OPUS
Journal of Society Research

Type: Research Article
Received Date: September 17, 2025
Accepted Date: January 28, 2026
Published: January 30, 2026
10.26466/opusjsr.1786045

The future of internet and television journalism in the age of artificial intelligence: A perspective through "Robo Tv Media"

İnternet ve televizyon haberciliğinin yapay zekâ evrenindeki geleceğine "Robo Tv Media" üzerinden bir bakış

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Abstract

In the 21st century, often characterized as the digital age, innovations in internet technologies and artificial intelligence (AI) are transforming internet and television journalism through the automated preparation of news (automation), the delivery of tailored content to individuals (personalization), and the reduction of journalism costs (efficiency). This study focuses on how innovations in internet technologies—specifically AI—affect journalistic activities and how a balance can be established between AI systems and human journalists. In this research, the presentation styles of Robo TV Media, which utilizes AI for news delivery, and traditional television news are compared to discuss how AI technologies transform traditional news presentation, as well as to highlight the similarities and differences between them. The theoretical framework of the study is grounded in a perspective that evaluates new technology theories in media alongside the interaction between these technological developments and humans. A qualitative research method was adopted for this study, utilizing descriptive analysis techniques. Five news samples published by both Robo TV Media and traditional television channels were selected and evaluated comparatively. The comparison between Robo TV Media and TV news focused on elements such as the 5W1H (who, what, where, when, why, how) structure, news language, visual materials used in the broadcasts, and the use of body language during presentation. This study contributes to discussions regarding the future of journalism in light of AI innovations and opens a debate on the distinctions between traditional human news anchoring and AI-driven news anchoring.

Keywords: *media, artificial intelligence, journalism, news, Robo TV*

Öz

Teknoloji çağı olarak nitelendirilen 21. yüzyılda internet teknolojileri ve yapay zekâ alanındaki yenilikler internet ve televizyon gazeteciliğini de haberlerin otomatik bir şekilde hazırlanması, (otomasyon) haber içeriklerinin kişilere uygun olarak aktarılması (kişiselleştirme) ve habercilik maliyetlerini de ucuzlaştırması (verimlilik) açısından dönüştürmektedir. Bu çalışma internet teknolojilerindeki yeniliklerin özellikle yapay zekanın gazetecilik faaliyetlerini nasıl etkileyebileceği ve yapay zekâ ile uzman gazeteciler arasında nasıl bir denge kurulabileceği konularına odaklanmaktadır. Bu araştırmada yapay zekâ ile haber sunumu gerçekleştiren Robo TV Medya ile geleneksel bir medya aracı olan TV haberlerinin sunumu karşılaştırılarak; yapay zekâ teknolojilerinin geleneksel haber sunumlarını nasıl dönüştürebileceği, farklılıkları ve benzerlikleri tartışılmaktadır. Çalışmanın kuramsal temelini ise medya alanındaki yeni teknoloji teorileri ve bu teknolojik gelişmeleri ile insanlar arasındaki etkileşimi birlikte değerlendiren bir perspektif oluşturmaktadır. Çalışmada araştırma yöntemi olarak nitel bir yöntem tercih edilmiş ve betimsel analiz yöntemi kullanılmıştır. Robo TV medya ve televizyon haberlerinde yayınlanan 5 haber örneği seçilmiş ve bu haberler karşılaştırılarak değerlendirilmiştir. Robo TV Medya ve TV haberleri karşılaştırılırken; 5N1K (kim ne nerede ne zaman, neden, nasıl) haberlerin dili, haberlerde kullanılan görsel materyaller ve haberlerin sunumunda beden dili kullanımı gibi öğeler üzerinde durulmuştur. Çalışma, yapay zekâ alanındaki yeniliklerin gazeteciliğin geleceğine ilişkin tartışmalara katkı sunmakta ve geleneksel haber spikerliği ve yapay zekâ haber spikerliği arasındaki farklılıkları tartışmaya açmaktadır.

Anahtar Kelimeler: *medya, yapay zekâ, gazetecilik, haber, Robo TV*

Citation:
Yüceer-Berker, D. & Çelikiz, E. (2026). The future of internet and television journalism in the age of artificial intelligence: A perspective through "Robo Tv Media". *OPUS– Journal of Society Research, 23,* e1786045.
https://doi.org/10.26466/opusjsr.1786045

Review Note:
Evaluated by Double-Blind Peer Review

Ethics Reporting:
To report potential ethical concerns, contact: editorialoffice@opusjournal.net

Similarity screening was conducted via intihal.net.

Introduction

With the rapid development of technology in the 21st century, the media industry has entered a rapid transformation process. Undoubtedly, one of the most effective actors in this transformation process is AI systems. AI has changed the way media content is designed and has affected many areas, from content production to distribution. As a result of this change, factors such as the reduction of the human factor and the execution of editorial processes with AI have added a new dimension to discussions in communication studies (Diakopoulos, 2019).

The operational capacity of media organizations capable of producing both visual and textual content with AI-based systems has increased (Atalay & Çelik, 2017; Graefe, 2016). The preparation of news texts much faster than in the past has made AI usage widespread in areas where time is crucial, such as finance, sports, and economics. International media organizations such as the Associated Press, Reuters, and Bloomberg have begun to effectively utilize algorithms in these processes (Reuters, n.d.; Diakopoulos, 2019).

