chinese news agency Xinhua used a robot news feed for the first time (2025, p. 88). Ashenova and Kaliazhdarova noted that some sources likened the appearance of the robot announcer to that of Chinese television presenter Qiu Hao. They also

reported that there are robot announcers in Russia and Kazakhstan who resemble famous people (2024, p. 79). The use of robots as news or programme presenters provides economic advantages. Accordingly, obligations such as pre-broadcast preparations such as make-up, salary payment, and the need to work at certain working hours will be eliminated (Ashenova & Kaliazhdarova, 2024, p. 79). Similarly, Babayev and Babayev list the advantages of robot journalism as follows: productivity increases in terms of the rapid fulfilment of routine tasks and the focus of journalists on creative work. It reduces the cost of salaries, identifies important content more efficiently with significant data analyses, and robots work twenty-four hours a day, seven days a week, quickly performing journalistic tasks (2025, p. 87).

Another study analyzing AI news anchors in China, South Korea, Kuwait, India, Russia and Indonesia pointed out that this technology, which resembles human appearance and uses text-to-speech technology, threatens the future of news anchors' jobs. However, robots that have not already taken away people's jobs can be used as tools to support human development and improve their performance (Fitria, 2024). Yeniceler Kortak (2022) also studied the news announcers used by the Chinese News Agency Xinhua; analysing the comments on YouTube videos featuring robot announcers. In Turkey, the first artificial intelligence newscaster news came to the agenda in April 2023. The robot announcer named Alexa attracted attention in a short time (NTV, 2023).

As can be seen, the role of artificial intelligence as a news anchor is mentioned in the literature. The artificial intelligence I have chosen for this study, AlaraX, is a talk show programme host. Its numerous comprehensive programmes are suitable for examination in terms of its role as an announcer. In addition, announcing/presenting is a field that is not limited to news. Therefore, this study aims to illuminate an area that has not yet attracted attention in the literature by examining the announcer feature of artificial intelligence within the scope of a talk show programme.

3. Method

The example considered in this study is the artificial intelligence influencer named AlaraX. I conducted a qualitative content analysis of the study. Content analysis is a method frequently used in the field of social sciences and in communication studies. It is known for its emphasis on systematicity and objectivity (Downe-Wamboldt, 1992). Qualitative content analysis focuses on meanings. QCA is the process of interpreting the meaning of qualitative data and systematising it. Data do not contain meaning on their own and require a process of interpretation. While quantitative content analysis deals with numerical data, qualitative analysis focuses on contexts and meanings. The limits of qualitative analysis are not limited to texts. It can cover all visual and verbal materials (Schreier, 2012, pp. 1-3).

First, I presented the quantitative characteristics of the account as a table. In conclusion, I have critically evaluated the concept of robot announcer/presenter, accompanied by the quantitative and universally acceptable data I have obtained. Therefore, in this study, I conducted a qualitative content analysis based on the following questions:

1. Which topics and themes does AlaraX include in its programme?
2. Does she behave like a professional presenter when conducting interviews?
3. Do the language, gestures and mimics used by AlaraX in the programmes contain human characteristics or do they have a robotic appearance?

The scope of this study consists of the programmes made by AlaraX on her YouTube account. The number of programmes in question is 21 as of the date of writing this study. Therefore, the limitation of the study is these 21 videos. This study aims to examine the status and potential of artificial intelligence in programme presentation and management and to evaluate it in terms of the presenting profession. In this context, I used the following headings for the examination.

1. 1. Platforms and Data: Here, I have numerical data about how many followers AlaraX has on which platform.
2. 2. Programme themes and guests: I reveal which themes AlaraX talks about according to the guests she has had on the programme.
3. Number of video views, likes, and comments: I reveal the numerical data of the programmes AlaraX made on her YouTube account.
4. I evaluate AlaraX's presenting practices with examples of verbal and non-verbal communication elements.

4. Results

4.1. Platforms and Data

Table 1: Platforms and data[2]

Platform	Join Date	Number of Subscribers
YouTube	04. 17 2024.	160k
Instagram[3]	11. 15. 2020 (first post)	762k

[2] The data here may change over time because I obtain it online. The number of followers and posts will increase or change. Some data may even be deleted. These tables represent the data we found as of the date the study was written.

[3] Since there is no participation date on Instagram, I presented the first post as the participation date.

