




ARTICLE

## How AI Affects the Pragmatic Function in Media Discourse: A French Press Perspective

Batoul M. Al-Muhaissen<sup>1</sup> , Samer Al-Hammouri<sup>1</sup> , Kossay M. Rachdan<sup>2</sup> , Mohammed Habes<sup>2\*</sup> 

<sup>1</sup>Modern Language Department, Yarmouk University, Irbid, Jordan

<sup>2</sup>Radio and TV Department, Yarmouk University, Irbid, Jordan

### ABSTRACT

This study examines the impact of artificial intelligence on the pragmatic function of the French press, by analyzing the role of this advanced technology in changing the methods of collecting, editing, and analyzing news. This research aimed to comprehend the role and effect of artificial intelligence technology on news media practices in France, the quality of content and the prevailing challenges. The researchers used a qualitative design and gathered data using semi structured interview questionnaires. A sample of 15 participants is selected and further data is analyzed using content analysis approach. The results showed that artificial intelligence is widely utilized to enhance the quality of content by streamlining the content creation, design, and sharing process. Besides, the relevant technology helps French news media organizations to manage redundant tasks and enable journalists to focus on more areas. It is found that AI algorithms are also employed to analyze vast amounts of data, facilitating the speed and accuracy of content. However, the study participants indicated some ethical concerns such as bubble filter and bias, further emphasizing the needs to counteract these ethical dilemmas. Therefore, this research implied that AI technology enhances the pragmatic role of French news media organizations by facilitating productivity and quality of content. While it offers many benefits, it is crucial to address the ethical issues revolving around bias and bubble filters.

**Keywords:** AI; French Press; Media Discourse; Content Personalization; Journalistic Automation; Pragmatic Function

#### \*CORRESPONDING AUTHOR:

Mohammed Habes, Radio and TV Department, Yarmouk University, Irbid, Jordan; Email: mohammad.habes@yu.edu.jo

#### ARTICLE INFO

Received: 18 November 2024 | Revised: 11 December 2024 | Accepted: 16 December 2024 | Published Online: 25 December 2024  
DOI: <https://doi.org/10.30564/fls.v7i1.7800>

#### CITATION

Al-Muhaissen, B.M., Al-Hammouri, S., Rachdan, K.M., et al., 2024. How AI Affects the Pragmatic Function in Media Discourse: A French Press Perspective. *Forum for Linguistic Studies*. 7(1): 369–380. DOI: <https://doi.org/10.30564/fls.v7i1.7800>

#### COPYRIGHT

Copyright © 2024 by the author(s). Published by Bilingual Publishing Co. This is an open access article under the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0) License (<https://creativecommons.org/licenses/by-nc/4.0/>).

## 1. Introduction

During the past few years, technology has evolved to an extent that it is facilitating almost every sector organization. Talking particularly about mass media today, the technological advancement, especially the rise of artificial intelligence, has transformed the quality and functioning of news media organizations across the globe<sup>[1]</sup>. The relevant technology is widely applied to enhance quality of data analysis and accuracy, collecting information and sharing the content that is consistent with audiences' needs and demands<sup>[2, 3]</sup>. Today, news media organizations are empowered to manage their operations more efficiently<sup>[4]</sup> evaluate and reshape their content effectively, and represent news stories in the best possible manner<sup>[2]</sup>. It is notable that artificial intelligence offers significant tools for journalists, it enables quick news production process, facilitates editing tasks, and also helps with the public sentiment analysis. It is helpful in identifying trends and predicting events, which further supports precise and on-time news coverage procedures<sup>[5]</sup>. Integrating AI technology in modern journalism, on the other hand also raises several questions about its functionality and effectiveness in the field. Some critics<sup>[6-10]</sup> also raised the concerns about the accuracy, transparency, objectivity, conciseness, and other basic compliance in AI usage for journalism purposes specifically, in French news media call mom discourse apps as a useful tool for delivering messages that may affect, alter and shape public opinion about certain social, political, economic, and other issues<sup>[11]</sup>.

Artificial intelligence technology facilitates and improves this discourse by securitizing reader data and their online behavior<sup>[12, 13]</sup>, further assisting in gathering, creating, and representing content that is consistent with the audiences' needs and interests<sup>[14, 15]</sup>. On the other hand, using AI technology in journalism also represents certain challenges and ethical dilemmas regarding news production and dissemination<sup>[16-18]</sup>. Despite these challenges, the positive sides of artificial intelligence cannot be overstated<sup>[19-21]</sup>, as it enables news organizations to provide personalized news content, improve their audience engagement, and strengthen the positive role of news media in bringing major social changes<sup>[3]</sup>. Focusing on the current trends<sup>[22]</sup>, role<sup>[23]</sup>, and impact of artificial intelligence<sup>[24]</sup> on news media organizations, this research aims to explore the effect of this technology on French news media actor says and its prospect of enhancing

the efficacy and effectiveness of their everyday functions. It examines the role of the relevant technology in improving the quality of news media content, content customizations to meet audience needs, and she being public opinion through its pragmatic functions. Besides, this study also aims to highlight certain ethical challenges and dilemmas that are potentially affecting the news creation, quality, and dissemination process. Overall, the purpose of this study is to highlight the use of artificial intelligence and its impacts from different perspectives and provide a baseline to identify the challenges and ways to counteract them. What distinguishes this study is its approach to the pragmatic function in media discourse, as the study goes beyond the traditional focus on the production and dissemination of information, to shed light on how artificial intelligence can be used to improve the effectiveness of media messages, including personalizing content, interacting with the audience, and achieving the goals of media institutions. The study also provides a specific local perspective focusing on the French press, which adds a distinctive dimension to the global debate on artificial intelligence in the media. The French press represents a unique model thanks to its legacy based on integrity and objectivity, while emphasizing democratic values and freedom of expression<sup>[25]</sup>. This local context makes the study relevant to analyzing the impact of artificial intelligence in a media environment characterized by great strength towards professional ethics and issues of transparency.

