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The Role of Social Media Sites Supported by Artificial Intelligence Tools in Spreading and Promoting the Civilizations Dialogues



Raya Qahtan Ahmed and Zainab Laith Abbas

Abstract Mixing this strategy with a qualitative research design and an idea known as AI-supported journalism, the paper is going to approach the requirements of how AI technologies may transform journalism content and culture in a way beyond what one anticipates; therefore, enabling more of it to reach an audience. The current research used descriptive research design to investigate the potential applications of the AI tools that mediate civilizational conversation and a structured questionnaire to media professionals. AI-driven journalism can promote peaceful cohabitation and mutual respect and thus act as a bridge between cultures, the research said. The piece even goes on to mention the need for media establishments and civil society to hold each other to account and the need for courses that prepare reporters to leverage AI while doing their job. These are intended to elevate the role of AI in enhancing cross-cultural understanding and supporting global peace.

Keywords AI-supported • • journalism • • Dialogue of civilizations • • Artificial • •

intelligence Cultural understanding Peaceful coexistence Media technologies

Audience engagement Civilizational dialogue • Cross-cultural communication

Mutual respect

1 Introduction

In recent decades, this idea of a dialogue of civilizations has attracted renewed attention as a mechanism to resolve global concerns arising from cultural misperceptions, historical conflicts and ideological divisions. The idea, propagated by French

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F. P. García Ma'ruéz et al. (eds.), *Pattern Recognition and Artificial Intelligence*,
Lecture Notes in Networks and Systems 1393, https://doi.org/10.1007/978-3-031-90893-4_62 919

thinker Roger Garraud, offers a positive and constructive alternative against war and hostility, based on the principles of mutual respect and coexistence and the rejection of fanaticism. In an increasingly globalized world, this idea of mutual respect and coexistence has taken on new significance, as the boundaries between cultures are rapidly eroding and one global community is emerging. But beneath these interactions, tensions simmer, making clear the necessity for platforms that do not utilize the discredit and dismiss method of interaction [1].

Modern devices such as social media and artificial intelligence (AI) tools completely changed how humans released and used information, creating a unique opportunity to promote cross-cultural understanding. Social media platforms such as Facebook, Twitter, Instagram are universal public squares where ideas and values can be shared on the Net. AI technologies, however, make the impact of these ways of working more potent by providing flexible methods for personalized content sharing, recognition of community response, as well as the detection of bias communicatively. It can be used to develop cross-cultural interaction through voices that foster inclusion and bridge cultural gap [2]. It is important that this work highlights the relevance of these technologies and the ways in which, with the help of diversity, they can solve the demand for a more urgently warranted peaceful coexistence to demonstrate the significance for research. Dialogue is at the center of peace, wars and other conflicts come down to misinformation or misunderstanding about other cultures, and so AI and social media used to create timely, diverse, and engaging content is another source of those crucial parameters of dialogue.

The present research elaborates on that issue through exploring such dynamics that will help inform a deeper understanding toward the globalization towards peace and harmony in the world through the use of technology among cultures [3]. While the dialogue of civilizations is a widely studied topic in both history and philosophy, little has been approached with AI and social media technology in mind. The existing literatures, however, emphasize traditional media devices and do not discuss the reflexive nature of AI algorithm & social media contextualization to mobilize users to advocate for cross-culture understanding. Furthermore, although the influence of social media platforms like Facebook and Twitter, in general, on the promotion of intercultural dialogue is well researched, little is known about their role in fostering intercultural dialogue. This is due to lack of empirical research on the ability of AI tools to guide culturally diverse individuals towards fruitful conversation in the way we cognize how [4]; the research on the subject of social media has primarily concentrated on its dark side and nothing much has been said

regarding any of its capacity to bridge cultures. This trick poses questions to broader discussions regarding what can be achieved by the role of the AI-enabled platforms in inter-civilizational dialogue, and whether the breaking of such barriers by the said platforms can serve to fight such stereotypes and inclusion on a wider scale [5]. The impact of instilling fake intelligence in the social media sector in the present world has endless abilities to enhance interaction, participation, and understanding. That has come to be the implication of some works.