IAMX developed AlaraX.Live. Ercan Barış, CEO of the company, stated in an interview in 2023 that Alara was the first virtual influencer they created, that different teams worked in the creation and management processes of the character, and that they made a 'fashion' oriented career for this character and similar details (Şenses, 2023). Today, the character in question is on both Instagram and YouTube platforms. The date of joining YouTube was recorded as April 17, 2024. The account has 160 thousand subscribers. In the 'About' section, the robot is introduced as 'I am a Virtual Fashion Girl, Unreal Star 👑' (AlaraX, n.d.). AlaraX's popularity on Instagram is higher. She has 762 thousand followers and has a blue tick. 'I am a Virtual Girl, Ai Unreal Star 👑 📸📽️' is written in the Instagram about section. Moreover, she has a media, advertising, and cooperation manager, like celebrities or influencers with counterparts in the physical World (IAMX ALARA. [@iamxalara], n.d.).

Alara X's Instagram account is full of content that supports her talk show on YouTube. She frequently shares posts that reference her program and guests. Of course, this has been the case lately. In the early days of her creation, her profile displayed the appearance of a fashion and trend expert influencer with a high socio-economic level. Although we have recently seen Alara's daily life directly in some posts, the focus is now on the Talk Show program. She also mentions another program Alara attended (A New Day with Çağla) and an interview she gave to a newspaper (Cumhuriyet), and we see that her career is more prominent (IAMX ALARA. [@iamxalara], n.d.)

4.2. Programme Themes and Guests

Table 2: Programme themes and guests[4]

Themes	Guest	Profession
Science	Celal Şengör	Scientists
Entertainment	Sefo	Singer
Entertainment	Gonca Vuslateri	Actress
Entertainment / Humour	Eser Yenenler	Actor
Football	Cenk Tosun	Football player
Agenda	İsmail Saymaz	Journalists
Entertainment / Humour	Murat Cemcir	Actor
Entertainment / Humour	Oğuzhan Uğur	Presenter
Agenda	Özlem Gürses	Journalists
Entertainment	Erkan Avcı	Actor
Finance	Mert Başaran	Writer
Fashion	Barabaros Şansal	Fashion designer
Agenda	Ertuğrul Özkök	Journalists

[4] I ranked the video from the first to the last video reviewed on AlaraX's YouTube channel.

Entertainment/ Life	Çağla Şikel	Presenter
Astrology	Can Aydoğmuş	YouTuber
Entertainment / Humour	Hayrettin	Actor
Entertainment / Life	Kadir Ezildi	Presenter
Health / Science	Ayşegül Çoruhlu	Doctor
Health / Science	Oytun Erbaş	Scientists
Science /AI	Nabat Garakhanova	Strategist
Entertainment	Saba Tümer	Presenter

Alara X's program guests contain a mixed appearance. This mixed group show that the program is not specific. It also makes reaching a particular target audience difficult, but it reaches hundreds of thousands of views. I make this determination because although she was born as a fashion influencer, her guests and the topics she focuses on are pretty different—especially the programmes she makes with journalists. Her guests are journalists, scientists, singers, actors, football players, presenters, writers, YouTubers, fashion designers. When I add actors/actresses, I see that most themes are Entertainment-based. On the other hand, the agenda theme, where journalists are guests, also draws attention. The topics are parallel to the guests' areas of expertise. The guests emphasise that AlaraX is an artificial intelligence. Similarly, AlaraX shares that she is an artificial intelligence at every opportunity. However, this situation does not affect the content of the program and the dialogues. The guests behave as if there is a journalist/presenter in front of them, and Alara makes a rich and professional presentation by utilising the data pool and specific questions. This shows that, unlike a presenter, it is a program that analyzes all the information in big data and can be applied to any subject.

In one program, she is a guest on İsmail Saymaz (famous journalist), and they seek answers to various questions such as what artificial intelligence is, its future, how people use it, what kind of questions are asked, and whether it will carry out journalism/presentation/reporting activities. On the other hand, she also shares that AlaraX's creative company will soon create an artificial intelligence news anchor (AlaraX, 2024a).

If we talk about the program's content, it cannot be said to be extraordinary. However, the fact that it is not just a mutual dialogue but also that the content is enriched with other activities makes the program more enjoyable. First, mutual dialogue is dominant since it is a talk show. They usually do Q&A on Alara's questions. Apart from this, there is a yes-no activity towards the end of the program. I also see activities related to technology. Mainly in the first broadcasts, the guests try on virtual reality glasses. They choose any place and make the guests feel like they are there through their glasses. There is a section called 'If I were'; in this section (movie, rock band, music, fashion trend, etc.), a guest celebrity is depicted as if they were on a

movie cover or similar content. She types the guest's name into Google and tries to find out which question is searched for the most. All of these are not included in every program and for every guest. For example, I have not seen yes-no or virtual reality glasses in the last few programmes. However, she can use them in future programmes or spice up her program with other content