On the other hand, the integration of AI into media practices has not been limited to content production; it has also transformed elements such as news presentation, the relationship established with the audience, and screen aesthetics. This transformation, which became visible with the announcement of virtual news anchors, attracted global attention with the introduction of the first AI anchors by China’s Xinhua Agency in 2018; in Turkey, it constituted a local example with Robo TV Media and TGRT (Kuo, 2018; NTV, 2023). This development is evaluated as the beginning of the "autonomous" or "hybrid" presentation era in journalism (Kim, Xu & Lee, 2022; Lima et al., 2022).

The rise of AI-supported news presentations has simultaneously opened the future of the journalism profession to debate in terms of ethics. Biases that may be created by automatically generated content, and debates and concerns regarding the reliability of verification processes are increasing day by day (Ferrucci & Latar, 2024; Newman, 2021a). Alongside these discussions, the ability to detect fake content through AI algorithms and use them to combat disinformation makes AI systems a tool that contains both opportunities and risks simultaneously (Pérez-Rosas et al., 2017; Müller et al., 2023).

When looking at Turkey, it is observed that studies on AI-supported news presentation are quite limited. Although there are numerous studies in international literature on the effect of automation on editorial processes, algorithmic narrative forms, and audience perception of AI anchors, the scarcity of research in Turkey comparing the content structure of news produced by artificial intelligence with traditional news presentations draws attention.

This study aims to contribute to this gap by analyzing AI-based news presentations and traditional news practices with human presenters through a comparative descriptive analysis of five identical news examples. The focus of the research is on the comparison of presentation styles regarding the same content between Robo TV Media news, produced by AI and broadcast via a virtual anchor in Turkey, and traditional television news (CNN Türk and Show TV). The aim is to analyze the divergences and similarities between two different news presentation practices comparatively at the presentation level (5W1H structure, news language, visual elements, and body language).

Accordingly, the study seeks answers to the following research questions:

- How do artificial intelligence-supported news presentations and traditional human-anchored news construct 5W1H elements differently?
- In what aspects do news language and discursive frameworks diverge in the two media types?
- How does the use of visual materials and presentation techniques vary in AI-based and human-anchored news?
- How do presentation elements such as body language, mimics, posture, and tone of voice become visible in the two news formats?

- Based on the obtained data, what are the advantages and limitations of AI-supported short news presentation in terms of presentation?

The study aims to make visible which aspects of journalism AI transforms in news presentation practices and in which aspects human qualities are still needed. A review of the existing literature reveals that studies predominantly focus on the general transformation driven by AI presenters in new media, audience perceptions and comments regarding these presenters (user acceptance), or the professional strategies that human anchors must develop in response to this technology. This study, however, moves beyond audience perception or theoretical professional debates to focus directly on the news product itself and the performance of its presentation. The originality of this research lies in its comparative and descriptive analysis of AI (Robo TV) and traditional media presentations within the specific context of Turkey, particularly regarding the use of 5W1H elements, body language, and visual materials. In this respect, the study aims to address the gap in the literature regarding practical application and comparative analysis by demonstrating, through concrete data, exactly how artificial intelligence presents the news.

1. Artificial Intelligence: Conceptual Framework and Key Effects

Artificial intelligence is accepted as one of the most transformative technologies of the 21st century. Artificial intelligence contributes to the development of digitalization processes and influences the reshaping of the social structure. To understand what artificial intelligence is, it is first necessary to understand the nature of human intelligence. According to Köroğlu (2017), intelligence is the ability to produce good and correct solutions to complex problems. Based on this definition, artificial intelligence is defined as systems created by humans that can make inferences, learn, and develop autonomous algorithms when a problem is presented but a solution algorithm is not given (Köroğlu, 2017).

Artificial intelligence systems are not merely tools working with pre-learned commands, but are constantly changing and updateable algorithms possessing learning and decision-making capabilities. This definition is valuable for understanding how digital transformation has evolved with artificial intelligence. The orientation of institutions toward data-driven structures, the reshaping of workflow processes with automation, and the redesigning of services specifically for individuals are addressed in digital transformation studies. Artificial intelligence is used in the analysis and interpretation of complex data sets, and in many fields, artificial intelligence accelerates information and content production processes.

Furthermore, artificial intelligence minimizes errors that humans might make in all these processes. Diakopoulos (2019) states that thanks to AI's capacity to analyze and interpret particularly complex data patterns, it accelerates information production processes in many fields and reduces the margin of error. When evaluated with these features, artificial intelligence transforms not only technological innovation but also operational transactions, decision-making models, and user experiences.

Graefe (2016) emphasizes the concept of storytelling by drawing attention to the features of artificial intelligence capable of sorting and classifying data and transforming these data into a meaningful narrative. Automation and the rapid analytical processing of data are among the strongest features of artificial intelligence. Anderson, Rainie, and Luchsinger (2018) emphasize that artificial intelligence takes over jobs routinely performed and repeated by humans, thereby increasing efficiency, and consequently allowing humans to perform more creative tasks thanks to AI taking over parts requiring human labor. When evaluated from this perspective, these features of artificial intelligence are compatible with digital transformation. Features such as the reduction of errors, acceleration of business processes, reduction of costs, and per-

sonalization of services specifically serve digitalization steps. The ability of artificial intelligence to analyze user behaviors thanks to its personalization feature allows for enriching user experiences in many fields ranging from education to finance, and e-commerce to health systems.

