



**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

Ref. No. TIAS/DJMC/DNF/2025-26/112/546/45

Date: 01-08-2025

**NOTICE**

**Subject: Productive Utilization of AI Tools in Daily Academic and Media Work**

The Department of Journalism and Mass Communication encourages all **faculty members and students** to actively explore and integrate **Artificial Intelligence (AI) tools** into their academic, creative and professional activities to enhance productivity, innovation, and learning outcomes.

The use of AI tools will support **teaching-learning processes, media content creation, research, and classroom efficiency**. Faculty members are encouraged to incorporate AI in pedagogy and assignments, while students should utilize these tools for content development, design, and research projects.

Below are some recommended categories of AI tools for effective usage:

Area of Use	AI Tools	Purpose	Expected Outcomes
<b>Content Writing &amp; Journalism</b>	ChatGPT, Jasper AI, Copy.ai, GrammarlyGO	To generate, edit, and refine articles, news stories, and social media content.	Improved writing quality, faster content production, enhanced creativity, and stronger language proficiency.
<b>Scriptwriting &amp; Storytelling</b>	Sudowrite, DeepStory, ScriptBook	For developing stories, dialogues, and scripts for video and film projects.	Enhanced storytelling skills, better narrative structure, and increased originality in creative writing.
<b>Audio &amp; Podcast Production</b>	Descript, Adobe Podcast, Murf.ai, Auphonic	To edit audio recordings, remove noise, and create professional-quality podcasts.	Improved sound quality, reduced editing time, and polished podcast output suitable for publication.
<b>Video Production &amp; Editing</b>	Runway ML, Pika Labs, Lumen5, Veed.io	To create and edit short videos, news reports, and visual content automatically.	Professional video outputs, improved editing efficiency, and enhanced digital storytelling.
<b>Graphic Design &amp; Visuals</b>	Canva AI, Adobe Firefly, DALL-E 3, Midjourney	For creating posters, thumbnails, and creative visual materials.	Strengthened design aesthetics, visual innovation, and effective media presentation.
<b>Social Media Management</b>	Predis.ai, Buffer AI, Hootsuite AI, Metricool	To schedule posts, analyze engagement, and optimize social media performance.	Enhanced digital presence, time efficiency in content distribution, and audience engagement.
<b>Fact-Checking &amp; Research</b>	Google Fact Check, Perplexity.ai, Elicit	To verify information sources and assist in academic or journalistic research.	Development of critical thinking, improved research accuracy, and credibility in reporting.
<b>Data Analytics &amp; Visualization</b>	Datawrapper, Tableau AI, Newshp Spike	To create data-driven stories, charts, and infographics for reports.	Improved analytical interpretation, visual communication skills, and data literacy.
<b>Accessibility &amp; Transcription</b>	Whisper, Otter.ai, Submagic	To transcribe, caption, and translate audio/video content for accessibility.	Increased inclusivity, improved documentation quality, and wider audience reach.

**Guidelines for Usage**

- Use AI tools to enhance creativity, not replace original thought.
- Always acknowledge sources to maintain academic integrity.
- Avoid relying too much on AI-generated content; use it for support only.

  
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