
Next-Gen Intelligence: Media, Digital Marketing and AI

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Next-Gen Intelligence: Media, Digital Marketing and AI

PREFACE

Artificial Intelligence is no longer a distant technological possibility; it has become an integral part of the contemporary digital ecosystem. Its influence is increasingly visible across journalism, media production, photography, education, scholarly communication, digital marketing, consumer behaviour, governance, business management, and everyday social interaction. Against this rapidly evolving backdrop, *Next-Gen Intelligence: Media, Digital Marketing and AI* brings together diverse scholarly perspectives to examine how artificial intelligence is transforming communication, organisations, markets, institutions, and society.

As editors of this volume, we have sought to bring together contributions that reflect the multidisciplinary nature of artificial intelligence and its expanding relationship with contemporary media and digital practices. This volume moves beyond a purely technological discussion by examining AI as a social, organisational, communicative, educational, and ethical force, while also considering the opportunities, limitations, and challenges associated with its adoption.

The opening chapters explore the governance and policy dimensions of artificial intelligence, including ethical AI governance, digital governance in India, algorithmic accountability, transparency, privacy, human oversight, and the need to balance technological innovation with constitutional and democratic values. The discussion subsequently extends to journalism and communication, examining AI-assisted news production, audience engagement, citizen journalism, agentic AI in newsrooms, digital news credibility, and the evolving relationship between journalists, algorithms, and audiences. The volume also examines the transformation of visual communication. Discussions on AI and photography explore the transition from conventional camera-based practices to computational and generative imaging, raising important questions about authenticity, authorship, verification, and public trust. Similarly, the examination of deepfakes and misinformation highlights the growing challenges of distinguishing credible digital content from manipulated or synthetically generated media.

Education and scholarly communication constitute another significant dimension of this volume. Contributions addressing digital literacy, AI readiness among teachers, generative AI in journalism education, educational technology, and AI-assisted research and writing examine how educational institutions and researchers are responding to emerging technological realities. These discussions

emphasise the importance of critical thinking, academic integrity, human judgement, transparency, and the responsible use of artificial intelligence.

Furthermore, the volume explores the relationship between AI, society, consumers, and business. Discussions on digital culture, Generation Z and sustainable fashion, AI-driven consumer behaviour, personalisation, human oversight in AI-enabled targeting, managerial decision-making, strategic innovation, digital transformation, sustainability, branding, and competitive advantage demonstrate that AI adoption involves much more than the introduction of new technologies. Its effectiveness depends on human capabilities, organisational culture, leadership, data practices, ethical considerations, and responsible governance.

A defining strength of this volume is its interdisciplinary approach. The contributors include academics, researchers, professionals, and students who examine the changing digital environment from diverse disciplinary and practical perspectives. Their contributions collectively demonstrate that the future of artificial intelligence cannot be understood through technological developments alone. It must also be examined through the perspectives of communication, media ethics, education, management, public policy, consumer behaviour, digital culture, and human values.

This volume is intended for researchers, academicians, media professionals, students, educators, managers, policymakers, and readers interested in understanding the evolving relationship between artificial intelligence and the contemporary digital ecosystem. We hope it will serve as a useful reference for academic discussions and further research on responsible innovation, AI literacy, digital transformation, and the future of communication and business.

We express our sincere appreciation to all the contributors for sharing their research, insights, and perspectives. We are equally grateful to everyone who supported the editorial process and contributed to the development of this volume. Bringing together diverse perspectives on such a rapidly evolving subject has been both a significant responsibility and a valuable intellectual experience.

We hope that *Next-Gen Intelligence: Media, Digital Marketing and AI* encourages informed, critical, and constructive discussion rather than technological enthusiasm alone. Artificial intelligence will continue to evolve, but its impact on society will depend on the choices made by individuals, institutions, industries, educators, communicators, and policymakers. The central

challenge is therefore not merely to understand what AI can do, but also to consider how it can be developed and used with accuracy, accountability, creativity, inclusion, and human responsibility at its core.

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