Another contribution of artificial intelligence to digital transformation is the radical transformation of institutions' ways of doing business. Newman and colleagues (2022) state that together with artificial intelligence, major changes have begun in institutions' ways of communicating with users, data processing procedures, and service production forms, and that these changes have become strategic. From this perspective, artificial intelligence becomes prominent in institutions' decision-making processes, models user behaviors, makes risk predictions, and can produce comprehensive algorithmic results as a result of these predictions.

Thus, with the development of artificial intelligence, digitalization becomes widespread and the institutional logic of the digital age transforms. With the effective use of artificial intelligence in institutional structures, certain methodological and ethical discussions also come to the agenda. Questions such as how artificial intelligence models are trained, which data sets are used during training, algorithmic bias risks, and to what extent the system is transparent are frequently discussed in the literature related to artificial intelligence. Thurman, Lewis, and Kunert (2023) state that for these reasons, hybrid models where human experts exist together with automated systems, without eliminating human expertise, are more reliable and ethically more sustainable. When artificial intelligence tools used together with humans are employed in a hybrid manner, a more balanced and healthy structure can be established by bringing together the creative, intuitive, and contextual power of human reasoning.

The transformative capacity of artificial intelligence is not limited only to technical or theoretical fields; it also has effects on social processes and cultural structure. In a world digitalizing with artificial intelligence, users ways of accessing information, decision-making processes, and daily life practices are also changing. While artificial intelligence plays an indirect role in the changing and transforming of social relations, it is increasingly effective in cultural production processes in a cultural sense. These effects are observed more distinctly in creative fields such as visual production, text writing, and the creation of auditory content. (Anantrasirichai & Bull, 2020; Anantrasirichai, Zhang & Bull, 2025).

Communication practices are also transforming with artificial intelligence; this transformation is observed particularly in areas of personalization according to user profiles, data analytics processes, and content creation. Content produced by artificial intelligence takes place on digital platforms increasingly every day, and in this situation, user habits change. The effect of artificial intelligence in the field of media and communication is seen in discourse production, representation forms, and content organizations beyond technical transformation. Artificial intelligence also reopens fundamental principles of journalism such as automation, neutrality, and ethical responsibility to debate. For these reasons, in the next section, the effects of the conceptual foundations drawn here on media practices will be concretized.

2. Transformation Areas and Ethical Boundaries in Ai-Supported Journalism

With digitalization not remaining limited to technical innovations but changing direction, the effect of AI in the media industry has become more visible. Together with AI technologies, visual, auditory, and written content is produced, and this transformation affects a wide area from news production processes to presentation forms. Therefore, since thinking of AI technologies only as a technical innovation would remain incomplete, it would be more accurate to evaluate it as a process that encompasses and redefines all communication processes.

As mentioned in the section above, technological transformations redefine not only instrumental

but also organizational and cultural structures. At the same time, behind the experienced technological transformation lies not merely curiosity, but the structural needs of the media economy. As Abdulzaher (2022) also points out, AI-supported broadcasting reduces costs, ensures broadcast continuity, and reduces dependence on human resources. With 7G technologies, ultra-fast network connections are realized, making live content production possible. With 7G technologies, not only does the speed of content presentation increase, but data-driven dynamic content is also created.The broad technological transformation is not limited only to AI but also encompasses blockchain, virtual assets, and network technologies. In this context, the development of seventh-generation network technologies (7G) initiates a new era in journalism. Abdulzaher (2022) defines 7G journalism as a model that completely digitalizes content production and distribution processes, supporting them with smart human microchips and ultra-high-speed internet connections. These advancements in network technologies combine with blockchain and virtual asset technologies.

In the digitalization process, the media industry's form of existence in the digital ecosystem has been reshaped. In this process, some media organizations have converted their archives into NFTs, associating the economic sustainability of the journalism profession with digital asset economies. Advancements in NFT technologies have created an additional income source for journalists by converting newspapers' archives and visuals into NFTs for sales purposes (Roose, 2021). At the same time, with the Facebook Journalism Project announced by Facebook in 2017 (Simo, 2017) and subsequently Meta's investments in AR/VR technologies, journalism has begun to be reproduced in three-dimensional digital spaces. As expressed by Dionisio, Burns, and Gilbert (2013), the way has been paved for journalism to exit the traditional screen and transform into a multi-contributory experience space. In this context, journalism practices in the virtual environment push the boundaries of representation and reality concepts in the traditional understanding of news (Brennen and Dela Cerna, 2010).

One of the areas where the effect of artificial intelligence on journalism is clearly seen is the commencement of the use of AI news anchors, which is within the scope of the study. On a global scale, the Artificial Intelligence news anchors introduced by the Chinese news agency Xinhua in 2018 (Kuo, 2018) make this transformation visible. Specifically in Turkey, the bulletin presented by the Artificial Intelligence news anchor named "Alexa" on the social media channel Robo TV Media (NTV, 2023) and AI-supported weather anchors used on TGRT television constitute national examples.

Image 1. China's First AI-Supported News Anchor (Source: TRT News, 2018)

Image 2. TGRT News Television's AI-Supported Weather Anchor (Source: TGRT News, 2024)

The fundamental motivation in adopting artificial intelligence technologies is operational continuity and cost efficiency. However, the results of this automation create differences in audience perception. While the most distinct advantage of Artificial Intelligence news anchors is their readi-

ness to present news at any hour of the day without fatigue, audiences find human news anchors more reliable and sympathetic than artificial intelligence presenters (Xu, Lee and Kim, 2022).

