The Methods that dealing with artificial intelligence's journalism in directed visual media: An analytical study of the Click program on DW Arabic For the period from 1/6/2020 AD to 16/6/2022 AD

By

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Abstract

The aim of the current research is to identify the methods of dealing with the press of artificial intelligence in the visual media in terms of (form and content), using the analytical survey method to reach the results. The research community was directed visual programs, and the research sample was taken from the Click program, which is shown on the DW Arabi channel, using the content analysis tool.

1.	The multiplicity of methods of dealing with artificial intelligence journalism in dealing with its topics and techniques in various fields, especially the media ones.
2.	The method of presenting information about artificial intelligence journalism and its topics in all fields ranked first among the methods of handling, and this indicates the importance of providing information in visual media to clarify the work of artificial intelligence journalism and simplify it for the audience, whether it is the communicator or the viewers.

Keywords: methods of communication - artificial intelligence journalism - visual media - click program

Introduction

Artificial intelligence journalism appeared in most of the major visual media institutions, and with it its various methods and technologies appeared, and the methods are related to the human side that the artificial intelligence journalism must learn. In visual media, it has a future field, as indicated by some studies in the visual media content industry, so the current research focused on methods of dealing with artificial intelligence journalism in terms of form and content in the analytical study of the Click program and in terms of smart technologies used by artificial intelligence journalism and presented by the researcher in The knowledge framework of the current research.

The first topic - research methodology

First: the research problem

The problem of the current research lies in the fact that the methods of dealing with the human journalist are different from the automated journalist or the smart computer program that writes a story for a visual program. A group of questions also emerged from this question, as follows:

1- What is the geographical scope of the methods of dealing with artificial intelligence journalism in the Click program?
2- What is the nature of the guests participating in the program? In terms of (type – specialization)
3- What are the places where the Click program was filmed?
4- What is the level of language in which methods of dealing with artificial intelligence journalism were presented in the Click program?
5- What are the technical treatment methods for presenting methods of dealing with artificial intelligence journalism in the Click program?

Second: the importance of research

The importance of the current study lies in the fact that the methods of dealing with artificial intelligence journalism in the visual media are modern and not circulated by researchers and media literature, and also lies in highlighting the topics of artificial intelligence in all different areas of life, and this gives the academic and journalist a future vision in how to educate the Arab public in general and the Iraqi public In particular, addressing these topics in understandable ways.

Third: Research Objectives

The objectives of the current research are as follows

1- Determine the methods of dealing with artificial intelligence journalism used in targeted visual programs.
2- Detecting the geographical scope of methods of dealing with artificial intelligence journalism in the Click program.
3- Clarifying the nature of the guests participating in the program in terms of (type – specialization)
4- Determine the places where the click program was filmed.
5- Detecting the language level in which methods of dealing with artificial intelligence journalism were presented in the Click program.
6- Determine the technical treatment methods to display the methods of dealing with artificial intelligence journalism in the Click program**.**

Fourth: Research Methodology

The research is a descriptive research and the researcher used the analytical survey method in order to obtain information and descriptions of the phenomenon for the research community.

Fifth: Research Tools:

Content analysis is one of the important tools in media studies to reveal methods, topics, language, etc. The current study was based on the content analysis tool in gathering information by preparing its arbitration form in order to reach the objectives of the current study.

Sixth: the research community and its sample

The current research community is represented in the visual programs on the Arab satellite channels. The program (Click) was chosen on the DW Arabic channel, and this program deals with topics of artificial intelligence in all different fields and public life. From 1/6/2020 AD to 16/6/2022 AD, and the Click program lost the selection of the sample by comprehensive enumeration during the mentioned period and the number of episodes of the TV program (Click) during this period (26) episodes, at an average of 12 minutes.

Eighth: Research Limits
Spatial boundaries: DW Arabic channel

1- Temporal limits: The current study was limited to a sample of the Click program on DW Arabic, during the time period from 6/1/2020 AD to 6/16/2022 AD.