The feature analyzed through social media is how AI has been used to transform the consumer experience into personalization in which the user interest is identified, and it is personalized based on the behavior as Benabdelouahed and Dakouan [6] analyzed the evolution of the consumers experience into personalization. Their study also raises an alarm that false information or prejudice can be perpetuated through AI algorithms when they get abused.

In another recent paper, Goldberg and Rosenkrantz [7] evaluated the role of research and news media in the prominence of artificial intelligence in social media as a solution to healthcare, namely in radiology. The effect of AI platforms is therefore reported to enhance the Kingdom of information and knowledge in the practice orchestration and the subject of accessibility to radiological knowledge. These results show the strength of AI to bridge the knowledge gap, connect people, and cross-disciplinary discussion. With these discoveries, reflections of what lies ahead in terms of cultural exchanges during the era of AI-assisted media can be learned. Jawad [8] concludes by discussing AI as a form of visual production in which satellite channels like Al Hurrah are making narratives mainstream through an analysis of its methods.

His reading demonstrates how AI-generated intertextuality has its pros and cons for public perception. And though such tools can indeed promote cultural comprehension, they also have the power to promote political or cultural bias which only highlights the paradoxical double-edged nature of AI in media platforms. Humanity has had a long history of wars, wars and conflicts, be it of battles between two states or vast world wars of course like the First World War and Second World War that cost a lot more, left tens of millions of dead and the world in constant tension. The French philosopher Roger Garaudy proposed the term Dialogue of Civilizations to avoid such tragedies and stressed the importance of generating intercultural understanding and dialogue rather than conflict; as well he suggested it is very important to open the dialogue between cultures to prevent such tragedies [9].

In fast-paced technological trends, AI-supported journalism has risen up as a formidable tool to stimulate civilizational dialogue. This tradition of journalism relies upon novel technologies that can analyze data, deliver personalized material, and interact with broader groups of people more meaningfully and effectively. However, to what degree these technologies are effective in realizing the aim of fostering a dialogue- and peaceful-based culture remains a question [10]. Thus, this research aims to investigate the contribution of AI-supported journalism in disseminating, building and maintaining the civilization dialogue by addressing the following research questions:

- (1) Is there AI-enabled media and journalism that has contributed to sharing knowledge and information on dialogues of civilizations?
- (2) Did these media tools make it possible to begin discussion between cultures and develop new pathways for understanding among peoples?
- (3) Have they contributed to the promotion of healthy audience engagement and the value of dialogue and civilization?

The aim of this study is, therefore, to emphasize how intelligent journalism can promote civilizational bridges with the aim of using artificial intelligence to create social life and the cultivation of coexistence and freedom from violence and extremism. By examining AI technologies, the means by which we are creating media content that promotes the dialogue of civilizations, this research seeks to investigate the potential of AI-based journalism in disseminating and promoting this culture of dialogue [11]. They also aim at establishing the functions of these technologies in enabling journalism to be culturally collaborative and to explore new dimensions of bilateral understanding between nations. Besides, the research also attempts to assess the awareness of intelligent journalism as regards the degrees of readership concerned with developing media content with the respect of cultural diversity, tall peaceable coexistence and civilizational bridges supporting international awareness [12]. The article is a step towards the elaboration of an advanced theoretical framework, which can be used to describe how AI technologies can be in balance and integration with the practice of dialogue between the civilizations and hence assist in the progress of the creation of an improved AI-powered journalism. Spotlights how there can be new possibilities in AI in media that can unite the cultures, arouse mutual understanding and destroy stereotypes.

The application of AI in journalism and a community strategy to enhance audience reach is also examined in this study providing a viable path and advice that media outlets should consider whenever presenting less homogenous groups of constituents to the general audience. Using an exploration of the correlation of technology, media, and cultural dialogue, this study will create awareness of a major gap in the research and come up with suggestions of the solutions to the policy and best practice on how AI can be used in an appropriate way to create peaceful coexistence, respect diversity and help transform global culture.

2 Methodology

Theoretical framework and methodology this research have a descriptive study design oriented towards investigating the role of AI-supported journalism in the development of the dialogue of civilizations culture. Employing a mixed-method approach, the study will provide a thorough insight into the impact of AI-powered tools on journalistic practices and audience engagement [13].