Alongside audio-visual media such as virtual anchors, digital publishing processes also transform with artificial intelligence. Many news sites have begun to prefer algorithmic artificial intelligence editors instead of human editors in content production. Thanks to natural language processing capabilities, by entering parameters based on the 5W1H framework, it is made possible to create multiple versions of the same news story within seconds. Beyond content production, post-production stages are also reshaped by artificial intelligence ; new generation AI-supported editing programs can eliminate the need for human editors in routine operations.

This experienced digital transformation process has brought ethical discussions with it. Vulnerabilities in the verification processes of content produced with AI and biases in automated reporting may shake the credibility of the journalism profession (Broussard, 2018). Therefore, as Ferrucci and Latar (2024) state, it is important that strong ethical frameworks guide Artificial Intelligence-supported journalism. From another aspect, AI can undertake an important role in combating disinformation, detecting fake news, and verifying the authenticity of photos and videos through the examination of metadata (Newman, 2021 & Müller et al., 2023).

When looking at studies in Turkey within the context of the study's conceptual framework, it is seen that there are not enough studies on AI-based news anchoring and news presentation techniques. AI anchor examples offered by platforms such as Robo TV Media, which is the subject of the research, constitute an important research area both technologically and in terms of presentation. Due to the scarcity of studies in the literature that comparatively analyze traditional media and AI-based media applications, it is thought that this research will contribute to this gap in the field.

3. Methodology

The aim of this study is to examine, with a descriptive approach, how Robo TV Media, which performs artificial intelligence-supported news presentation in Turkey, and traditional television media (CNN Türk and Show TV) differentiate in terms of presentation styles of the same news content. The study specifically aims to reveal how the language used in news presentation, visual materials, body language, and 5W1H elements change according to media type. Accordingly, the research aims to evaluate the effect of artificial intelligence-supported news presentation on journalism practice at the presentation level; however, the economic-political framework and technical components related to data colonialism are left out of scope.

The study seeks answers to the following research questions:

1. How do Robo TV Media and traditional media organizations utilize 5W1H elements when presenting the same news?
2. In what aspects do news language and discourse features differentiate between the two media types?
3. How does the use of visual materials (images, graphics, subtitles, and headlines) change between Robo TV Media and traditional media?
4. How do presentation elements such as the presenter's body language, mimics, posture, and tone of voice become visible in AI-supported and human-anchored news?
5. On the basis of the examined examples, what are the possible advantages and limitations of artificial intelligence-supported short news presentation in terms of presentation?

The sample of the research consists of five examples selected from news published by Robo TV Media on social media platforms and five matching examples taken from CNN Türk and Show TV broadcasts handling the same news content. The following criteria were taken into account in sample selection:

- The presence of corresponding news in traditional media for the Robo TV examples to enable comparison,
- Determination of examples by scanning from the present to the past,
- Inclusion of only news suitable for comparison due to the limited news production frequency of Robo TV Media.

The descriptive analysis method was used in the research. Descriptive analysis is a qualitative data analysis method that allows data to be organized within the framework of predetermined themes, separated into meaningful sections, findings interpreted, and presented clearly (Yıldırım & Şimşek, 2011). For each news item in the study, videos and transcripts, used visual materials (images, graphics, tickers, subtitles), news text or speech transcripts, broadcast duration, and broadcast date data were collected. Collected data were primarily classified in line with the study's predetermined themes: "5W1H approach, news language, Use of visual material, Body language and presentation elements. When defining these themes, the essential elements of news production and presentation dynamics were considered, thereby shaping the framework of the research themes.

Using the data obtained based on these themes, AI-supported and traditional news presentations were compared, and similarities and differences were set forth. Findings were interpreted at the sample level, causal explanations were avoided, and only observed presentation differences were evaluated. Since the study is a descriptive qualitative research, the findings obtained are interpreted only within the framework of the selected sample, and definitive and generalizable results regarding all aspects of journalism are not targeted. Since the study is a descriptive qualitative research, the findings obtained are interpreted only within the framework of the selected sample, and definitive and generalizable results regarding all aspects of journalism are not targeted. Furthermore, the low frequency of content production by Robo TV Media constitutes another limitation of the research.

4. Research Findings

The findings obtained in this research show parallelism with fundamental discussions put forth in the literature regarding artificial intelligence-supported journalism, such as automation power, limitation in producing context, lack of emotional transfer, and the need for a hybrid model (Thurman, Lewis & Kunert, 2023). The news examples in the tables reveal that Robo TV Media and traditional media organizations differ distinctly in terms of presentation techniques. Below, each table is interpreted separately by connecting to the conceptual framework

4.1. Comparative Analysis of Robo TV Media and Traditional Media Approaches

4.1.1. Examining the News with the 5W1H Approach

When all tables regarding 5W1H analysis are considered together, it is observed that Robo TV Media adopts a structure more based on the moment of action, purified of context, and short, whereas traditional media structures news through context, cause-effect relationships, and actor diversity. This difference indicates that automation and speed, which are the strong sides of artificial intelligence as stated in the conceptual framework, are not sufficient in producing journalism frameworks requiring depth (Diakopoulos, 2019; Newman et al., 2022).

Although AI news presentation appears successful in organizing data in short forms, its performance is observed to be lacking in elements requiring human reasoning such as "establishing news context, explaining diplomatic relations, associating social effects". Therefore, in the 5W1H category, it is seen that Robo TV news is more in the form of event reporting, while traditional media presents news in a storified, analysis-containing, and multi-layered structure.

This finding supports the need for the "hybrid model" emphasized in the literature. This is be-

cause while AI provides speed and standardization, human journalists can establish the meaning dimension of the news (Thurman, Lewis & Kunert, 2023).