## 2. Literature Review

The relationship between artificial intelligence and media discourse is one of the most prominent challenges facing journalism in the digital age<sup>[25-27]</sup>. With the increasing use of artificial intelligence tools in content personalization, data analysis, and improving operational efficiency, questions arise about the impact of this technology on the pragmatic function of the media. The French press, which has always been known for its focus on integrity and transparency, is facing a major transformation in its role as a result of these technological changes. Therefore, this study seeks to explore how artificial intelligence affects the pragmatic function of media discourse and what role do these tools play in shaping the nature and style of media work from the perspective of the French press.

## 2.1. Media Discourse and AI

Artificial Intelligence (AI) is a field of computer science that aims to develop systems and programs capable of performing tasks that require human-like intelligence. This includes the ability to learn, reason, adapt, make decisions, and interact with the environment in an efficient manner. These capabilities are achieved by using algorithms and data to analyze patterns, predict outcomes, or automate processes<sup>[28]</sup>. The development and use of artificial intelligence in journalism transformed media proceedings and discourse, further altering how information is created, represented, and designed for the targeted audiences<sup>[3]</sup>. Especially for the modern journalists, artificial intelligence is a powerful tool karma that offers different features such as machine learning, data analysis algorithms, and natural language processing<sup>[29]</sup>. These aspects are useful for news media professionals as they have advanced capabilities, allowing journalists to go beyond conventional news reporting practices while providing highly personalized content, enhanced efficiency and using different approaches to shape public opinion effectively. With AI, the media sector has acquired new waves to process large data sets in social trends and add remarkable speeds, enabling journalists to dedicate more time to detail, and investigative work. Many media outlets now depend on AI to automatically edit, categorize, and verify content, while some prominent news agencies, like the associated press, use AI for drafting daily economic and sports reports, reducing costs and improving speed and accuracy in news distribution<sup>[30]</sup>.

OK shift introduced by AI in media discourse's ability to customize content to match readers' preferences hosted by analyzing user behavior online, AI tools enable media platforms to offer content that is consistent with individual interests, boosting audience engagement with media content<sup>[28]</sup>. While content personalization draws in a larger audience, it also presents challenges, how much has the risk of creating "media bubbles" that force specific viewpoints and limit exposure to diverse perspectives fault this challenge is particularly significant for the French press, known for its commitment to balanced reporting. Thus, responsible use of AI in content personalization needs ethical standards that ensure audiences are exposed to a variety of viewpoints<sup>[5]</sup>.

## 2.2. Artificial Intelligence and Media Discourse

Artificial intelligence technologies have played a crucial role in advancing media discourse by improving the collection, analysis, and customization of information to better address audience needs through AI tools, media organizations are now able to create content automatically, producing news and reports based on relevant data<sup>[31]</sup>. Several news agencies use systems like *coil* and *wordsmith* to generate news content on different topics such as Sports News, and economic updates that further enable local journalists to focus more on professional development and other complex tasks such as in-depth analysis of the data gathered and investigations<sup>[24]</sup>. In this context, big data analysis techniques have become shown for contemporary journalism practices with different tools like Google Analytics enabling the practitioners to manage large amounts of data for identifying the areas of audience interest and trending topics. These tools ensure empowering journalists are empowered by designing and shaping media content that is according to audiences' preferences. Besides, natural language processing is also another critical tool in news media discourse, that helps these journalists to quickly analyze text and shortlist useful insights. Popular technologies today like ChatGPT and BERT are widely used to assess social media comments, audience activities that help determine pertinent sentiments and identify the most discussed metals. This analysis helps news media organizations to respond to audience interests and provide content that is aligned with their current demands and needs<sup>[19]</sup>.

## 2.3. Pragmatic Discourse in French Media

Pragmatic discourse in media can be defined as the deliberate use of approaches and methods to achieve targeted results, such as influencing public behavior, raising awareness about certain issues, and shaping their opinion<sup>[4]</sup>. Regarding the French news media, pragmatic discourse is especially used to generate content that is consistent with countries political and social interests as the focus is on issues regarding French society. Historically, French news media has always been popular for its in-depth coverage and critical perspective, indicating it as a potential tool for influencing public opinion. In this regard, French news media emphasizes credibility, objectivity, and strong media contri-

butions to facilitate public discussions for social awareness among them<sup>[16]</sup>. With global shifts in media dynamics and advancement in technology, however, the French press has experienced significant changes in its approach to discourse, especially with the rise of pragmatic functions in media<sup>[22]</sup>. The integration of artificial intelligence has provided new tools for analyzing audience data and designing content to meet individual preferences. Also, AI plays a key role in supporting this pragmatic approach, enabling journalists to identify trending topics across different social groups and thereby deliver targeted, impactful content. This shift includes the use of data analysis algorithms to track social trends allowing media messages to resonate more effectively with the public and improving audience engagement and response<sup>[23]</sup>.

#### 2.4. Pragmatic Functions of Discourse Markers

Discourse markers have always been a part of special interest due to their widely accepted pragmatic functions<sup>[32]</sup>. Discourse markers indicate the speakers' propositional content of a topic, they are syntactically dispensable, and they are parasitic in nature and functionality. Depending on their pragmatic functions and significance, discourse markers are widely preferred in communication<sup>[33]</sup>. In this context, we argue that the Coherence organizes the communication and makes it well-understandable for the hearer. Here the role of discourse markers is prominent as they are the causal factors of creating the coherence and cohesion in the conversation and written text<sup>[34]</sup>. The researcher further examined the pragmatics and semantics of French discourse markers in language. The researcher used a review approach and made a valid argumentation accordingly. Results indicated that discourse markers play an important role in creating and strengthening coherent relations. They also halt the inferential meanings of the discourse and facilitate understanding the interpretation through cognitive abilities with the least effort in interpreting the information. To validate the pragmatic functions of discourse markers, Mahony and Chen<sup>[35]</sup> examined their role in the Korean language. The researchers adopted the case study method and gathered the data by using a corpus-driven analysis technique employed on two groups of participants. Results revealed that native Korean language speakers highly relied on discourse markers for conversation purposes. However, bi-lingual Korean respondents showed