Media professionals and journalists were the primary population of interest as the study sampled those in daily contact with media production and therefore most familiar with AI-driven journalistic practices [14]. Participants were selected using a purposive sampling technique, where people were chosen because they were relevant to the aims of the work. The sample consisted of professionals from different media sectors; governmental, private and independent media outlets, which ensured diversity and representation [15]. The following equation for estimating sample size in finite populations was used to fix the required size of sample:

$$n(1) = \frac{N \cdot Z^2 \cdot p \cdot (1 - p)}{e^2 \cdot (N - 1) + Z^2 \cdot p \cdot (1 - p)}$$

n mention to sample size, N means the Population size, Z-value is the confidence level, typically 1.96 for 95%, e means Margin of error [16]. Using this equation provided the necessary sample size that maintains enough statistical power while accurately reflecting the target population of media professionals. The majority of the respondents were male, with a total of 45 (64.3%), compared to the number of females, which totaled 25 (35.7%). The respondents were selected using a convenience sampling method. See Fig. 1.

Regarding the age of the respondents, the survey results showed that the majority were between the ages of 51–60, totaling 21 respondents (30%). The second-largest group was between the ages of 41–50, with 19 respondents (27.2%), followed by the age group 31–40, which included 12 respondents (17.2%). The fourth group consisted of those aged 61 and above, totaling 10 respondents (14.2%), and the final group was between the ages of 20–30, with 8 respondents (11.4%) [17]. The data indicates that most respondents have been working in the media field for extended periods. See Table 1.

The main data collection tool was a structured questionnaire [18]. A questionnaire containing questions about the specific role of AI-supported journalism in the diffusion of cultural dialogue content, awareness raising and customer interactivity was devised. The questionnaire aimed at getting opinions from media specialists, namely with a special interest in their experiences of and perceptions of AI adoption in journalism [19].

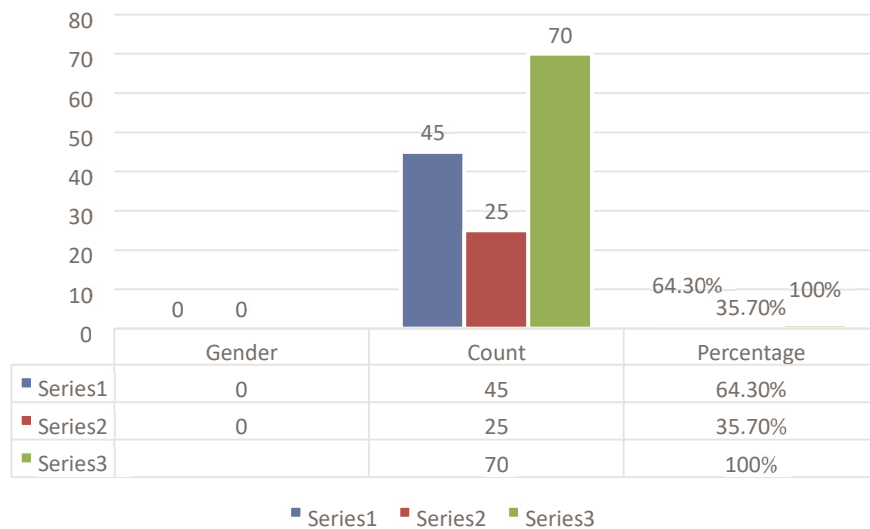


Fig. 1 Illustrates the distribution of the sample members by gender

Table 1 Illustrates the age distribution of the respondents

No.	Age group	Count	Percentage (%)
1	51–60	21	30
2	41–50	19	27.2
3	31–40	12	17.2
4	61 and above	10	14.2
5	20–30	8	11.4
Total		70	100

3 Results

The results showed variations in the distribution of the sample members based on the medium they work with. The newspaper category ranked first with 30 responses (42.9%), followed by the satellite channel category with 26 responses (37.1%). The internet category ranked third with 10 responses (14.3%), and the radio category ranked last with 4 responses (5.7%). See Fig. 2.