Table 1. Turkish Cargo Ship

Rule	CNN Türk	Robo TV Media
What	"Russia fired warning shots at a Turkish cargo ship advancing toward a Ukrainian port and deployed soldiers on board."	"Russian soldiers raided a Turkish cargo ship heading to a Ukrainian port via helicopter."
When	Described as a breaking development.	Implied to be a current event.
Where	A Turkish cargo ship advancing towards a Ukrainian port.	A Turkish cargo ship heading to a Ukrainian port.
How	"Warning shots were fired, followed by the deployment of soldiers on board."	"Troops landed on the ship via helicopter, documents were checked, and prohibited goods were inspected."
Why	"Russia's intervention against ships heading to Ukraine after withdrawing from the grain corridor agreement."	"Russia's military intervention aimed at inspecting prohibited goods."
Who	"Turkish cargo ship, Russian soldiers."	"Turkish cargo ship crew, Russian soldiers."

In this table, it is observed that CNN Türk presented the news with diplomatic context, cause-effect relationships, and official statements; whereas Robo TV Media conveyed the event through the moment of action and operational details.

Table 2. TRNC Security Forces

Rule	CNN Türk Report	Robo TV Media Report
What	A confrontation occurred between UN soldiers and the TRNC Security Forces in Nicosia, with a Turkish soldier being assaulted by a UN soldier.	Tension arose over road closure between Turkish soldiers and the UN Peacekeeping Force during the Pile-Yiğitler road project.
When	Yesterday afternoon.	No specific date mentioned; reported as a current event.
Where	Nicosia, near Ledra Palace border crossing, Burhan Tan Street.	Pile-Yiğitler road, in the UN-controlled buffer zone.
How	A dispute emerged during cleaning operations; a UN soldier punched a Turkish soldier, leading to an investigation.	UN forces blocked the road with concrete barriers, Turkish soldiers used a bulldozer to clear the way, forcing UN troops to retreat.
Why	A disagreement during cleaning operations.	The UN’s attempt to halt the road project.
Who	TRNC Security Forces, UN Peacekeeping Forces, TRNC Foreign Minister Tahsin Ertuğruloğlu.	Turkish soldiers, UN Peacekeeping Forces.

This difference coincides with the finding discussed in the Conceptual Framework section that AI is "effective in routine tasks but limited in establishing contextual integrity" (Diakopoulos, 2019; Newman et al., 2022). While traditional media emphasized the political, security, and international relations framework of the news , AI news presentation offered a minimal structure describing only the moment of the event

CNN Türk's presentation of the news with detailed explanations, statements from official authorities, and the background of the event is an indicator of human journalists using the skill of "reasoning, contextualization, and association". Robo TV Media's approach focused only on the physical conflict and emerging images, presenting the event by separating it from social, political, and institutional dimensions.

Table 3. OnlyFans Incident

Rule	Show TV Report	Robo TV Media Report
What	A group engaged in explicit content creation on OnlyFans threw dollars in Taksim Square, causing chaos among citizens.	A group of OnlyFans users in Taksim threw the money they earned into the air, leading to public commotion.
When	The incident’s date was specified, described as a sudden occurrence, supported by footage.	The date was given, reported as a spontaneous development.
Where	Istanbul, Taksim Istiklal Street.	Istanbul, Taksim Istiklal Street.
How	A mixed-gender group, dressed provocatively, threw dollars, causing citizens to trample each other to collect the money.	A group known as Fergio House threw dollars into the air; some citizens trampled each other to collect them.
Why	The group aimed to shock the public following their morally controversial broadcasts on OnlyFans.	The group sought to mock their earnings from OnlyFans and surprise people.
Who	OnlyFans users, Fergio House group.	The Turkish OnlyFans group known as Fergio House, citizens.

Show TV's presentation of the news within a clearly emotional, moral, and dramatic framework demonstrates traditional journalism's use of value-laden and interpretive language. In contrast, Robo TV Media's plain, limited presentation focused only on the event confirms the thesis that AI is insufficient in mimicking emotional nuances, as stated by

Xu, Lee & Kim (2022). In this table, it is seen that artificial intelligence presents news only in the form of reporting.

Table 4. Disney Plus Controversy

Rule	Show TV Report	Robo TV Media Report
What	Due to pressure from the Armenian lobby in the U.S., the Atatürk series was shelved before its release on a digital platform.	Disney Plus announced that the Atatürk series would not be aired on the platform but would instead be released as two films in cinemas and on television.
When	No specific date given, but reported as a breaking development.	No specific date given, but the announcement was made via social media and digital platforms.
Where	The Atatürk series, planned for release on a digital platform, was shelved due to pressure from the Armenian lobby in the U.S.	Disney Plus declared that the Atatürk series would not be streamed on its platform.
How	Due to pressure from the Armenian lobby, the series was canceled. As reactions grew, the digital platform issued a statement, but its apology intensified criticism.	It was announced that the Atatürk series would not be aired due to pressure from the Armenian lobby. Following reactions, RTÜK launched an investigation into Disney.
Why	The series was blocked due to pressure from the Armenian lobby, with the platform failing to clarify its decision.	The cancellation was reportedly due to pressure from the Armenian lobby, prompting RTÜK to launch an investigation.
Who	Armenian lobby, digital platform, Atatürk series producers, Turkish politicians, RTÜK.	Disney Plus, Atatürk series, Armenian lobby, RTÜK, Turkish politicians.