2- Objective limits: Objective limits were limited to the methods of dealing with artificial intelligence journalism directed visual television programmes.

Ninth: Previous Studies
Alaa Makki Al-Shammari's study (2021):(Al-Shammari, 2021)

The study aimed to identify the concept of artificial intelligence and its related concepts and its current and future effects and the most important active technology elements in creating media content and its environment in the future, as well as revealing the future of the media and the most important positive and negative effects that will occur on it after the uses and interactions of the elements of artificial intelligence. Using the descriptive approach and the quantitative and qualitative methods, the researcher used the analytical approach in order to identify the methods that show the elements of artificial intelligence in the form and content of the media message. The newsrooms and their communication sites, the most prominent of which was the need for laws and legislation to stage the uses of artificial intelligence elements in general to protect the human race and its rights from the behavior of machines and those behind them. A human journalist cannot do it in a painful time and place select.

The study of Ahmed Abdel-Majid Abdel-Aziz Mansour (2021 ad Mansour, 2021)

The study aimed at predicting and revealing the future of the Egyptian press within the techniques of artificial intelligence, as well as revealing the evaluation of journalists for the status of artificial intelligence in journalistic institutions. The most prominent results were that 88% of the communicators confirmed their satisfaction with the use of artificial intelligence journalism techniques in the field of journalism, as well as a large percentage of journalists affirming the advantages of artificial intelligence journalism and that it will affect the reality of executive training.

Study of the Assma of Muhammad Mustafa Aram (2021 AD (Aram, 2021)

The study aimed to develop a vision for the future of journalists in the era of artificial intelligence technology and to monitor, employ and explain the reality of employing artificial intelligence applications in Egyptian journalistic institutions. This study was one of the future studies using the forward-looking approach to reach the results.

The researcher relied on a sample of journalists and media professionals, which consisted of (30 individuals) based on the in-depth interview tool in collecting data. However, the absence of human characteristics in the journalistic robot is what prompts the press teams to assign topics that we can describe as realistic for robot writers.

Study by Alaa Azmy Muhammad Fouad Yassin Al-Masry (2021 A): (Al-Masry, 2021)

The study aimed to reveal the level of knowledge of media students in Upper Egypt with the term artificial intelligence and their sources of information about it, as well as reveal the level of their knowledge of the media fields that use artificial intelligence and the degree of their evaluation of its efficiency, as well as monitoring the perceived effects they have about the use of artificial intelligence techniques, and it is one of the descriptive studies using the survey method. It was applied to an available intentional sample of 223 individuals from media students, using the questionnaire tool as a tool for data collection. The most important results of the study confirmed that media students in Upper Egypt, the study sample, have moderate knowledge of the term artificial intelligence, and the follow-up of technical news was considered their first source to learn about the term. .

Study by Engy Lotfi Abdel Aziz (2021 :(Abdel Azizm 2021)

The study aimed to know the degree of awareness of the respondents about the concept of artificial intelligence and its applications in the field of media, to know the reality of the use of artificial intelligence applications by media institutions, to identify the nature of press topics used by artificial intelligence applications, as well as to reveal the role of artificial intelligence in the development of media content, which are descriptive studies and relied on the method The survey was of both quantitative and qualitative types. It also relied on the exploratory approach. The study population was a group of communicators on websites and television channels. The survey was conducted on a sample of journalists and media workers in media organizations and their leaders. The interviews were conducted on some specialized experts and academics. The degree of awareness of the respondents' knowledge of the concept of artificial intelligence and its applications came to some extent, due to the nature of their work in media work.

Commenting on previous studies:

Most of the studies that dealt with artificial intelligence journalism and its impact on the public or the communicator focused on its future through the use of the forward-looking or future approach and determining the nature of workers in light of the challenges of the existence of artificial intelligence and they were dispensed with in journalistic work, in addition to the extent to which the public accepts this modern and advanced   methods of dealing with artificial intelligence journalism in terms of form and content, so this study was unique in that it created methods for dealing with artificial intelligence topics as scientific content broadcast to the public through visual media.