The survey results revealed that all respondents have social media accounts, as all 70 respondents (100%), both males and females, indicated having personal accounts on social media platforms. The researchers consider this very logical, as journalists keep up with technological developments, particularly those relevant to their work. See Table 2.

The respondents' answers varied regarding the amount of time spent browsing social media. The category "4 h or more" ranked first with 42 responses (60% of

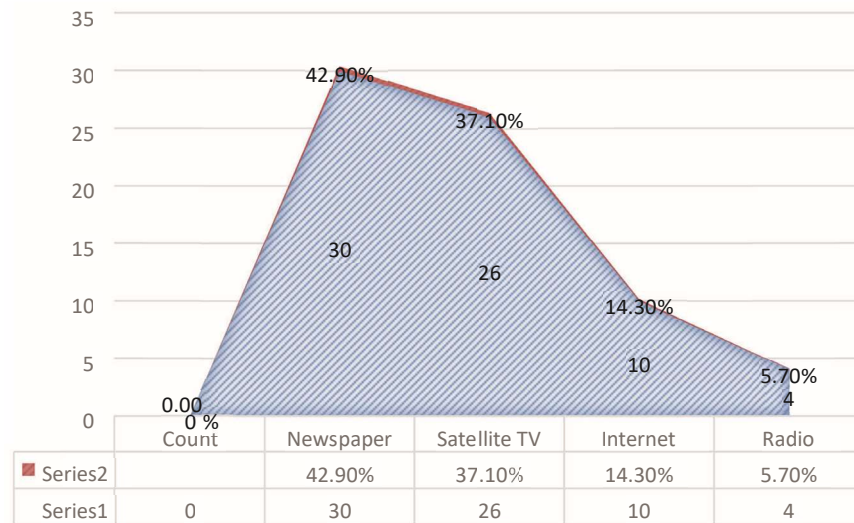


Fig. 2 Distribution of sample members based on the medium they work with

Table 2 Indicates whether the respondent has a social media page

No.	Ownership of a page	Count	Percentage
1	Yes	70	100%
2	No	—	—
Total		70	100%

Table 3 Time spent by respondents on browsing social media

No.	Time spent	Count	Percentage (%)
1	4 h or more	42	60
2	1 to 3 h	22	31.4
3	Less than 1 h	6	8.6
Total		70	100

Table 4 Indicates whether respondents have heard or read about the term “Dialogue Between Civilizations”

No.	Heard or read about it	Count	Percentage
1	Yes	70	100%
2	No	—	—
Total		70	100%

the sample). The category “1–3 h” came second with 22 responses (31.4%), and the category “less than 1 h” ranked third and last with 6 responses (8.6%). See Table 3.

The results indicate that all respondents had heard or read about the term “Dialogue of Civilizations,” with the response “Yes” ranking first, receiving 70 responses (100% of the sample). The response “No” received no answers. See Table 4.

Regarding the respondents' understanding of the meaning of the term "Dialogue of Civilizations," the responses varied significantly. A total of 59 respondents (84.3%) indicated they did not know the meaning, ranking first. Meanwhile, 11 respondents (15.7%) provided answers to the open-ended question, with diverse responses including: "rules that govern relationships between nations," "cultural understanding among nations," "coexistence among different cultures to build relationships," "establishing meetings between civilizations to explore their interests and commonalities," "general culture and human openness," "convergence of viewpoints among the world's peoples," "convergence of ideas among communities," "cultural exchange and differences aimed at developing understanding through either spontaneous or organized meetings," "dialogue and adaptation to learn about others from different civilizations," and "dialogue with others to learn about their civilizations and understand issues relevant to their countries." See Figure 3.

Table 5 shows that most respondents did not engage in media activities related to promoting the culture of "Dialogue of Civilizations" in Iraqi society, as the answer "No" ranked first with 54 respondents (77.1% of the sample). Meanwhile, 16 responses indicated "Yes" (22.9%).

