

ARTIFICIAL INTELLIGENCE IN PUBLIC RELATIONS

ABSTRACT

The incorporation of new technologies, especially those based on various artificial intelligence (AI) principles and applications, is forcing modern society to rethink and reorganize existing systems. It can be said that the organization of society is a reflection of the possibilities of technology available to society. A new communications revolution has already begun, and people are facing new challenges. For professions based on communication, such as public relations, artificial intelligence can be helpful, but at the same time, it requires even more knowledge and expertise to properly understand and apply the obtained results. Artificial intelligence and machine learning are familiar terms today. They are used in many areas of social reality, including public relations. Processing huge amounts of data is becoming faster and more accurate thanks to artificial intelligence, which is increasingly taking over simple, repetitive tasks in numerous industries, including public relations. Purpose of public relations is to represent the interests of the organization but also there is an ethical obligation to serve the public interest. Therefore, when implementing artificial intelligence, it is necessary to consider the way data is collected and used, because, like any other technology, it is neither intrinsically good nor bad, but depends on the users who use it.

Keywords: artificial intelligence (AI); machine learning; public relations; public interest; communications revolution.