a high competency in using the discourse markers during different social situations. Likewise, Al-Muhaissen et al.<sup>[29]</sup> discussed the pragmatic functions of discourse markers in terms of text and conversational discourse. The researchers selected a perspective approach and made the authenticated argumentation to highlight the relevant phenomenon. Results revealed that using discourse markers helps the listeners to increase the optimal relevance of the communication content. For the speakers, they help to organize their conversation and promptly resume the communication process. Dörr<sup>[36]</sup> Further examined the pragmatic functions of French discourse markers for the French and Korean native speakers. The researcher selected individuals from varying French learning levels and compared them with Native French speakers. Results revealed that higher-level students resorted to discourse markers as compared to the lower-level students<sup>[35]</sup>. However, as compared to Native French language speakers, they are less likely to use discourse markers in both written text and conversations. Moreover, we cannot sustain a conversation without using the discourse markers. If we remove discourse markers, the utterances may remain the same, but they lack the emotions, meanings, and understanding of the discourse. Here the role of discourse markers is to create the association and solidarity between the speakers and the listener. Here the role of discourse markers is not only bridging the gap but also, it helps to give an impression on the listener<sup>[37]</sup>. In this regard, Ulyanova & Petrochenko<sup>[38]</sup> investigated the pragmatic functions and benefits of discourse markers in the Missing Manual. The researchers used a descriptive qualitative approach and selected qualitative data from the  $n = 4$  manuals. Results showed that the pragmatic function of discourse markers was mainly aimed at attaining coherence and cohesion from the discourse. Thus, the designated types of discourse play a particular role in the discourse which further classifies their contributions. Please see the **Table 1**.

According to Alami<sup>[39]</sup>, the rapid interest in discourse markers indicated several dimensions and roles of their discourse elements. As discourse markers bridge the breaks between utterances, they largely maintain the follow of communication. To further validate this, the researchers examined the studies witnessing the pragmatic importance of discourse markers in language. The researcher used a literature review approach and selected  $n = 3$  theories highlighting

**Table 1.** Systematic review of pragmatic functions of the discourse markers.

Author & Date	Methodology	Journal/Source	Description
(Mahony & Chen, 2024) <sup>[35]</sup>	Case study, Corpus-driven analysis	Temple University's Research Repository	Native Korean language speakers highly relied on discourse markers for conversation purposes. However, bi-lingual Korean respondents showed a high competency in using the discourse markers during different social situations.
(Al-Muhaissen et al., 2024) <sup>[29]</sup>	Research Perspective	Theory and Practice in Language Studies	Using discourse markers helps the listeners to increase the optimal relevance of the communication content. For the speakers, they help to organize their conversation and promptly resume the communication process.
(Dörr, 2023) <sup>[36]</sup>	Case study, Comparative analysis	Studies in Second Language Learning and Teaching	Higher-level students resorted to discourse markers as compared to the lower-level students. However, as compared to native French language speakers, they are less likely to use discourse markers in both written text and conversations.
(Alami, 2015) <sup>[39]</sup>	Literature review	International Journal on Studies in French Language and Literature (IJSELL)	The pragmatic functions of discourse markers enable the communicators to talk in an eloquent manner. For instance, in face-to-face communication, both individuals use different discourse markers that further help them to communicate effectively.
(Ulyanova & Petrochenko, 2015) <sup>[38]</sup>	Descriptive approach, Qualitative analysis	Procedia - Social and Behavioral Sciences	The pragmatic functions of discourse markers were mainly aimed at attaining coherence and cohesion from the discourse. Thus, the designated types of discourse play a particular role in the discourse which further classifies their contributions.
(Aijmer, 2015) <sup>[37]</sup>	Case study approach	Corpora and Discourse Studies	We cannot sustain a conversation without using the discourse markers. If we remove discourse markers, the utterances may remain the same, but they lack the emotions, meanings, and understanding of the discourse.
(Li, 2016) <sup>[40]</sup>	Cross-sectional study, survey method	Canadian Social Science	Respondents recognized the importance of discourse markers in both written text and conversation which further added to their dependency on discourse markers.
(Shakarami et al., 2016) <sup>[41]</sup>	Descriptive qualitative analysis	International Journal of Instruction	Both formal and online chat largely contained discourse markers for linking the fragments of communication. However, as compared to online chat, the researchers found that the formal discourse comparatively contained more discourse markers.
(Liu, 2017) <sup>[42]</sup>	Research Perspective	Advances in Computer Science Research	The meta-pragmatic functions of discourse markers also help the speakers construct the discourse, indicate the attitude of the speaker toward the discourse, and strengthen the interpersonal associations among individuals.
(Lopez Villegas, 2019) <sup>[43]</sup>	Research Perspective	Arizona State University's Research Repository	Discourse markers create pragmatic semantic cohesion, express psychological and emotional states, and perform conversational actions. These discourse markers also tend to formulate homo-sapient reality that further helps the listeners to perceive and interpret the message and social reality. Despite grammarians

discourse markers under different perspectives. Results witnessed that the pragmatic functions of discourse markers enable the communicators to talk in an eloquent manner. For instance, in face-to-face communication, both individuals use different discourse markers that further help them to communicate effectively<sup>[44, 45]</sup>. Similarly, Li<sup>[40]</sup> investigated the pragmatic suitability and appropriateness of discourse markers in native language speaking. The researcher used a cross-sectional study and selected school-going students from China. Results indicated that all the respondents agree with the importance of discourse markers in the communication processes due to their pragmatic contributions and existence. These respondents also recognize the significance

of discourse markers in both verbal and nonverbal communications, indicating their reliance on them<sup>[46]</sup>.