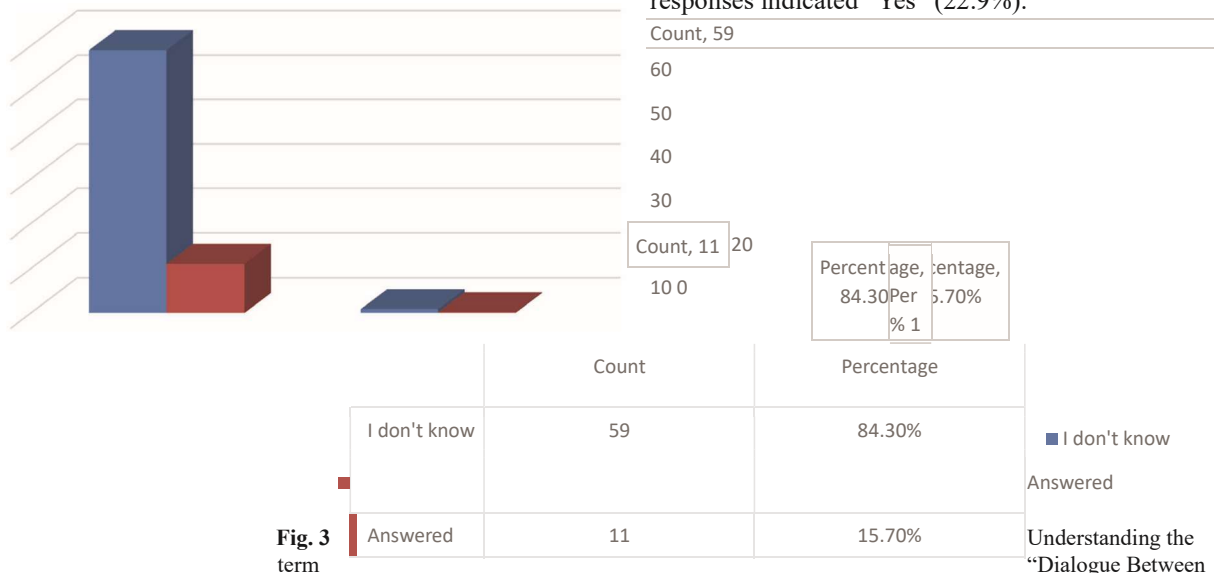


Fig. 3
term
Civilizations"

Table 5 Respondents' engagement in media activities to promote the culture of "Dialogue Between Civilizations" in Iraqi society

No.	Engagement in media activities	Count	Percentage (%)
1	No	54	77.1
2	Yes	16	22.9
Total		70	100

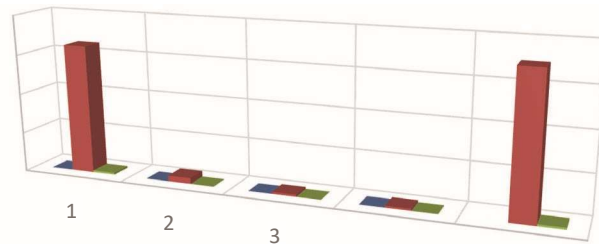
Figure 4 shows significant variation in respondents' answers regarding their type of media activity in promoting the culture of "Dialogue of Civilizations." The results indicate that 65 respondents reported no activity, ranking first with 92.90%. Writing posts on Facebook ranked second with 3 responses (4.30%), while preparing and presenting television reports and covering seminars on the dialogue of civilizations shared third place, each with 1 response (1.40%). See Fig. 4.

Regarding the importance of the dialogue of civilizations, 52 respondents indicated it was "very important," ranking first with 74.3%. The category "important" ranked second with 18 responses (25.7%), while the category "not important" received no responses. See Table 6.

As for the main reasons hindering the promotion and enhancement of the concept of "Dialogue of Civilizations," the results show that "lack of public awareness" ranked first with 50 responses (34.7% of the total). "Cultural heritage" ranked second with 48 responses (33.3%), followed by "religious beliefs" in third place with 44 responses (30.6%). "Political reasons" ranked fourth and last with 2 responses (1.4%).

See Fig. 5.