While Show TV framed the news with language containing emotional intensity such as "scandal," "pressure," "reactions grew", Robo TV Media used a minimal tone again conveying only basic information. This situation brings to mind the limitation of the emotional toning capacity of AI-supported news production (Newman, 2021). While traditional media also addresses the political aspects of the crisis, AI news presentation conveys only the decision itself.

While CNN Türk presented the news in a sports news format containing category information, opponent name, and match process, Robo TV Media only reported the result. The news context, importance of the sports organization, and competition process were conveyed only by traditional media.

Table 5. Mete Gazoz's Victory

Criteria	CNN Türk Report	Robo TV Media Report
Who?	Mete Gazoz	Our national archer Mete Gazoz
What?	Became world champion	Became world champion
Where?	At the World Archery Championship in Germany	At the World Archery Championship in Germany
When?	During the tournament in Germany (exact date not mentioned)	During the tournament in Germany (exact date not mentioned)
How?	Defeated Canada's Eric Peters 6-4 in the final	Defeated his Canadian opponent 6-4
Why?	Became the champion in the men's recurve bow category	Won the gold medal

4.1.2. News Language Usage

The news language category is the area where the most distinct divergence between AI-supported presentation and traditional media is observed. While traditional media conveys news with emotional, dramatic expressions that include social reactions and are value-laden, Robo TV Media news language is presented in a monotonous, neutral, and short format.

Table 6. Turkish Cargo Ship

Criteria	CNN Türk Report	Robo TV Media Report
Detail Level	Only general events and live footage were mentioned, followed by an expert interview on the topic.	Details of the moment were provided; helicopter landing, document checks, and inspection of prohibited goods were mentioned, but past context was not included.
Visuals and Emotion	A language emphasizing visuals was used, such as "Hot images are coming to your screens." Current footage from the scene was utilized.	While visuals related to the event were used, the phrase "It was noted that he made the Grey Wolf sign to the cameras" was included. This emphasis aimed to enhance visual appeal and evoke nationalistic sentiment.
Informative Content	The coverage was broader. Experts were consulted on the issue.	A more informative report; the reason behind the event (inspection of prohibited goods) and details were provided.
Objectivity	The event was conveyed in a simpler, news-appropriate format.	A more sensational narrative style was used. This language shifted the report away from objectivity and created a storytelling effect.

This difference, as Latar (2024) also draws attention to, shows that the flattened and emotionless structure of AI news reduces the social impact of

the news and weakens the narrative power. Data in the news language category show that although AI provides transactional accuracy in news language production, it cannot provide communicative depth and rhetorical diversity. Therefore, traditional media has a more effective role at the point of establishing a relationship with the audience.

Table 7. TRNC Security Forces

Criteria	CNN Türk Report	Robo TV Media Report
Detail Level	The beginning, outcome, and official statements of the incident were provided in detail.	Details of road clearing and UN troops' retreat were given, but official statements were missing.
Visuals and Emotion	Footage from the scene was included, along with statements from officials on the issue.	Both visual elements and language emphasized the actions of Turkish soldiers.
Informative Content	Highly informative; the background, location, and official responses were detailed.	Background details were missing, focusing more on Turkish soldiers' actions.
Objectivity	Largely maintained objectivity. A neutral tone was used, presenting events in a direct and simple manner.	Objectivity was occasionally lost, framing the event as a Turkish military success.

Table 8. OnlyFans Incident

Criteria	Show TV Report	Robo TV Media Report
Detail Level	More details were provided; an extensive explanation of the group throwing money and social media reactions were included.	Details were more limited; only the act of throwing dollars and the resulting chaos were reported, with social media reactions included.
Visuals and Emotion	A visually emphasized and emotionally engaging approach was used with phrases like "They turned the place upside down" and "They shocked everyone." Street interviews highlighted both the visual aspects and public reaction.	Phrases like "Scandalous video" and "center of criticism" were used.
Informative Content	Social media posts were included to explain details and reasons behind the event.	The report focused more on the physical event itself, covering social media reactions and statements from group members.
Objectivity	The event was dramatized, and subjective language such as "immoral" introduced bias.	The phrase "scandalous video at the center of criticism" added a more dramatic tone to the report.

While CNN Türk uses expert opinion, live footage, and contextual details, Robo TV Media’s news language has a more mechanical, superficial structure open to sensation ("grey wolf sign was imaged"). Manipulative discourses like this point to AI's problem of distinguishing manipulative elements. This risk appears as a risk frequently expressed regarding "ethics" in the literature, as indicated by Ferrucci & Latar

CNN Türk tries to place the news in an institutional framework with statements, location details, and official expressions. Robo TV Media, on the other hand, concentrated only on the visual effect of the event. It used a more nationalist tone highlighting the success of the Turkish soldier. It is observed that AI occasionally loses the neutrality-objectivity balance

Show TV presents the social impact of the event with dramatic language ("shocked," "raised the roof"). Robo TV Media conveys the plain physical moment of the event, leaving the social and moral dimension out of evaluation

Table 9. Disney Plus Controversy

Criteria	Show TV Report	Robo TV Media Report
Neutrality	Neutrality was not maintained; phrases like "scandal" and "Disney's apology only made things worse" introduced subjective opinions.	The language was more objective; the phrase "it is alleged" was used to describe the influence of the Armenian lobby, but no definitive claims were made.
Detail Level	Extensive details were provided, including the inadequacy of the platform's apology and reactions from the government and opposition.	A shorter explanation was given; however, details on the Armenian lobby’s influence and RTÜK's investigation were included.
Visuals and Emotion	Emotionally charged language was used, such as "Scandalous decision" and "reactions snowballed," dramatizing the event.	"Scandalous decision" was similarly included, but phrases like "Reactions from politicians" and "RTÜK investigation" maintained a more neutral tone.
Informative Content	The report covered both the event details and the scale of the reactions, including the government's stance.	The report focused more on the core events, lacking details on why the platform's apology was insufficient.
Objectivity	The report was presented with a critical viewpoint, and subjective language indicated a clear bias.	Objectivity was better maintained; however, discontent towards the platform was expressed through phrases like "scandalous decision."