## 2.5. French Journalism and AI

The French press is a unique model for addressing AI in media discourse, providing a unique local perspective that adds depth to the global discourse<sup>[27]</sup>. This distinction stems from the historical legacy of the French press, which has always been a pioneer in maintaining standards of integrity and credibility, while emphasizing the values of freedom of expression and democracy. The French emphasis on journalistic integrity also adds a new dimension to the global debate

on the use of AI in the media<sup>[26]</sup>. While some countries focus on commercial innovation, the French experience highlights the importance of ensuring equal access to information, respecting diversity of opinions, and when applying AI technologies, the French press provides a model that can balance the use of algorithms to improve efficiency and maintain the integrity of the output. Through tools such as automated data analysis and intelligent content personalization, the French press seeks to provide high-quality content, while adhering to traditional journalistic values<sup>[25]</sup>.

### 3. Research Methods

This research is based on qualitative methods as the main aim was to provide in-depth, baseline, and compressive information about the role and effects of AI technology in journalism. The main focus remained to explore the overall impact of AI technology on pragmatic discourse in the French news media<sup>[47-51]</sup>. This technique helped provide an expansive scrutiny of the issue under study. Using the descriptive analytics approach, this study provided in-depth insights and practical details about AI usage in journalism<sup>[49, 52, 53]</sup>. Besides, this method also provided a robust understanding of how AI effects different professional aspects of modern journalism in France. In this regard, semi-structured interviews were conducted with the study participants to determine and collect their opinions regarding AI usage in French news media organizations. The researchers selected a sample size of 15 interviewees as suggested by<sup>[54]</sup>. The sample size was relevant, and the participants were selected using the convenient sampling approach to ensure maximum output and details from the experienced journalists. The participants' responses were recorded, transcribed, and further categorized to identify the prevailing themes. These themes are further shaped into headings, elaborating responses and points of mutual agreement between the participants.

Despite the limited sample size, the study relies on a qualitative methodology based on in-depth interviews, which is an approach that does not require large samples<sup>[55, 56]</sup>. The aim of these studies is to explore and understand the phenomenon in depth, not to generalize statistically. The small sample size also allows for the collection of detailed data and in-depth analysis of the participants, which helps to explore different aspects of the topic. This sample also represents a

carefully selected group of journalists and experts working in the French press, who have direct experience in using artificial intelligence, which makes it sufficient to reach rich and useful insights.

## 4. Analysis and Discussion

After conducting the interviews and completing the data gathering process, the collected data indicated robust insights about the effects of AI technology in French news media organizations. Besides, these responses also revealed the possible benefits of technology in acquiring the pragmatic function, the challenges these news media organizations face, and recommendations regarding how to overcome them.

### 4.1. Data Analysis Procedures

Data analysis of interview transcripts was based on gathering insights from individuals working in French news media outlets, particularly journalists and senior media professionals. Data analysis was based on identifying the themes to highlight prevailing patrons that reflected the participants' experiences and views with AI technology for journalistic purposes. Semi-structured interviews using open-ended questions help the study participants to openly discuss the role and effects of AI technology journalistic practices, the challenges media organizations confront, and AI's capability for enhancing pragmatic functions. By using content analysis approach, and data was evaluated to find sub-themes and provide clear prominent stances across responses.

### 4.2. Enhancing Professional Efficiency and Timesaving

Interviews with the study participants highlighted the significant role of artificial intelligence in improving efficiency and decreasing time and effort in news media organizations. These participants mutually agreed that AI is facilitating several aspects of journalism in France formula from data analysis and information gathering to content customization and creation, this technology is positively affecting the journalistic practices. The study participants mutually agreed that one of the basic benefits of AI technology is its ability to automate time-taking, tedious tasks, such as updating stories and editing daily news. As a result, today, journalists

are enablers to give more time to their professional development, improving their approaches, and work on strategic preparation of news stories.

Study participants also highlighted using different tools for generating automated reports, especially for the trending topics in sports, politics, business, and others. These tools mainly involve quill and wordsmith. According to the study participants, these AI-enabled tools ensure the quick preparation and release of news stories. Also, they agreed that these tools also help improve responsiveness to breaking news, indicating and increasing audience satisfaction and engagement in their content. Here, the study participants also cited another example of efficiency improvement due to AI to rapidly gather and analyze massive amounts of data. According to them, available tools like tableau and Google Analytics are widely used by French media professionals. As a result, they can identify what it's consistent with audience interests and improves their engagement. They further argued that these technology, driven tools facilitate them to prepare their coverage to the most trending and influential topics for their audiences, which further promotes the productivity of French news media as the focus remains on the topics that are more appealing for their audiences.

Similarly, participant 2 opined that.

“I believe in the positive potential of AI technology in journalism practices. Here I will suggest tools like Recombee and Outbrain that help analyze audience behaviors and preferences, which enable me to select, design and deliver content that is consistent with the needs and interests.”

Overall, these study participants witnessed that this content personalization helps improve audience engagement and experiences, as they feel more involved in the content they read. Improved engagement through technology driven personalization features also helps to ensure audience interest in the future, loyalty, and the time they allocate to reading process stop.

### **4.3. AI and Content Personalization**

Furthermore, data analysis provided a mutual agreement among French journalists and media stakeholders on

the efficiency and effectiveness of artificial intelligence in media content customization to enhance audience engagement. Altogether, a general consensus was that AI-enabled Journalistic practices to have altered news presentation to ensure consistency with the audience's needs and demands. The study participants noted that AI-enhanced content delivery systems have positively influenced our user experiences. Here some participants highlighted Adobe target as one of the most preferred AI tools used by French journalists to scrutinize audience preferences and behaviors, to ensure that the content is aligned with their individual interests.

The study participants also agreed with the effectiveness of this strategic technique, enhancing audience interest and engagement as when they feel that content or item is designed to cater their needs, they find it engaging. Besides, some noted that this personalized content can increase platform retention, drawing more frequent readership and promoting the reputation of French media institutions. Participants further explained that AI depends on analyzing user behavioral data to determine which topics resonate most with individual readers, subsequently directing suitable content to them. This process saves time and resources, reducing the need for random attempts to capture the French audience's interest.