The
responses
surveyed



participants varied significantly regarding the functions of media in promoting and succeeding dialogue between civilizations. The

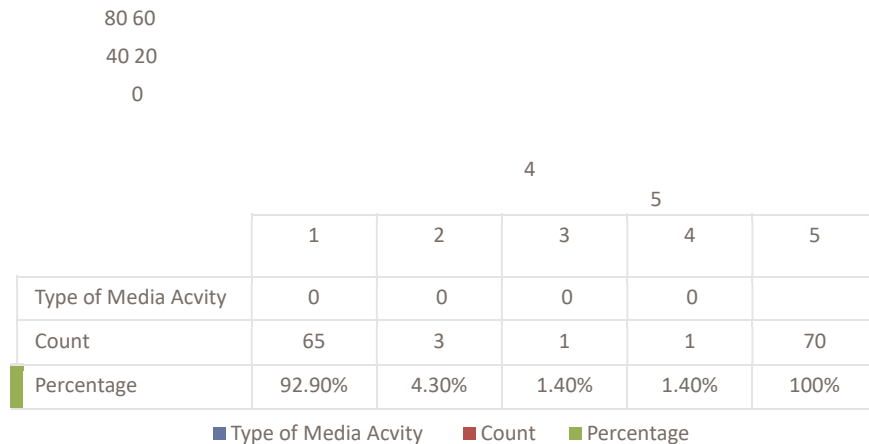


Fig. 4 Types of media activities by respondents in promoting the culture of "Dialogue Between Civilizations"

No.	Level of importance	Count	Percentage
1	Very important	52	74.3%

Table 6 The importance of dialogue between civilizations from the respondents' perspective

2	Important	18	25.7%
3	Not important	—	—
Total		70	100%

research results showed that the educational function category ranked first with 55 responses (78.6%), while the news function category came second with 15 responses (21.4%). The remaining categories received no responses. Despite news being the primary and fundamental function of media through news coverage of current events, the respondents' preference for ranking the educational function first stems from their view of its effective role in shaping awareness and informing the public about the importance of spreading and strengthening the concept of dialogue between civilizations. See Table 7.

The respondents' answers varied significantly regarding whether promoting dialogue between civilizations enhances peace opportunities in the international community. The "Yes" category ranked first with 54 responses (77.2%), followed by "Sometimes" with 15 responses (21.4%), and "Don't know" came third with one response (1.4%). The "No" category received no responses. See Table 8.

The respondents' answers varied significantly regarding whether promoting dialogue between civilizations enhances respect for other opinions in society. "Yes" ranked first with 58 responses (82.9%), "Sometimes" second with 11 responses

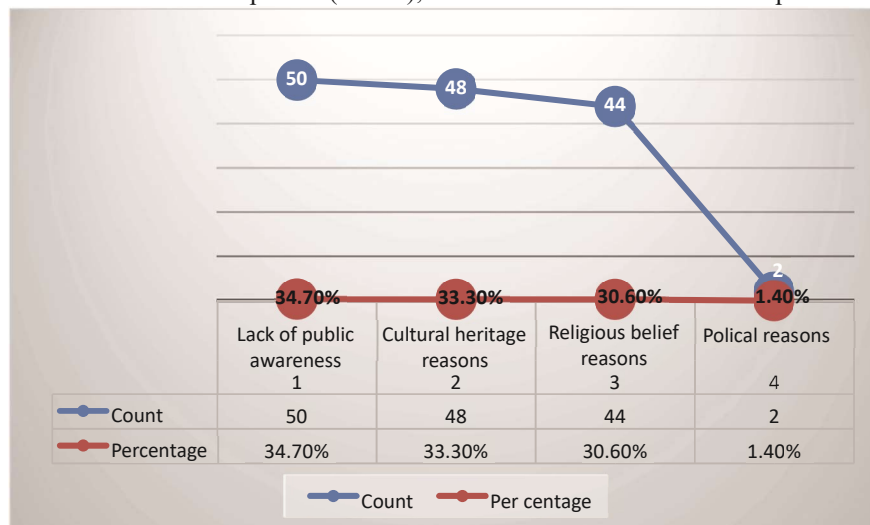


Fig. 5 Key reasons preventing the dissemination and promotion of the concept of dialogue between civilizations

No.	Media functions	Count	Percentage
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Table 7 Roles of media in encouraging and ensuring the success of dialogue between civilizations

1	Awareness-raising	55	78.6%
2	Informative	15	21.4%
3	Educational	—	—
4	Entertaining	—	—

Table 8 Promoting the culture of dialogue between civilizations enhances peace opportunities in the international community

No.	Promotion of dialogue culture	Count	Percentage
1	Yes	54	77.2%
2	Sometimes	15	21.4%
3	I don't know	1	1.4%
4	No	—	—

(15.7%), and “Don’t know” third with one response (1.4%). The “No” category received no responses. See Table 9.