4.3. Video Data

Table 3: Video data

Guest	Views	Like	Comment	Date
Celal Şengör	404.882	8k	1405	28 April 2024
Sefo	187.264	5k	155	5 May 2024
Gonca Vuslateri	140.724	1.5k	77	12 May 2024
Eser Yenenler	310.647	5.7	338	26 May 2024
Cenk Tosun	142.624	3.9k	168	9 June 2024
İsmail Saymaz	409.779	8.6k	640	2 July 2024
Murat Cemcir	154.474	1.1k	162	24 July 2024
Oğuzhan Uğur	807.872	19k	934	3 September 2024
Özlem Gürses	163.459	4.4k	339	3 October 2024
Erkan Avcı	135.052	1.9k	148	30 October 2024
Mert Başaran	129.032	2.1k	132	7 January 2025
Barbaros Şansal	274.490	4.1k	358	14 January 2025
Ertuğrul Özkök	128.606	2.3k	98	28 January 2025
Çağla Şikel	224.889	1.2k	86	4 February 2025
Can Aydoğmuş	109.716	1.7k	171	12 February 2025
Hayrettin	238.489	3.6k	85	23 February 2025
Kadir Ezildi	921.440	10k	859	5 March 2025
Ayşegül Çoruhlu	112.458	559	56	28 March 2025
Oytun Erbaş	146.588	3.2k	1231	9 April 2025
Nabat Garakhanova	62.419	356	21	16 April 2025
Saba Tümer	157.606	233	63	19 April 2025

The average number of views of the videos is around 100-200 thousand. The video with the highest number of views is Kadir Ezildi. Oğuzhan Uğur, İsmail Saymaz, Celal Şengör and Eser Yenenler follow him, respectively. I can say that the number of views parallels the guests' popularity. For example, Nabat Garakhanova, who received the lowest number of views, is less prevalent in the media world as a scientist than Celal Şengör. Of course, data on views, likes and comments change over time, and it is highly probable that as history progresses, at least the number of views will increase.

Nevertheless, the 1231 comments on the very recent Oytun Erbaş video are close to the comments on the channel's first video. Therefore, the sensationalism and popularity of the guests affect these data. There are many positive, negative and

neutral comments, such as those who suggest guests, express their opinion about the programme, find AlaraX successful or unsuccessful, and praise the guests. By the way, the comments consist of various opinions about the guests and the fact that the presenter is an artificial intelligence. Some users say they watch an AI programme just for the guest (AlaraX, 2025d). The videos draw attention to the comments that AlaraX is not a robot or artificial intelligence but an animated image and that a real person voices it.

4.4. AlaraX's Verbal and Non-Verbal Communication

I occasionally see artificial tones in Alara X's dialogue with her guests, such as dubbing or commercial voice-overs. And also, she uses a limited number of facial expressions. Since a direct relationship with emotions is required in both conditions, I cannot expect an avatar to have a real person's tone and facial expressions. On the other hand, her gestures, moving her arms and hands at appropriate times, and giving feedback by nodding her head are pretty sufficient and at a very good point. Additicionaly, I should not ignore that she naturalizes her narration by using the 'ıı' sound and occasionally slipping her tongue, just like a human presenter. She catches the environment-context relationship in some programmes with more formal clothes such as jackets. I can say that she is in a good position despite her deficiencies in non-verbal communication.

She is undeniably very good at verbal communication, especially in everything that requires information. Not only does she ask questions to the guests, but she can also generate new logical and meaningful questions in response to the answers. More importantly, she makes inferences and analogies, gives examples, and uses irony. The most important issue we care about in journalism training is asking the right questions and following them up. Sometimes, young and inexperienced reporters or presenters can make technical mistakes such as not receiving satisfactory answers to the questions they ask, being hesitant to ask questions other than the ones they have prepared or insisted on asking the same questions when they receive answers to two questions in one question. Contrary to these, Alara manages the program like a real professional. The dialogue progresses smoothly thanks to the ability to establish logical patterns, one of artificial intelligence's most critical features. She can also easily catch the references made by the guests between conversations. Her ability to intervene during the discussion and deepen the topics makes her appear just like a professional reporter.