Six study participants also commented that personalization encourages a sense of loyalty among readers as they feel that media institution understands and respond to their interests. This sense of individual attention encourages users to return frequently, especially for breaking news and in-depth reports. For example, according to participant seven,

“I have observed higher retention rates since implementing content personalization systems. This highlights AI's role in promoting lasting relationships with the audiences. I believe that sequentially recommended content designed to the user's preferences improves their overall experience and strengthens loyalty to our news content”.

According to some participants, personalization promotes a sense of loyalty among leaders, as they feel that the media institution understands and responds to their interests. Participant five opined that.

“This sense of individual attention motivates news media audiences to return frequently, especially for breaking news and in-depth reports. I believe that it is a significant contribution of AI technology in designing and sharing journalistic content”.

However, while content personalization is seen as highly affected, some interviewees highlighted potential challenges, particularly around content bias. According to participant three,

“In my opinion, personalization systems might lead users to receive repetitive content based on their interest, which limits exposure to a diverse range of topics or perspectives. This is one of the major concerns, which in my opinion, should be sorted carefully”.

In addition, some journalists also expressed concern about “filter bubbles” as it is based on exposing content that reinforces existing views about presenting alternative perspectives, potentially reducing the diversity of their media consumption<sup>[1, 5, 9]</sup>. AI technologies, such as machine learning, also help analyze this data and extract patterns of individual behavior. For example, if a user regularly reads international political news, more relevant content is personalized in their user interface. Deep learning technologies analyze user behavior to predict what they might be interested in in the future. This helps news organizations deliver content before the user searches for it, enhancing the sense of personal engagement. Using predictive analytics, AI helps design engaging headlines and images that are relevant to each user based on their preferences. Additionally, sentiment analysis is used to understand emotional reactions to articles and personalize more content that users will like. To further counteract this issue, participants suggested a mutual opinion. For example, Participant Thirteen stated that.

“Well, I think that personal realization systems should be designed to occur and represent options beyond the user’s immediate interests. This solution can be helpful as it will help ensure balanced and diverse content in our news media”.

#### **4.4. Artificial Intelligence as a Pragmatic Tool**

Interviews with journalists and media experts reveal that AI is seen as a practical assert in achieving key objectives for French media outlets, such as boosting operational efficiency, enhancing or disengagement, and developing rapid information access strategies<sup>[20, 57]</sup>. Study participants agreed about the role of artificial intelligence as a pragmatic tool that improves task performance and productivity by facilitating repetitive tasks, including fact-checking, data collection, headline suggestions, and efficient content delivery. According to participant 7, “I believe that using AI helps P editorial team members to give more time to improve their journalism practices instead of giving excessive efforts to tasks that are otherwise time-consuming. For example, artificial intelligence provides natural language generation services to create unique and quick news reports on different topics like crimes, sports, business, takes, and others. It further lowers costs and increases productivity. In my opinion, this aspect of technology is enabling French news media to work more effectively, especially in this era of technology and increased competition as now we can cover an event, prepare a new story, and present it on our media platforms”.

Altogether, the participants’ responses indicate the critical role of AI technology in streamlining news media organizations’ functional goals through increasing the efficiency, task performance, and effectiveness.

#### **4.5. Ethical Challenges Raised by AI Usage**

Study participants indicated algorithmic bias as a mutual concern regarding the risk of AI usage in French journalism. It is notable that selecting input data and the available algorithms can generate content that is based on a clear emphasis on certain viewpoints, averting clarity in some topics. According to participant 11,

“I know that algorithms contain historical data dad can have biases that may affect the results of content. Sometimes these algorithms can produce content that is consistent with previous information, or they overemphasize certain issues specifically in news analysis. This issue concerns the purpose of journalistic practices by limiting the quality and diversity of information available to the public in France who stopped besides, content personalization is another issue that raises concerns about transparency, objectivity, and other



primary ethics in journalism. These issues can lead to create “filter bubbles” as the news audiences are experiencing the content that is consistent with their viewpoints, liberating their perspectives and critical thinking abilities.

Additionally, study participants also indicated that these algorithms can be hard to comprehend, for the leading to create concerns regarding public trust and engagement in technology usage for the journalism purposes”.

According to participant 3,

“When we do not know how these algorithms work and provide certain conclusions, how can we rely on them? I believe that this concern needs active scrutiny to ensure transparency and objectivity, for the leading to develop mechanisms to understand how these algorithms work to the French audiences as a whole”.

## 5. Implications

Based on the problem, nature, and focus of this study, the results provide certain practical implications that cannot be overlooked. First, it is crucial for the media organizations to ensure a balanced approach regarding its usage as it offers several benefits to upgrade news processing efficiency. Ensuring this balance will help to sustain productivity and also preserve human scrutiny for critical reporting and investigative journalism tasks, further benefiting the quality and depth as significant aspects of traditional journalism. Furthermore, we found that AI is capable of providing personalized content that is consistent with users’ preferences leading to improved audience interest and engagement. However, this aspect also raises the risk of dependent and biased content, limiting audience exposure to diverse viewpoints. The study also contributes to expanding the scope of pragmatic theory by exploring the role of artificial intelligence as an effective tool for achieving media goals such as personalizing content, interacting with the audience, and increasing influence. It also contributes to developing the discussion about the relationship between the human element and algorithms in the production of media content, by analyzing the balance between human intervention and artificial intelligence. Considering these results, it is important for news media plat-

forms to design algorithms that are based on personalization to introduce different types of content to ensure a balanced perspective and avert repetitive and subjective experiences, which may otherwise lead to biases. Finally, transparency is an important factor in news media practices, it indicates possible algorithmic bias. In this context, it is suggested that building accessible and clear to explain algorithmic outputs and functions is the need of the day. This transparency can further ensure public engagement and trust in technology applications, further ensuring that the AI is not only used for financial interest but also complies with the primary ethical standards of inclusivity, objectivity, transparency, and conciseness.