The respondents’ answers mirrored the previous table regarding whether dialogue between civilizations reduces manifestations of intolerance in society. “Yes” ranked first with 58 responses (82.9%), “Sometimes” second with 11 responses (15.7%), and “Don’t know” third with one response (1.4%). The “No” category received no responses. See Table 10.

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9 Promoting the culture of dialogue between civilizations enhances the culture of respecting others' opinions

No.	Enhancing respect for others' opinions	Count	Percentage
1	Yes	58	82.9%
2	Sometimes	11	15.7%
3	I don't know	1	1.4%
4	No	—	—
Total		70	100%

Table 10 The culture of dialogue between civilizations reduces manifestations of intolerance in society

No.	Dialogue culture reduces intolerance	Count	Percentage
1	Yes	58	82.9%
2	Sometimes	11	15.7%
3	I don't know	1	1.4%
4	No	—	—
Total		70	100%

Regarding whether dialogue between civilizations helps strengthen social relationships, “Yes” ranked first with 50 responses (71.4%), followed by “Sometimes” with 15 responses (21.4%), and “Don’t know” with 5 responses (7.2%). The “No” category received no responses. See Table 11.

The respondents' answers were similar to their previous responses regarding whether dialogue between civilizations contributes to strengthening societal security. “Yes” ranked first with 58 responses (82.9%), “Sometimes” second with 11 responses (15.7%), and “Don’t know” third with one response (1.4%). The “No” category received no responses. See Table 12.

The respondents' answers varied regarding whether dialogue between civilizations reduces violence in Iraqi society. “Yes” ranked first with 50 responses (71.4%), “Sometimes” second with 15 responses (21.4%), and “Don’t know” third with 5 responses (7.2%). The “No” category received no responses. See Table 13.

No.	Strengthening social bonds	Count	Percentage
1	Yes	50	71.4%
2	Sometimes	15	21.4%
3	I don't know	5	7.2%

Table 11 The culture of dialogue between civilizations contributes to strengthening social bonds 12 No. the culture of dialogue between civilizations contributes to strengthening community security

4	No	–	–
Total		70	100%
No.	Strengthening community security	Count	Percentage
1	Yes	58	82.9%
2	Sometimes	11	15.7%
3	I don't know	1	1.4%
4	No	–	–
Total		70	100%

Table 13 The culture of dialogue between civilizations reduces manifestations of violence in Iraqi society

No.	Reduces violence in Iraqi society	Count	Percentage
1	Yes	50	71.4%
2	Sometimes	15	21.4%
3	I don't know	5	7.2%
4	No	–	–
Total		70	100%

The respondents' answers matched the previous question

regarding whether the idea of clash of civilizations dominates over dialogue of civilizations in Iraqi society. "Yes" ranked first with 50 responses (71.4%), "Sometimes" second with 15 responses (21.4%), and "Don't know" third with 5 responses (7.2%). The "No" category received no responses. See Table 14.

When asked about social media's coverage of civilizations dialogue issues, "Sometimes" ranked first with 52 responses (74.3%), "Often" second with 12 responses (17.1%), and "Don't know" third with 6 responses (8.6%). The "Rarely" category received no responses. See Table 15.

When asked about social media's coverage of clash of civilizations issues, responses varied. "Sometimes" ranked first with 40 responses (57.1%), "Don't know" second with 24 responses (34.3%), and "Often" third with 6 responses (8.6%). The "Rarely" category received no responses. See Table 16.