The second topic - the knowledge framework

First - TV artificial intelligence journalism:

Artificial intelligence television journalism relies on the output of the fourth industrial revolution from the development of artificial intelligence, the use of robots, 3D printing, open data platforms, the Internet of things, big data analysis, the huge speeds in communication networks and smart phones with their huge capacities, in addition to the basic tools of television production in photography, montage, automated publishing and content preparation by Robots that will create a media and information environment far from large institutions and in which individuals play an active role as an alternative to those institutions with vast areas (Muhammad Abdel-Zaher, 2019 AD, p. 11).

The fourth industrial revolution was the main generator for the emergence of the first features of the television artificial intelligence journalism (Sahar Al-Khouli, n.d., p. 104).

The concept of artificial intelligence journalism refers to (the media's employment of artificial intelligence technologies brought by the fourth industrial revolution, such as high-resolution 3D imaging technologies, high-speed Internet, the Internet of things, and robots to produce their own media content and perform certain tasks in the news industry), (Abdul Karim Al-Zayani, 2021 AD , p. 211)

The researcher defined the television artificial intelligence journalism procedurall) A process that uses artificial intelligence techniques in producing television media material through smart tools, programs, applications, and robots within television production, whether for a television program or in television newsrooms, or to produce advertisements, series, documentaries, and even cinematic films, and broadcast them to the target audience through interactive or digital television. Or Internet TV without human intervention in order to speed up work and reduce effort and costs).

Gracie believes that artificial intelligence technologies have changed the way visual media work and their association with individuals, multimedia, multiple platforms, mobile devices and computers, which opens a promising horizon in the future of artificial intelligence television journalism (Fatima Al-Zahraa Abdel-Fattah, 2016 AD, p. 125), and satellite channels seek to take advantage of Artificial intelligence techniques and its applications in television production, and it always seeks development, modernity, and renewal in its visual television work (Ahmed Abdel-Majid Abdel-Aziz Mansour, 2021 AD, p. 1423).

Second: Artificial intelligence techniques in visual media

There are many techniques for artificial intelligence in the media in general, but the researcher took the techniques used in visual media as a mention and not exclusively because the techniques of artificial intelligence are very broad, advanced and changing per minute, as a scientific study confirmed that 90% that journalism will improve thanks to artificial intelligence techniques (Ahmed Abd al-Majid Abd al-Aziz Mansour, 2021 CE, p. 1424), and the researcher mentioned some of these techniques, as follows:

A- Wordsmith technology: Wordsmith software works on making words and is considered one of the most famous technologies of artificial intelligence television journalism in writing news. It was developed by Automated Insinghts, a company specialized in artificial intelligence applications related to generating natural languages to write news automatically by analyzing data and placing it in a coherent narrative within scalable patterns. To modify, this technology is an artificial intelligence system that uses a huge amount of data, performs a quantitative analysis of it, and applies some rules for good writing style to produce millions of net news stories every year (Muhammad Al-Amin Musa, 2021 AD, p. 9).

B- Aizer Ai technology: This technology, using artificial intelligence systems, creates video clips that look very realistic, in which copies of people from TV program presenters or news anchors can appear speaking in their original languages or other languages and at the same pace as the original voice while swaying, turning their heads, blinking, or appearing Emotional expressions according to the nature of the material or program they are working on in the first place (Alaa Makki Al-Shammari, 2021 AD, p. 729)

C- Coral project technology: It is a technology enhanced by artificial intelligence that helps satellite channels manage the comments that they receive in huge numbers whenever new media content is published. This technology manages comments for nearly 50 newsrooms affiliated with media institutions in 11 countries. The advantage of this

technology is that it provides interactive Users with media content and making them appear as content producers, which necessitates managing these comments and making them consistent with the institution's publishing conditions and committed to responsible freedom of expression (Muhammad Al-Amin Musa, 2021 AD, p. 10).