## 6. Conclusions

This research examined the potential impact of artificial intelligence technology on the pragmatic operations of French news media. The focus remained on how the relevant technology has transformed newsgathering, analysis, and editing procedures. The findings indicated that AI has become an important tool in the news media, further enhancing the operations, productivity, and efficiency by helping journalists to work with gigantic data accurately and quickly. However, the integration of AI technology in journalism also needs robust strategies to avoid unethical issues, such as bias that may arise from the data generated. It is important for media organizations to ensure a balanced technological approach by focusing on conventional journalistic principles of inclusiveness and objectivity. Notably, AI should serve the public interest, without prioritizing the financial aims. Consequently, it will improve the quality of news content and also help news media organisations to sustain reputation. Therefore, this study provides useful insights regarding year news discourse markers performing pragmatic media function in French news content. The study adds a new dimension to pragmatic theory by exploring how AI can be a tool for achieving practical media goals such as personalizing content and increasing engagement. A theoretical model can be proposed that integrates technology with pragmatic principles, helping to understand how modern technology enhances core values such as efficiency and influence on the audience. The study also highlights how AI can satisfy the audience’s growing needs for accuracy, speed, and person-

alization. The study also adds a new dimension to media transparency theories by examining the impact of AI on media credibility, where the analysis can be used to develop a new theoretical framework that reflects the challenges of transparency in the digital age. It also underlines the demand for a critical consideration of AI usage even for the general everyday use to communicate with the technology, recognizing the continuous relevance of these factors.

Despite artificial intelligence technology offers several benefits for the journalists, it also causes many ethical issues. S French press is known for its strong commitment to basic journalism ethics, the issue of certain challenges regarding AI integration cannot be denied. In this regard, the possible misinformation dissemination and content bias are two major issues. Depending on artificial intelligence, without keeping the ethical concerns under consideration, the relevant technology usage threatens the integrity of journalistic practices whose job as a result, misinformation, disinformation, and manipulation of data cannot be denied. These challenges further demand different journalistic organizations to mitigate the over reliance on artificial intelligence technology and focus on its ethical usage.

## Author Contributions

Conceptualization, M.H.; methodology, K.M.R.; software, S.A.-H.; validation, B.M.A.-M.; formal analysis, M.H.; investigation, M.H.; resources, M.H.; data curation, M.H.; writing—original draft preparation, S.A.-H.; Writing—review and editing, B.M.A.-M.; visualization, S.A.-H.; supervision, B.M.A.-M.; project administration, K.M.R. All authors have read and agreed to the published version of the manuscript.

## Funding

This work received no external funding.

## Institutional Review Board Statement

Not applicable.

## Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

## Data Availability Statement

The data will be provided by storing it via a link via the email mohammad.habes@yu.edu.jo and sending it to those interested if they request it.

## Conflicts of Interest

The authors declare no conflict of interest.

## References

- [1] Trapova, A., Mezei, P., 2022. Robojournalism—A Copyright Study on the Use of Artificial Intelligence in the European News Industry. *GRUR International*. 71(7), 589–602. DOI: <https://doi.org/10.7916/D80G3XDJ>
- [2] Karabulatova, I., 2020. Possibilities of Artificial Intelligence in Assessing the Impact of Potentially Dangerous Texts in Modern News Discourse: Problem of Statement. *SHS Web of Conferences*. 88, 01001. DOI: <https://doi.org/10.1051/shsconf/20208801001>
- [3] Simon, F. M., 2023. Artificial Intelligence in the News How AI Retools, Rationalizes, and Reshapes Journalism and the Public Arena. *Columbia University Libraries: New York, NY, USA*. pp. 77–89.
- [4] Bareis, J., Katzenbach, C., 2022. Talking AI into Being: The Narratives and Imaginaries of National AI Strategies and Their Performative Politics. *Science Technology and Human Values*. 47(5), 855–881. DOI: <https://doi.org/10.1177/01622439211030007>
- [5] Serdouk, A., Bessam, A.C., 2023. Bots in Newsrooms: What Future for Human Journalists? *Media Watch*. 14(1), 100–115. DOI: <https://doi.org/10.1177/09760911221130816>
- [6] Secova, M., 2011. Discourse-pragmatic features of spoken French: analysis and pedagogical implications [Ph.D. Thesis]. *Queen Mary University of London*.
- [7] Dandurand, G., McKelvey, F., Roberge, J., 2023. Freezing Out: Legacy Media’s Shaping of AI as a Cold Controversy. *Big Data and Society*. 10(2), 20539517231219242. DOI: <https://doi.org/10.1177/20539517231219242>
- [8] Durmus, E., Ladhak, F., Cardie, C., 2020. The Role of Pragmatic and Discourse Context in Determining Argument Impact. *Proceedings of the 2019 Conference on Empirical Methods in Natural Language Processing and the 9th International Joint Conference on Natural Language Processing (EMNLP-IJCNLP)*; November 2019; Hong Kong, China. pp. 5668–5678. DOI: <https://doi.org/10.18653/v1/D19-1568>
- [9] Mieczkowski, H., Hancock, J. T., Naaman, M., et al., 2021. AI-mediated communication: Language use and interpersonal effects in a referential communication