The results showed varying frequencies in reading posts about civilizations dialogue on social media. "2–3 times" ranked first with 36 responses (51.4%), "4

Table 14 The prevalence of the idea of "Clash of Civilizations" over "Dialogue Between Civilizations" in Iraqi society

No.	Prevalence of the idea of clash of civilizations	Count	Percentage
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1	Yes	50	71.4%
2	Sometimes	15	21.4%
3	I don't know	5	7.2%
4	No	—	—
Total		70	100%

15 The extent to which social media platforms address issues of dialogue between civilizations

No.	Social media coverage of dialogue issues	Count	Percentage
1	Sometimes	52	74.3%
2	Frequently	12	17.1%
3	I don't know	6	8.6%
4	Rarely	—	—
Total		70	100%

Table 16 Social media coverage of civilization conflict issues

No.	Social media coverage of civilization conflict	Count	Percentage
1	Sometimes	40	57.1
2	Don't know	24	34.3
3	Frequently	6	8.6
4	Rarely	—	—
Total		70	100%

times or more” second with 22 responses (31.4%), and “once” third with 12 responses (17.2%). See Table 17.

To measure respondents’ engagement with posts about civilizations dialogue on social media, “Yes” ranked first with 36 responses (51.4%), while “Sometimes” ranked second with 34 responses (48.6%). See Table 18.

Regarding how respondents interact with civilization dialogue posts on social media, responses varied: “Like” button clicks ranked first with 38 responses (54.3%), post sharing ranked second with 22 responses (31.4%), and commenting ranked third with 10 responses (14.3%). Both “sending to colleagues” and “writing posts inspired by what was read” categories received zero responses. See Table 19.

No.	Number of readings	Count	Percentage
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Table 17 Frequency of reading civilization dialogue posts on social media

1	Two—three times	36	51.4
2	Four times or more	22	31.4
3	Once	12	17.2
Total		70	100%

Table 18 Interaction with civilization dialogue posts on social media

19 Method of interaction with civilization dialogue posts on social media

No.	Interaction with posts	Count	Percentage
1	Yes	36	51.4
2	Sometimes	34	48.6
Total		70	100%

No.	Method of interaction	Count	Percentage
1	Like button clicks	38	54.3
2	Share post	22	31.4
3	Write comment	10	14.3
4	Send to colleagues	—	—
5	Write posts inspired by social media content	—	—
Total		70	100%

4 Conclusion

This new research reveals that AI supported journalism is a modern tool that has the potential to contribute to fostering a dialogic culture among civilizations. These results indicate that the use of AI journalism, in addition to the media content production, also will bring out the innovations that could also add interactive content. This concept can be even more realized in the context of AI, as cross-cultural understanding is enabled and spaces reflecting the common human spirit are created. Therefore, it aims for an expanded understanding of how these new technologies can be put to use in the framework of the goals of civilized discourse in the context of current technological developments.

In the context of this area, researchers recommend strengthening AI in the space of media to propel a culture of dialogue between civilizations and to propel the development of media with AI as the medium of information. They are designed to try and find engaging and inclusive tones and dialogues between different communities. We encourage media organizations to utilize AI as a tool to create campaigns that focus on human values, we all share of co-existence, empathizing, cultural diversity and acceptance. Training programs for media organizations and

media literacy, which are also mandatory in media, can prepare reporters to be able to use AI to produce media in practice. These programs will have to invest in making journalism to be more academic, more cultured, and more civilization oriented. Trying to find solutions for integrating AI in journalism in order that journalism is journalism, journalism that matters. Such training would ensure journalists not just had the tools to put AI to work to do their jobs effectively.

The research also calls for media campaigns and the use of AI technology to spread the message about the importance of peace living among the populations. This is what campaigns like this should be about--to raise shared values and develop cross-cultural dialogue and understanding. To develop this thought further, we should concentrate on such initiatives as marriages between media organizations and civil society organizations which introduce joint projects designed to foster what might be called civilizational dialogue.

Part of this kind of cooperation can form a part of initiatives creating a platform in which to engage different cultures using digital media platforms. And finally, there's the possible use of AI technologies in education. Such ideas of AI and what part it might play in civilizational dialogue as part of educational curricula may be an outreach to the futures of these new young learners. This project will teach early awareness at an early age the significance of understanding cultures and the need to live in peace with each other. These recommendations help media organizations and other actors leverage the current technological advances on which bridges between civilizations can be established for a more peaceful world.

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