While Show TV dramatizes the political crisis by using subjective and strong expressions in the

news language , Robo TV Media offered a more cautious but short narrative leaving the context incomplete. In this table as well, it is seen that AI journalism uses a more neutral language but neglects details and cause-effect relationship

Table 10. Mete Gazoz's Victory

Criteria	CNN Türk Report	Robo TV Media Report
Detail Level	The name of the final opponent, Eric Peters, and the category he won (Men's Recurve Bow World Championship) were specified. The tournament environment was described.	The opponent's name and category were not mentioned, only the result was conveyed.
Visuals and Emotion	A dynamic language was used with engaging visuals. The excitement of the event was conveyed to viewers through live broadcasts.	A plain language was used without providing visual or emotional engagement.
Informative Content	Both the outcome and the process were detailed, providing viewers with a comprehensive understanding.	The report focused only on the result and omitted process details.
Objectivity	Information was presented clearly, but live broadcasts included subjective elements.	A neutral tone was used, but the lack of detail and depth may have contributed to a sense of superficiality.

CNN Türk uses visual elements that establish both process, final, and emotional bonds. While Robo TV's language is plain and neutral, it remains lacking in conveying the meaning dimension of the event. This difference shows that AI remains lacking in constructing the "importance of the event" and reduces the value quality of the news

4.1.3 Use of Visual Materials

In the literature, one of the most distinct limitations of AI-supported presentation is defined as the limitedness of visual diversity and inability to provide footage from the field (Broussard, 2018). This table also confirms this determination. While Robo TV Media mostly builds news on a single presenter visual, traditional media increases the impact power of the news by using footage from the field, interviews, graphics, and live connections. This situation shows that AI is still in the development stage in establishing the visual depth of the news

Table 11. Uses Of Visual Materials

News Title	Channel	Use of Visual Materials
1. Turkish Cargo Ship	**Robo TV Media**	The incident was summarized with helicopter footage. However, no detailed images related to the raid or footage from inside the ship were provided.
	CNN Türk	The event was presented with real-time footage, and videos of the helicopter landing and inspections inside the ship were shared with the audience.
2. TRNC Security Forces	**Robo TV Media**	No visuals or videos from the scene were shared. The news was conveyed through textual narration.
	CNN Türk	A detailed visual presentation was made using video recordings and expert commentary. The moments of physical confrontation and the surrounding environment were particularly highlighted.
3. OnlyFans News	**Robo TV Media**	Brief video explanations regarding the incident were provided. However, no detailed visuals, such as the group's outfits, their march, or the moment when dollar bills were scattered, were shared.
	Show TV	Detailed visuals of revealing outfits, the group's march, and the moment when dollar bills were scattered were provided.
4. Disney Plus News	**Robo TV Media**	Statements emphasizing allegations by the Armenian lobby were made, but no visual material regarding Disney's decision was used.
	Show TV	Detailed visuals regarding the platform's decision, promotional videos of the Atatürk series, or images from Disney's official statements were included.
5. Mete Gazoz's Victory	**Robo TV Media**	Mete Gazoz's victory was conveyed only through interview footage, with no visual materials from the competition or the award ceremony.
	CNN Türk	Footage from the competition and the award ceremony was presented with a commentator, visually capturing the atmosphere of the victory.

Table 11 clearly shows one of the fundamental limitations of AI: the lack of visual diversity. While visuals in Robo TV Media are generally limited to a single in-studio image or limited images in the field, CNN Türk/Show TV news is supported by special footage from the field, live connections, graphics, and thematic videos. This table shows that even if AI produces content, it remains lacking at the level of visual journalism

4.1.4 Use of Body Language

The emotional relationship established by human presenters through gestures, mimics, and tone of voice, even if mimicked by AI presenters, cannot yet be produced holistically. The thesis of "AI's lack of emotional transfer and spontaneous interaction" (Xu, Lee & Kim, 2022), emphasized by theorists working in this field, is also seen in this table. While AI presenters present news with consistent, error-free but mechanical body language , human presenters can convey the emotional framework of the news more effectively through mimics, gestures, and emphasis.

Table 12. Use Of Body Language in News Broadcasting

Criterion	Robo TV Media Anchors	Human Anchors
Naturalness and Human Expression	Limited to pre-programmed movements; may give an artificial impression.	Can create a sense of sincerity and trust by using natural gestures and facial expressions.
Emotional Impact	May not adequately convey the emotional dimension of news.	Can enhance the seriousness or emotional impact of news through gestures and facial expressions.
Consistency	Body language is consistent; there are no deviations or errors in movements.	Body language may vary depending on individual characteristics and mood.
Interaction and Flexibility	Spontaneous movements are limited; may struggle to adapt to sudden changes.	Can demonstrate flexibility by using gestures and facial expressions appropriate to real-time developments.
Connecting with the Audience	Due to artificial and mechanical body language, the ability to establish an emotional connection with the audience is limited.	Can form a stronger connection with the audience through sincere and human body language.
Programmability	Operates based on predefined algorithms, ensuring structured and standardized movements.	Cannot be programmed; body language is shaped by individual differences and experiences.
Technological Advantages	Provides consistently reliable performance and is not affected by fatigue.	May be influenced by fatigue, stress, or other human factors.
Innovation and Future Potential	Has a structure that can be further developed and may become more natural with technological advancements.	Cannot be naturally adapted to more advanced technology due to human limitations.