- task. *Proceedings of the ACM on Human-Computer Interaction*, 5(CSCW1), 1–14.
- [10] Zagorulko, D.I., 2023. Chatgpt in Newsrooms: Adherence of AI-Generated Content to Journalism Standards and Prospects for its Implementation in Digital Media. *Scientific Notes of V.I. Vernadsky Taurida National University, Philology. Journalism*. 2(1), 319–325. DOI: <https://doi.org/10.32782/2710-4656/2023.1.2/50>
- [11] Peña-Fernández, S., Meso-Ayerdi, K., Larrondo-Ureta, A., et al., 2023. Without Journalists, There is No Journalism: The Social Dimension of Generative Artificial Intelligence in the Media. *Profesional de La Informacion*. 32(2), e320227. DOI: <https://doi.org/10.3145/epi.2023.mar.27>
- [12] Arguedas, A.R., Simon, F.M., 2023. Automating Democracy Automating Democracy Generative AI, Journalism, and the Future of Democracy. *Balliol Interdisciplinary Institute: University of Oxford, US*. pp. 34–48.
- [13] Brennen, J.S., Howard, P.N., Nielsen, R.K., 2022. What to Expect When You're Expecting Robots: Futures, Expectations, and Pseudo-Artificial General Intelligence in UK News. *Journalism*. 23(1), 22–38. DOI: <https://doi.org/10.1177/1464884920947535>
- [14] Hermann, I., 2023. Artificial Intelligence in Fiction: Between Narratives and Metaphors. *AI and Society*. 38(1), 319–329. DOI: <https://doi.org/10.1007/s00146-021-01299-6>
- [15] Lai, M.C., Brian, M., Mamzer, M.F., 2020. Perceptions of Artificial Intelligence in Healthcare: Findings from a Qualitative Survey Study among Actors in France. *Journal of Translational Medicine*. 18(1), 14. DOI: <https://doi.org/10.1186/s12967-019-02204-y>
- [16] Aşen Akkor Gül, E., Dilek Ertürk, Y., Elmer, P., 2022. Digital Transformation in Media & Society. *Istanbul University Press: Istanbul, Turkey*. pp. 98–112.
- [17] Buhmann, A., Fieseler, C., 2021. Towards a Deliberative Framework for Responsible Innovation in Artificial Intelligence. *Technology in Society*. 64, 101475 DOI: <https://doi.org/10.1016/j.techsoc.2020.101475>
- [18] Tessem, B., Tverberg, A., Borch, N., 2024. The Future Technologies of Journalism. *Procedia Computer Science*. 239, 96–104. DOI: <https://doi.org/10.1016/j.procs.2024.06.151>
- [19] Benmelit, S., 2024. Algorithmic Journalism and Metaverse Media Innovative Prospects in Digital Content Creation. *International Journal of Social Communication*. 209, 23–33. DOI: <https://doi.org/10.53284/2120-011-003-013>
- [20] Díaz-Noci, J., 2020. Artificial Intelligence Systems-Aided News and Copyright: Assessing Legal Implications for Journalism Practices. *Future Internet*. 12(5), 85. DOI: <https://doi.org/10.3390/FI12050085>
- [21] Von Richthofen, A., 2020. Aurel Von Richthofen, on Tools, Technology and Society around the Future of AI and Architecture. *Architectural Research Quarterly*. 24(4), 379–381. DOI: <https://doi.org/10.1017/S1359135521000075>
- [22] Cardaş-Răduța, D.L., 2024. The Effectiveness and Limitations of Artificial Intelligence in Journalism. *SAECULUM*. 57(1), 111–119. DOI: <https://doi.org/10.2478/saec-2024-0009>
- [23] Porlezza, C., 2023. Promoting Responsible AI: A European Perspective on the Governance of Artificial Intelligence in Media and Journalism. *Communications*. 48(3), 370–394. DOI: <https://doi.org/10.1515/commun-2022-0091>
- [24] Negreira, M.C., Jorge Vázquez-Herrero, R., Sixto-García, J., et al., 2023. *Studies in Big Data 140 Blurring Boundaries of Journalism in Digital Media New Actors, Models and Practices*. Springer Nature: Germany. pp. 678–693.
- [25] Gasnier, C., 2024. Impact of AI Generated Images in the Work Field of Journalism [Master's Thesis]. Prague, CZ: Charles University. pp. 16–34.
- [26] González-Arias, C., López-García, X., 2024. Rethinking the Relation between Media and Their Audience: The Discursive Construction of the Risk of Artificial Intelligence in the Press of Belgium, France, Portugal, and Spain. *Journalism and Media*. 5(3), 1023–1037.
- [27] Noain Sánchez, A., 2022. Addressing the Impact of Artificial Intelligence on Journalism: The Perception of Experts, Journalists and Academics.
- [28] Roe, J., Perkins, M., 2023. 'What they're Not Telling You about ChatGPT': Exploring the Discourse of AI in UK News Media Headlines. *Humanities and Social Sciences Communications*. 10(1), 753. DOI: <https://doi.org/10.1057/s41599-023-02282-w>
- [29] Al-Muhaisen, B.M., Al Jwaniat, M.I., Tahat, Z.Y., et al., 2024. The Pragmatic Function of Press Discourse Markers in French Language. *Springer Nature*. 1, 155–165.
- [30] Capatina, A., Kachour, M., Lichy, J., et al., 2020. Matching the Future Capabilities of an Artificial Intelligence-Based Software for Social Media Marketing with Potential Users' Expectations. *Technological Forecasting and Social Change*. 151, 119794. DOI: <https://doi.org/10.1016/j.techfore.2019.119794>
- [31] Meier, K., Schützeneder, J., García Avilés, J.A., et al., 2022. Examining the Most Relevant Journalism Innovations: A Comparative Analysis of Five European Countries from 2010 to 2020. *Journalism and Media*. 3(4), 698–714. DOI: <https://doi.org/10.3390/journalmedia3040046>
- [32] Chen, Y., 2023. A Contrastive Study of the Use of Discourse Markers by English Learners and Native Speakers. *International Journal of Education and Information Technologies*. 17, 1–6. DOI: <https://doi.org/10.46300/9109.2023.17.1>
- [33] Feng, G., 2008. Pragmatic Markers in Chinese.