D- Natural Language Processing (NLP) technology: This technology seeks to enable computers to analyze the text in a more comprehensive way that is closer to the way a person understands the text. Natural language analysis tools can be trained to predict whether the text expresses a positive or negative emotion. The technique is used to reveal the positive or negative opinions of certain people (Muhammad Ahmed Salama Meshaal, 2021 AD, p. 549).

E- Deep fake technology: The concept of deep fake refers to a digital technology that is based on making fake videos through computer programs by learning artificial intelligence and works on merging a number of photos and video clips of a person in order to produce a new video using machine learning technology. Technology for the purpose of creating fake porn videos or to create false news and try to deceive viewers. It is worth noting that this technology has existed since the nineties, but in our current era artificial intelligence techniques have been introduced to it and have become very sophisticated so that one algorithm generates images and another generates conflicting images and another algorithm checks In order for this process to continue in order to improve performance and produce a convincing result (Ali Mouloud Fadel, 2021 AD, pp. 17-25)

H- Quill technology: Quill technology is an advanced platform for natural language generation developed by Narrative science that can convert statistical data and tables into news stories and publish them. This technology enables viewers to discover more ideas related to the story as well as the continuous update of the data (Mohammed Al-Amin Musa, 2021 AD, p. 10).

The third topic - the analytical study

First – an overview of the DW Arabic channel
The DW Arabic channel is considered one of the German channels directed to the Arab world, to broadcast its content from Germany, and it started broadcasting in 2011 AD.

The Click program is considered one of the scientific programs that deal with artificial intelligence issues in various parts of the world. It is a bi-monthly program that is shown mostly on Monday evenings and broadcasts for a period ranging from 12 minutes to 12:37 minutes through DW Arabic TV with a diverse staff.

The program is prepared by (Mohamed Massad, Roger Dieter, Anya Freihoff-King, Sam King, Katrin Lanks, Jane Beverly, Dorothy Gruner and Stephanie Zorn), while the general supervision of the program is (Katrin Kolondzic, Jochen Rosenkrantz, Rolf Riche, Nasir Shroff, Samira Schilhas, Melanie von Marschalk, and Manuel Fring)

The program is presented by Yasser Abu Maaliq and the presenter, Reem Dhawa, and allows communication with the audience through Facebook https://www.facebook.com/dw.arabic as well as on Twitter https://twitter.com/DW.Arabic

Second - search procedures
Description of the sample
The Click program, which is shown on the DW Arabic channel, is a bi-monthly program, the program time ranges from 12 minutes to 12:37 minutes, the number of episodes

that were analyzed (26), and the total time for the analyzed episodes of the program (5:21:44) five hours and twenty-one One minute and forty-four seconds.

Procedures of honesty and consistency
A- Honesty
The researcher prepared the arbitration form and it was presented to (7) experts, to judge the extent of its validity and take into account the arbitrators' amendments, as some indicated the similarity of some of the main and sub-categories and making amendments to other categories in reformulating the categories and correcting some of them linguistically.

Accordingly, a set of criteria was relied upon to delete, maintain, or modify the categories, and after approval, the corrections made were taken in consultation with the research supervisor, and these criteria are represented by the agreement of experts and arbitrators on the content and contents of the main or sub-categories.

The percentage of the arbitrators' agreement on the analysis categories was calculated by extracting the percentage of their agreement on each category of the analysis separately, and then extracting the final percentage of their agreement on all the analysis categories, which includes categories (what was said) and categories (how was it said), which reached a percentage of (93.5)