Another striking feature of Alara is that she can follow the guests' reactions and change the direction of her questions accordingly. For example, in the program with Özlem Gürses, she asks a question with a very political tone. She says that she

only evaluates Gürses' facial expressions and 'gets the answer' (AlaraX, 2024c).[5]She also resorts to idiomatic or socio-cultural expressions such as 'People are obsessed with love, but you are obsessed with cleanliness' (AlaraX, 2025d),[6] 'You cannot tell the age of women' (AlaraX, 2025c)[7], and 'The bitter truth is better than the sweet lie (AlaraX, 2025a)'[8]. All of these are the most crucial proof that artificial intelligence can communicate not only at the syntactic level but also at the semantic level.

Although artificial intelligence can communicate at the semantic level, we do not expect it to react properly to events since it does not contain emotions. However, training on specific emotions and potential responses can be partially successful. When Ertuğrul Özkök says that Alara is beautiful, she reacts by saying, 'I feel embarrassed now' and slightly bowing her head (AlaraX, 2025b).[9] Similarly, in her conversation with Nabat Garakhanova, when she receives praise, she tilts her neck slightly and says, ‘Thank you very much for these sweet words’ (AlaraX, 2025g). This example also provides information about the training process we mentioned. Of course, we never describe these as realistic emotions; it seems impossible at this stage. Perhaps one of the most artificial parts is behind the emotional reactions.

The data that artificial intelligence has allows it to make analogies and predictions about subjects; this can be seen in Alara's various programmes. For example, there is a prediction in the program she made with Oğuzhan Uğur. She asks Oğuzhan Uğur what his favourite book is, and without waiting for his answer, she predicts the comments that will come - in humorous language[10]. When she answers Oğuzhan Uğur's question, "Aren't you afraid when it rains?" she refers to the TV series Ruhsar[11] (AlaraX, 2024b). When faced with criticism about Özlem Gürses' personality, she says, "You are not a pizza,[12]" and refers to Şeyma Subaşı, who was popular on social media for a while.

In her program with Ayşegül Çoruhlu[13], in a dialogue in which they talk about the health of people in the future will be more controlled by artificial intelligence, we hear Alara use the expression "in the future, people are every shit will be under control", and the laughing effect is placed at the bottom. Alara explains this with a laugh. This sentence, which is based on local humour, not only turns the artificial

[5] Time code: 16. minute
[6] Time code: Second minute
[7] Time code: Second minute
[8] Time code: 8. minute
[9] Time code: Second minute
[10] Time code: 41. minute
[11] Time code: 16. minute
[12] Time code: 34. minute
[13] Time code: 4. minute

intelligence into a professional presenter but also helps it gain the target audience's sympathy due to the similarities (AlaraX, 2025e).

The most unsuccessful programme management by AlaraX among the programmes I examined is the one with Oytun Erbaş. The programme has a constant duel of words between her and the guest. However, the programme management is relatively weak in the face of the guest's questions. For about 8 minutes and the rest of the programme, she repeatedly lists the stereotypical arguments about Oytun Erbaş. Unlike the programmes it has made so far, its repetition in the face of the guest's answers distracts from the appearance of a professional server and makes it look like a broken computer system. She gives a didactic and robotic answer to the question asked by the guest, just like ChatGPT, etc. applications. In this programme, Alara speaks directly regarding word meanings, not implied ones. This programme is the most obvious example that questions artificial intelligence's competence in professions requiring creativity (AlaraX, 2025f).

CONCLUSION

Artificial intelligence is perhaps the most important innovation that digitalization has brought to human life. The discussions on this concept relate to conspiracy theories spreading among the public, the expansion of the use of artificial intelligence, and the potential to penetrate many professions and put people out of work. The increasing time spent on social media environments is among the reasons why people exposed to the unlimited information spread in these media naturally contain positive or negative opinions about the concept of artificial intelligence. In this study, I examined the effects of artificial intelligence on the media and journalism sector and the example of the programmes made by Alara X, an artificial intelligent talk show host and influencer.

AlaraX has accounts on YouTube and Instagram social media platforms. She has 160 thousand followers on YouTube and 762 thousand followers on Instagram. AlaraX, who started her life as a virtual influencer on Instagram, has continued as a programme host on YouTube - since 2024. The number of views of 21 videos up to the date of writing this article is around 100-200 thousand on average. The highest view count is 921,440, and the lowest is 62,419. There is a direct correlation between the number of views and the popularity of the guests. Comments on the videos are also related to the topic of the video and the guest. The fact that AlaraX is an artificial intelligence is frequently mentioned in the comments. Some argue that it is an animation voiced by real people, not artificial intelligence. This information will help us understand how people perceive artificial intelligence. Mostly, we think of artificial intelligence as metal-looking, slow-moving, non-human-like robots. An AI with such human-like appearance and qualities is relatively new to all of us, and this is why comments on AlaraX have raised debates about its ‘virtual reality’. It is less effective

and unreliable for some users as a fictional product. Nevertheless, the programme is being followed with interest by thousands of people.