This table shows that the programmed, rhythmic, but emotionless body language of artificial intelligence presenters still remains weak against the natural, spontaneous presentation of human presenters that establishes emotional interaction. This difference suggests that AI anchors have deficiencies at the point of credibility, sympathy, and establishing an emotional bond with the listener/viewer.

5. Conclusions

This study has comparatively addressed Robo TV Media, one of the first examples of artificial intelligence-based news presentation in Turkey, and traditional television journalism in a period where the effect of artificial intelligence (AI) on media and especially journalism practices is becoming increasingly visible. As set forth in the conceptual framework, the rise of AI technologies in the media field enables a multi-dimensional transformation ranging from automated content production to personalized news feeds, and from data analysis to virtual anchor usage. It is necessary to view this transformation not only as a technical innovation but also as a process affecting all dimensions of journalism. Therefore, the study focused on the question of at which points the AI news anchor resembles or diverges from the human news anchor and what clues this gives regarding the future of news production and presentation.

The findings of the study were analyzed under the categories of 5W1H news construction, news language, use of visual material, and body language. These categories were selected with the aim of understanding not only technical differences but also rhetorical and communicative differences. As a result of the 5W1H analysis performed on the selected news, it was observed that in news presented by the AI news anchor, it only reported the event and remained lacking in cause-effect relationships compared to the presentation of human news anchors. At this point, although AI's speed and power in creating a standard are visible, it remains lacking at the point of delving into the depths of the news and reasoning. At this point, it

is seen that the reasoning power of human journalists, also mentioned previously in the study's conceptual framework, still constitutes importance.

While the news language in AI-supported news presentation exhibits a short, neutral structure devoid of emotion and prone to repetition, dramatic tonalities, emotional emphasis, symbolic expressions, and discourses referring to social sensitivity draw attention in news prepared by human presenters. It is seen that AI's capacity to produce emotional tonality is limited and therefore it cannot establish a "symbolic bond" with the audience (Xu, Lee & Kim, 2022). Therefore, although news texts produced by AI are technically consistent, they remain weak in terms of communicative impact and rhetorical richness.

The fact that Robo TV Media is largely limited to a single virtual anchor image shows that the capacity to produce field access, live connections, event footage, or graphic diversity is very limited. However, traditional media uses multi-layered visual contents to increase news value and strengthen audience interaction. As stated in the literature section of the study, this shows that human-based journalism is still required for supporting news with real images based on the field. At the same time, the fact that AI anchors present news with programmed gestures, limited mimics, and a mechanical rhythm, while human anchors can effectively use spontaneous movements, gestures, mimics, and emphasis, appears as aspects AI cannot yet mimic. This finding supports the data of the study conducted by Xu, Lee & Kim (2022), stating that "audiences tend to find human presenters more reliable and sympathetic".

When all these findings are considered together, the study reveals that AI transforms journalism practices but is far from a structure that can fully replace human anchors. In other words, the necessity of the "hybrid model" emphasized in the conceptual framework is confirmed within the scope of this study. While AI offers strong advantages in terms of speed, cost-effectiveness, standardization, and 7/24 content production , human journalists still have a determining role in terms of context, creativity, ethical reasoning, rhetorical power, and communicating with the audience, as seen in the study. AI-supported tools can accelerate routine tasks, contribute to verification processes, and strengthen news production with data analysis ; however, the importance of the human factor continues in terms of presentation, interpretation, and establishing social bonds.

AI-based news presentation applications are still in the initial stage in Turkey, and examples like Robo TV Media represent the early period projections of this transformation. In this context, the effect of AI in transforming journalism will continue, but it is also seen that progress needs to be made in communication boundaries and ethical issues to support the fundamental features of journalism.

Declarations

Funding: The authors declare that this research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Conflicts of Interest: The authors declare that there is no conflict of interest regarding the research, authorship, and/or publication of this article.

Ethical Approval: This study does not involve human participants, clinical trials, surveys, interviews, or experiments. The research is based solely on the qualitative descriptive analysis of publicly available media content (news broadcasts and digital media outputs). Therefore, according to national and international research ethics guidelines, ethical committee approval was not required.

Informed Consent: Not applicable. The study does not involve human participants or the collection of personal data.

Data Availability: The data used in this study consist of publicly accessible news broadcasts and digital media content from Robo TV Media and traditional television channels. All analyzed materials

are available in the public domain. Additional analytical notes and coding frameworks may be obtained from the corresponding author upon reasonable request.

***Author Contributions*:** Deniz Yüceer Berker and Ekrem Çelikiz jointly contributed to the conceptualization, literature review, research design, data collection, analysis, interpretation of findings, and writing of the manuscript. Both authors reviewed and approved the final version of the article.

***AI Disclosure*:** The authors declare that no artificial intelligence–based tools or applications were used in the study design, data collection, data analysis, or manuscript preparation.

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