B – Reliability
The researcher has verified the reliability of the analysis through the method of consistency over time, in the sense that the researcher must reach the same results by applying the same categories and units of analysis on the same content if the analysis was conducted at different times, as the researcher conducted the analysis with a semen difference between two analyzes for a period of (20) days and it was found out The results of the two analytics are that few changes have occurred without leading to the emergence of a major new category or the absence of an old category. This shows that there is no difference between the first and second analytics, and by applying the researcher the equation, the degree of stability was determined on the categories, which amounted to (91.66), which was reached. Applying the following equation:

$$R = \frac{2 \times C}{C3 + C2 + C1}$$

R = reliability factor
$C \times 2$ = It is the number of categories agreed upon by the researcher during the two analyzes $= 99 \times 2$
C1 = the sum of the categories that were analyzed in the first analysis= 108
C2 = Total categories analyzed in the second analysis (with a difference in time)= 99
C3 = Total categories that did not appear in the second analysis = 9

$$\frac{198}{216} \times = 100 \qquad \frac{2 \times 99}{9 + 99 + 108}$$

=91.66 It has a high degree of stability

Interpretation of tables
The first aspect - the main categories of methods of dealing with private artificial intelligence journalism (what was said) that were covered by the episodes of the Click program, which is shown on DW Arabic:

Table (1) *Methods of dealing with artificial intelligence journalism that were dealt with in the sample episodes*

#	Category	Repetition	percentage	rank
1	Method of presenting information and facts	61	22%	first
2	citation style	44	16%	second
3	Explanation and highlighting style	40	14%	Third
4	Awareness style	32	11%	Fourth
5	Interrogative style	31	11%	Fourth
6	encouragement style	24	9%	Fifth
7	marketing method	19	7%	sixth
8	Style of interaction with the audience	15	5%	seventh
9	Style of viewpoints	14	5%	seventh
	the total	280	100%	

The repetitions of the table lead to the ranking of the first method of presenting information and facts in the methods of dealing with artificial intelligence journalism in the Click program, and the reason for this interest is that this method provides important information and facts about artificial intelligence topics, and also the reason for its ranking in the first place is that the Click program gives priority to information and facts from official bodies in general And proven facts according to these parties.

While the citation method ranked second in the Click program, and the researcher often sees the use of the citation method in the sample episodes to clarify ideas about various topics of artificial intelligence, the clarification and highlighting method ranked third in the Click program to focus on some issues that the program considers important, while the Awareness ranked fourth, since the program is very interested in educating viewers about issues affecting human life.

While the interrogative method also ranked fourth in the program asking about some scientific issues and being vague or in need of a simple explanation, the encouraging method ranked fifth. Marketing some products and applications to multiple companies.

The method of interacting with the public, which is based on requesting the public's opinions on social networking sites on various scientific issues, ranked seventh, while the method of presenting views on various scientific and technology issues ranked seventh, as shown in Table (1.(

The second side: Categories of presenting methods of dealing with artificial intelligence journalism (how it was said) for the Click program on DW Arabic:

The nature of the language used in the Click program

Table (2) *the nature of the language in the program*

#	Category	Repetition	percentage	rank
1	formal language	221	100%	first
	the total	221	100%	

The repetitions of the table revealed that the formal language was ranked first in the Click program, and it became clear through the analysis that the program does not use any language other than formal , as shown in Table (2.)

The nature of the scientific language used in the Click program

Table (3) *the nature of the scientific language in the program*

#	Category	Repetition	percentage	rank
1	Uses explanatory terms	140	63%	first
2	Uses Arabized terms	75	34%	second
3	Uses rigid terms	6	3%	Third
	the total	221	100%	

The repetitions of the table revealed that a category that uses interpreted terms occupied the first place because the program interprets the terms so that the audience understands the scientific terminology used because the artificial intelligence press enjoys scientific topics that need simplification, while the category that uses Arabized terms ranked second, while it came in the third place that uses rigid terms. As shown in Table (3).

The type of active guests in the Click program:

Table (4) *Type of guests in the Click program*

#	Category	Repetition	percentage	rank
1	Male	87	65%	first
2	female	47	35%	second
	the total	134	100%	

The iterations of the table revealed that males ranked first, while females ranked second in dealing with artificial intelligence topics in the Click program, as shown in Table (4).

