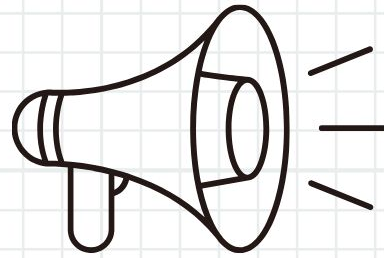
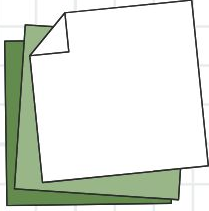


## AUTHORITY

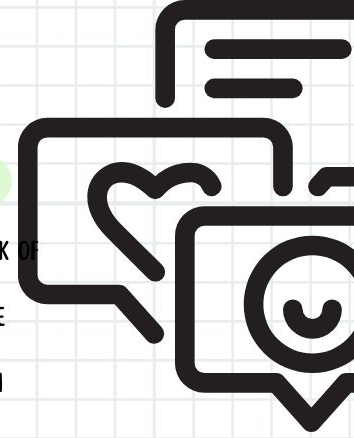
- "ASPECTS AS TRANSPARENCY, CREDIBILITY AND QUALITY"
- USE OF CODE OF ETHICS
- CAN BE QUESTIONED BY PRESS CRITICISM



# NOT CREDIBLE UNTIL PROVEN CREDIBLE

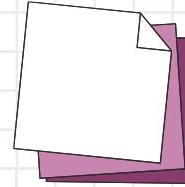
## ARTIFICIAL INTELLIGENCE

- GENERATES A INCLINE IN LACK OF CREATIVITY
- AI CAN USE NON CREDIBLE SOURCES WHEN USED
- AI IS NOT CURRENT WHEN GENERATED



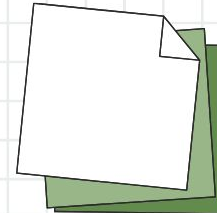
## FAKE NEWS

- CAN LEAD TO A CULTURE OF MISTRUST
- IS SOMETIMES THERE FOR ADVERTISEMENT PURPOSES/ GAIN CLICKS
- HAS BEEN AROUND FOR YEARS BUT THIS TIME IT IS BEING DOCUMENTED.



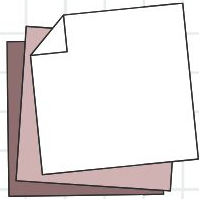
## BIASM

- MEDIA INDUSTRIES' AUTHORITY TO DEFINE REALITY
- CREATING AN "ECHOCHAMBER"
- JOURNALISTS CAN CREATE BIAS IF IT HELPS THERE CAREER



## PURPOSE

- NARRATIVES AFFECT THE VIEWPOINT OF THE AUDIENCE
- ENTERTAINMENT IS NOW A FORM OF KNOWLEDGE
- IS IT RELEVANT TO PUBLIC BENEFIT?



## CURRENCY

- THE SOONER THE INFORMATION IS GIVEN, THE LESS TIME GIVEN TO CREATE FAKE NARRATIVES
- NEW IDEAS ARE CONSTANTLY CHANGING AND FORMING
- THE LATER A NEWS SOURCE IS THE MORE UNCREDBLE IT BECOMES



Mariah Nicole Manley