- Journal of Pragmatics. 40(10), 1687–1718. DOI: <https://doi.org/10.1016/j.pragma.2008.05.012>
- [34] Hussein, M., 2008. Two Accounts of Discourse Markers in English. 49(2002), 75–86.
- [35] Mahony, S., Chen, Q., 2024. Concerns about the Role of Artificial Intelligence in Journalism, and Media Manipulation. *Journalism*. 9(1), 14648849241263292.
- [36] Dörr, K., 2023. Artificial Intelligence and Ethical Journalism. In: *Encyclopedia of Business and Professional Ethics*. Cham: Springer International Publishing, Switzerland. pp. 138–141.
- [37] Aijmer, K., 2015. Analysing Discourse Markers in Spoken Corpora: Actually as a Case Study. Springer Nature: London, UK. pp. 88–109.
- [38] Ulyanova, U.A., Petrochenko, L.A., 2015. Discourse Elements in the Missing Manual. *Procedia - Social and Behavioral Sciences*. 200, 595–600. DOI: <https://doi.org/10.1016/j.sbspro.2015.08.043>
- [39] Alami, M., 2015. Pragmatic Functions of Discourse Markers: A Review of Related Literature. *International Journal on Studies in English Language and Literature*. 3(3), 1–10. DOI: <https://doi.org/10.13140/RG.2.1.3034.3121>
- [40] Li, Q., 2016. A Case Study on the Pragmatic Use of Discourse Markers. *Canadian Social Science*, 12(11), 106–113. DOI: <https://doi.org/10.3968/9032>
- [41] Shakarami, A., Hajhashemi, K., Caltabiano, N., 2016. Digital Discourse Markers in an ESL Learning Setting: The Case of Socialisation Forums. *International Journal of Instruction*. 9(2), 167–182. DOI: <https://doi.org/10.12973/iji.2016.9212a>
- [42] Liu, X., 2017. The Meta-Pragmatic Functions of English Discourse Markers. *Proceedings of the 2016 7th International Conference on Education, Management, Computer and Medicine (EMCM 2016)*; Feb 2017; Paris, France. pp. 467–471.
- [43] Lopez Villegas, C., 2019. Discourse and Pragmatic Markers in Spoken and Written Everyday Life. *March*. 8(3), 0–46. DOI: <https://doi.org/10.13140/RG.2.2.33992.57602>
- [44] Gao, Y., 2023. Analyse the Function of Discourse Markers Using in Naturally Occurring Discourses and Planned Speeches. *SHS Web of Conferences*. 179, 01027. DOI: <https://doi.org/10.1051/shsconf/202317901027>
- [45] Usarova Yakubovna, N., 2024. Discourse Markers and Cohesive Devices in Uzbek and English Legends. Available from: [https://www.researchgate.net/publication/348756006\\_The\\_Role\\_of\\_Discourse\\_Markers\\_and\\_Cohesive\\_Devices\\_in\\_Writing\\_EFL\\_Students\\_a\\_Case\\_Study](https://www.researchgate.net/publication/348756006_The_Role_of_Discourse_Markers_and_Cohesive_Devices_in_Writing_EFL_Students_a_Case_Study)
- [46] Dijkstra, A.M., de Jong, A., Boscolo, M., 2024. Quality of Science Journalism in the Age of Artificial Intelligence Explored with a Mixed Methodology. *PloS One*. 19(6), e0303367.
- [47] Alshakhanbeh, Z.M., Domi, M.K.B., Habes, M., 2024. Petra News Agency coverage of events in Palestine, Jerusalem, Iraq, Syria: An Analytical Study. *Dirasat: Human and Social Sciences*. 51(4), 271–286.
- [48] Attar, R.W., Habes, M., Almusharraf, A., et al., 2024. Exploring the Impact of Smart Cities on Improving the Quality of Life for People with Disabilities in Saudi Arabia. *Frontiers in Built Environment*. 10(3), 1398425.
- [49] Habes, M., Alanani, A., Youssef, E., et al., 2024. Why Do Jordanian Students Prefer Using ChatGPT A Case Study of Higher Education Institutions. *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom*. Springer Nature. pp. 127–141.
- [50] Mansoori, A., Tahat, K., Tahat, D.N., et al., 2024. Optimizing News Categorization with Machine Learning: A Comprehensive Study Using Naive Bayes (MultinomialNB) Classifier. In *Achieving Sustainable Business through AI, Technology Education and Computer Science*: Cham: Springer Nature, Switzerland. pp. 169–178.
- [51] Tahat, K., Habes, M., Mansoori, A., et al., 2024. Social Media Algorithms in Countering Cyber Extremism: A Systematic Review. *Journal of Infrastructure, Policy and Development*. 8(8), 6632.
- [52] Bdoor, S.Y., Habes, M., 2024. Use Chat GPT in Media Content Production Digital Newsrooms Perspective. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom*. Cham: Springer Nature, Switzerland. pp. 545–561.
- [53] Tahat, K., Mansoori, A., Tahat, D.N., et al., 2023. Leveraging Soft Power: A Study of Emirati Online Journalism through Arabic Topic Modeling. *Proceedings of the International Conference on Business and Technology (ICBT2023)*; 2–3 November 2023; Istanbul, Turkey. pp. 13–20.
- [54] Acharya, A., Prakash, A., Saxena, P., et al., 2013. Sampling: Why and How of it? Anita S Acharya, Anupam Prakash, Pikee Saxena, Aruna Nigam. *Indian Journal of Medical Specialities*. 15(14), 330–333. DOI: <https://doi.org/10.7713/ijms.2013.0032>
- [55] Setia, M.S., 2016. Methodology Series Module 3: Cross-Sectional Studies. *Indian Journal of Dermatology*. 61(3), 261–264. DOI: <https://doi.org/10.4103/0019-5154.182410>
- [56] Wani, S.R., 2017. Population and Sample. M.A. Edu/Research Methodology/Sampling. Available from: <https://ddeku.edu.in/Files/2cfa4584-5afe-43ce-aa4b-ad936cc9d3be/Custom/Sampling.pdf>
- [57] Ponce, A., Castillo, D., 2022. Artificial Intelligence, Labour and Society. *ETUI aisbl*, Brussels. pp. 76–98.