The nature of specialization of the active guests in the Click program:

Table (5) *Characteristics of the specialization of the active guests in the program*

#	Category	Repetition	percentage	rank
1	General managers	32	24%	first
2	Civil activists	31	23%	second
3	academic	22	16%	Third
4	researchers	20	15%	Fourth
5	others	11	8%	Fifth
6	Producer and writer	8	6%	sixth
7	unknown	6	5%	seventh
8	University students	4	3%	eighth
	the total	134	100%	

The repetitions of the table for categories of specialization of the active guests in the Click program revealed that the adjective of managers came in the first place, while in the second rank came the adjective of an activist in the political or social field, and the adjective of an academic came in the third rank while the status of researchers came in the fourth rank, and others, for example an engineer, ranked fifth. Or a farmer, a driver, a football player, etc., and the category of producer and writer occupied the sixth rank, meaning the producer and writer of a scientific project, while a category that did not specify the status of the active guests in the program ranked seventh, while the category of university students came in the eighth rank, as shown in the table (5.)

The geographical scope of dealing with artificial intelligence journalism in the Click program

Table (6) *the geographical scope of the program*

#	Category	Repetition	percentage	rank
1	international	217	98%	first
2	Arabic	4	2%	second
	the total	221	100%	

The frequency of the table indicates that the geographical scope of the Click program ranked first in the international domain in dealing with artificial intelligence topics, while the Arab domain ranked second, as shown in Table (6.)

Filming locations for the Click program

Table (7) *Filming locations in the program*

#	Category	Repetition	percentage	rank
1	public places	61	28%	first
2	companies	44	20%	second
3	the home	30	14%	Third
4	universities	23	10%	Fourth
5	Laboratories	20	9%	Fifth
6	virtual places	10	5%	sixth
7	other	6	3%	seventh
8	Research centers	5	2%	eighth
9	Hospitals	5	2%	eighth
10	political offices	4	2%	eighth
11	Factories	4	2%	eighth
12	smart cities	3	1%	ninth
13	International fair	3	1%	ninth
14	International stadiums	3	1%	ninth
	the total	221	100%	

The recurrences of the table revealed the filming locations of the Click program for artificial intelligence topics, and the category of public places occupied the first place, while the companies came in the second place, and these companies are technical or profitable for trade, and the home category came because the program deals with scientific topics about public life and the living of individuals inside the house and their use of technology In it, while the universities category ranked third because it is the center for academics and scientific research for artificial intelligence topics, while the laboratories category ranked fourth. These laboratories, whether medical or technical, to conduct tests and examinations on many diseases or how to test artificial intelligence tools, such as an artificial arm or detecting a specific virus. Like the Corona virus and others, either the sixth rank is virtual places, while the category of other places, including farms, shops, schools, etc., ranked seventh, while the category of research centers ranked eighth, while hospitals also ranked eighth, while political offices also ranked eighth, While the factories category also ranked eighth, while it ranked third The vastness of smart cities Sand imaging within them, and it also ranked ninth in the category of international fairs for modern devices and technologies, and the category of international stadiums ranked ninth, as shown in Table (7)

Highlighting elements used in the Click program

Table (8) *Elements of highlighting in the program*

#	Category	Repetition	percentage	rank
1	mini screen	27	16%	first
2	representation element	25	15%	second
3	Infographic	24	14%	Third
4	texts on the screen	20	12%	Fourth
5	Simulation component and application	17	10%	Fifth
6	The video is default	16	9%	sixth
7	Text translation	15	9%	sixth
8	Maps and graphs	10	6%	seventh
9	Deepfake	8	5%	eighth
10	Show icons on screen	5	3%	ninth
11	Avatar	2	1%	tenth
	total	169	100%	

The iterations of the table revealed the elements of highlighting used in the Click program to display artificial intelligence topics and ranked first for the mini-screen category to display the topics, while the representation element ranked second in displaying the scientific activities of the guests.