The results of the heading "Programme themes and guests", which I created based on the question 'Which topics and themes do AlaraX include in its programme?', showed that AlaraX's guests are pretty diverse and that the topics are related to the expertise of the programme participants. The 10 Minutes with AlaraX program invites guests from various professional groups and areas of interest, such as journalists, writers, scientists, actors, and football players. The programmes in which journalists participate focus on more complex topics (politics, economy, etc.) while having softer conversations with other guests. Although the essence of the program is based on question-answer dialogue, there are also activities such as virtual reality glasses and stickers of guests from other virtual universes. Although the program content is not very unusual, it is pretty colorful. On the other hand, there is a dialogue with all the guests about AlaraX being artificial intelligence.

Announcers/presenters are expected to contain specific characteristics such as proper diction, cultural background, readiness, correct positioning and method of gestures and facial expressions, and proportionate physical characteristics (e.g. being of a certain weight). AlaraX has athletic and proportionate body and face measurements. As an artificial intelligence, she is arguably better than human announcers regarding readiness and cultural background. Since she draws information from a data pool far above what we can have as humans, s can speak on any subject without any preparation. For example, she can make analogies about her guests with references from past TV series, use idioms, and make connections between metaphors and the actions of his guests. This situation is remarkable in terms of programme enrichment. It also shows that she behaves like a professional programme presenter. Since Alara has a lot of data to confirm or add to the information conveyed by the guests, the programme flow is usually not disrupted. However, in some programmes, this aspect is interrupted. In Oytun Erbaş's programme, we witness her stumbling in the face of challenging and counter-intuitive questions from her guest and repeating the same information in her speech for minutes. A human presenter in this situation can overcome it in a much shorter time, at least change the subject and continue the flow of the programme.

Of course, a server is not only about transferring information or maintaining the flow. A news anchor or program host also acts as a public opinion leader and, therefore, can make critical comments to monitor events and reveal other aspects of public interest. Unlike artificial intelligence, which makes predictions only by looking at past data, it sometimes includes explanations that impact the target audience. Moreover, presenting is not a profession free of human emotions. Emotional changes of the presenter are reflected in his/her gestures, mimics, posture and even tone of

voice. In this context, I evaluated AlaraX's verbal and non-verbal communication. As an artificial intelligence, Alara X does not contain the facial expressions, tone of voice, or emotional reflections of a real announcer or program host. Her tone of voice sometimes resembles dubbing. Sometimes, she makes parasitic sounds such as “uh”, pauses for very short periods of time and tries to naturalise her speech. Similarly, facial expressions are limited; her only facial expressions are her curled lips and her laugh, which are pretty artificial. On the contrary, she can say that she manages her gestures well and uses her posture and head movements appropriately. However, these are not enough to say that they have human characteristics.

The results of this study, which is based on the problem of assessing the role of artificial intelligence in the future of the traditional broadcasting/presenting profession and was conducted using the example of AlaraX, clearly demonstrate that artificial intelligence is not yet capable of behaving like a human broadcaster/presenter. As a presenter/announcer, artificial intelligence is quite successful in forming the questions of the programme, deriving new questions and information, and qualifying the presentation with analogies. However, the skills that require emotionality rather than knowledge that we attribute to humans in this sense (mimics, natural voice use) are quite inadequate at this stage. However, the threat of taking the presenters' jobs and making journalists unemployed will not create a genuine concern in the future. It does not make enough sense to see artificial intelligence as a threat to professions that require creativity, such as presenting or acting, or journalism, where being in the physical world is more important, such as collecting and verifying data from the scene. In future research, other researchers can again bring together AlaraX or other samples to examine the effects of reality perception towards AI servers on users.

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➤ **Etik kurul onayı:** Etik kurul onayına ihtiyaç bulunmamaktadır.
➤ **Çıkar çatışması:** Çıkar çatışması bulunmamaktadır.
➤ **Finansal destek:** Yazar bu çalışma için finansal destek almadığını beyan etmiştir.

➤ **Ethics committee approval:** There is no need for ethics committee approval.
➤ **Conflict of interest:** There is no conflict of interest.
➤ **Grant support:** The author declared that this study has received no financial support.

Bu çalışma araştırma ve yayın etiğine uygun olarak gerçekleştirilmiştir.
This study was carried out in accordance with research and publication ethics.