

Automated News, Storytelling, and AI-Enhanced Journalism

COURSE OVERVIEW

This course explores how AI is transforming journalism by automating news generation, enhancing storytelling, and improving editorial workflows. It covers AI-driven tools for content creation, real-time fact-checking, data analysis, and audience engagement. The course combines practical workshops, case studies, and AI writing labs to equip media professionals with skills to innovate in digital reporting and storytelling while upholding editorial standards. Participants will learn ethical considerations, AI bias, and transparency challenges to maintain journalistic integrity.

WHO SHOULD ATTEND?

This course is designed for journalists, editors, media strategists, communication officers, and digital content creators seeking to integrate artificial intelligence into journalism practice. It is ideal for media professionals aiming to enhance reporting accuracy, investigative depth, and editorial workflows through AI tools. The course suits newsroom managers and decision-makers interested in adopting data analytics and AI to improve content creation, fact-checking, and audience engagement.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the core concepts of AI, automation and machine learning in journalism.
- Analyze the impact of automation on news quality and credibility.
- Implement AI-powered news writing tools.
- Design automated storytelling frameworks.
- Translate AI-driven insights into actionable strategies for reputation enhancement.
- Enhance credibility with AI-enabled fact-checking.
- Personalize content delivery for diverse audiences.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The evolution of automated journalism.
- The architecture of news bots and content recommendation systems.
- How to leverage AI tools for news reporting.
- Ethical frameworks for responsible use of AI in journalistic environments.
- Personalized storytelling strategies.
- The integration of human oversight into AI-assisted workflows.
- Fact-checking and misinformation management.
- Global journalistic standards in AI reporting.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate.
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.