The infographic category in presenting topics ranked third, while the category of texts on screen ranked fourth, and the simulation and application component ranked fifth in simulating artificial intelligence topics, while virtual video ranked sixth in presenting artificial intelligence topics in a virtual three-dimensional way to explain and clarify them to viewers. , while the text translation that appears on the screen also ranked sixth.

While the maps and graphs category ranked seventh, and the deepfakes category ranked eighth, which refers to showing the fake face of real people as an exact copy, simulating it with deepfakes technology, and showing it on the screen, which differs from a virtual video, since the first simulates a real image and the second is explained by a three-dimensional model.

While it ranked ninth by showing icons on the screen for companies, applications, etc., the Avatar category ranked tenth, as shown in Table (8)

The audio processor used in the Click program

Table (9) *the audio processor in the program*

#	Category	Repetition	percentage	rank
1	Voice translation for guests	119	59%	first
2	Music	25	12%	second
3	voice comment	23	11%	Third
4	Sound effects	15	8%	Fourth
5	Normal sounds	5	2%	Fifth
	Total	202	100%	

The frequency of the table indicates that the audio therapist ranked first in the category of voice translation for guests, while the category of music came in the second place, and the category of voice commentary came in the third place, while the category of

sound effects came in the fourth place, and the category of natural voices came in the fifth place, as shown in Table (9)

The image processor used in the Click program

Table (10) the image processor in the program

#	Category	Repetition	percentage	rank
1	live shots	37	42%	first
2	Stable shots	14	17%	second
3	default effects	11	13%	Third
4	Sound effects	10	11%	Fourth
5	recorded shots	9	10%	Fifth
6	natural effects	6	7%	sixth
	Total	87	100%	

The frequencies of the table indicate that the most important image processor used in the Click program is the live shooting and it ranked first in the delivery of artificial intelligence topics in the sample episodes, while the stable shots ranked second in the image processor and ranked third in the virtual effects that result from mixing it with the real image from Virtual reality, and the image effects on the screen came in fourth place, while footage recorded from movies and others ranked fifth, and the natural effects that accompany photography from the ground ranked sixth, as shown in Table (10)

Methods of dialogue with the guests used in the Click program
Table (11) *Methods of dialogue with the guests in the program*

#	Category	Repetition	percentage	rank
1	Direct dialogue	119	89%	first
2	Electronic dialogue	12	9%	second
3	virtual dialogue	3	2%	Third
	Total	134	100%	

The repetitions of the table confirmed that the direct dialogue method with the guests ranked first in the Click program, while the electronic dialogue ranked second in the meeting with the active guests in the Click program, while the virtual dialogue ranked third, which means that the dialogue with the guests is virtual, as shown in the table (11)

Conclusions

1- The variety of approaches to artificial intelligence journalism in dealing with its subjects and procedures in numerous disciplines, particularly in the media.
2- Among the methods of handling, the method of presenting information about artificial intelligence journalism and its topics in all fields ranked first, indicating the importance of providing information in visual media to clarify and simplify the work of artificial intelligence journalism for the audience, whether the communicator or the viewers.
3- The study stressed the significance of AI journalism approaches in visual media in the media content sector.
4- The Click program employed a variety of processing ways to highlight the concerns of artificial intelligence journalism in order to draw viewers' attention to its significance in all sectors.

5-   The methods of dealing with artificial intelligence journalism are a human model for human journalists that must be taught by artificial intelligence in order to carry out their field work without human intervention, which means that these methods that the current research has reached can be put into artificial intelligence systems and smart computer programs and trained on how to formulate content Media, whether by the method of providing information, the interrogative method, or the method of providing information, the interrogative method, or the method of providing information, the method of providing information, the method of providing

6-   A curriculum for visual artificial intelligence journalism is required in media departments in order to identify its means, methods, and techniques that work in order to train journalists and keep pace with the technological development that is taking place in order to dispel the widely held belief that artificial intelligence journalism will eliminate some jobs in visual journalism institutions.

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