

Mass Communication in the Era of Globalization and Artificial Intelligence

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Abstract

Mass communication has undergone profound transformation in the era of globalization, driven largely by rapid advancements in artificial intelligence (AI). The evolution and use of AI in Mass Communication drastically affects the globe both negatively and positively. AI is fundamentally transforming media and mass communication functions such as Content Creation and Journalism. The global effect of AI in Mass Communication has in turn affected human existence and culture in areas such as Job Displacement, Social Isolation, and Environmental Impact. AI has limitations such as variation of information, need for additional commands to inform better, and internet dependency. This research adapted a Historical Method with Qualitative Approach, as well as consultation of written materials such as Textbooks and Articles. The research examines the evolving role of mass communication within a globally interconnected society and analyzes how AI technologies are reshaping the production, distribution, and consumption of media content. The research also highlights both the opportunities and risks posed by AI-driven mass communication in a globalized world. This research paper discovered that AI has deficiencies and limitations such as job displacement, social isolation, and a lack of human touch, which are posing threats to human existence and culture globally, and portrays it as causing more harm than good in globalization. This research concludes that while artificial intelligence enhances efficiency, reach, and audience engagement in mass communication, its responsible governance and ethical application are essential to ensure inclusive, accurate, and culturally sensitive global communication.

Keywords: Artificial Intelligence, Effect, Globalization, Globe, Mass Communication

Introduction

More than 40 years ago, Carnegie Mellon University Computer Science PhD student John McCarthy coined the term “Artificial Intelligence (AI)”. For many people, AI is the quintessential technology of the Twenty-First century, and the challenges, changes, and threats it brings are global in nature, such as making society a global village.

Artificial Intelligence (AI) is a way of making a computer, a computer-controlled robot, or software think intelligently, in a similar manner to how intelligent humans think. AI is accomplished by studying how the human brain thinks and how humans learn, decide, and work while trying to solve a problem, and then using the outcomes of this study as a basis for developing intelligent software and systems. AI is classified by intelligence as Narrow AI, General AI, and Super AI.

AI has gained significant attention in recent years, and especially in 2023, but AI is not new and can trace its history back to the development of computers after the Second World War, with the Dartmouth Conference in 1956 bringing together researchers from multiple fields to explore “thinking machines”. This is widely considered the start of AI as a distinct field of study, and where the term “Artificial Intelligence” was used for the first time by the visionaries at that conference.

Intelligence does not imply perfect understanding; every intelligent being has limited perception, memory, and computation. Many points on the spectrum of intelligence versus cost are viable, from insects to humans. AI seeks to understand the computations required for intelligent behavior and to produce computer systems that exhibit intelligence. Aspects of intelligence studied by AI include perception, communication using human languages, reasoning, planning, learning, and memory.

Mass Communication is human communication on a ‘Massive Scale’, incorporating all six basic elements of communication; that is, source, encoder, message, channel, decoder, receiver and feedback. In other words, it refers to the process of transmitting or disseminating information from a sender to a large, scattered, heterogeneous, and anonymous audience simultaneously using technological devices of the mass media such as radio, television, internet, newspaper, magazines etc., with the possibility of delayed feedback. Mass Communication refers to the process or means of disseminating or transmitting information, views, or messages to a large, anonymous, and scattered heterogeneous mass of receivers who may be far removed from the message sources through the use of sophisticated equipment. Shannon and Weaver described Mass Communication as a linear process in which a sender transmits a message through a channel to a receiver, with possible noise interfering.¹ This opinion presents Mass Communication as Trans missional and global in operation. Lasswell expressed that Mass Communication can be analyzed by answering five questions: Who says what in which channel to whom with what effect?² This opinion presents Mass Communication as an answer to questions. Lasswell further expressed that Mass Communication is media messages directly “injected” into passive audiences, producing uniform effects.³ This implies that Mass Communication has uniform effect and it concerns the globe. Baran explained Mass Communication is the process of creating shared meaning between the mass media and their

¹ C. E. Shannon & W. Weaver. *The Mathematical Theory of Communication*. (University of Illinois Press, 1949), 4.

² H. D. Lasswell. “The Structure and Function of Communication in Society”, in L. Bryson (Ed.), *The Communication of Ideas*, (Harper & Brothers, 1948), 37–51.

³ E. Katz, & P. F. Lazarsfeld, *Personal influence: The Part Played by People in the Flow of Mass Communications*. (Free Press, 1955), 18.

audience.⁴ This expression presents Mass Communication as informational tool between the mass media and their audience.

Globalization, according to Akindele refers to the process of the intensification of economic, political, social and cultural relations across international boundaries.⁵ Globalization is principally aimed at the transcendental homogenization of political and socio-economic theory across the globe. It is equally aimed at “making a global being present worldwide at the world stage or global arena”. In other words, as Ohuabunwa once opined, Globalization can be seen as an evolution that is systematically restructuring interactive phases among nations by breaking down barriers in the areas of culture, commerce, communication, and several other fields of endeavor.⁶ This implies that globalization restructures interactive phases among nations and it has effects on culture, commerce, communication, and other fields.

The globalization of AI revolutionized when firms were faced with global pricing and cost strategies to remain competitive. The complexity of software programming languages is supercharging the technological base of the world order, to the digital revolution of blurring the lines between digital, physical, and biological spheres.⁷

Research conducted by Sarwari suggests that beyond institutional media production, AI increasingly mediates interpersonal and intercultural communication. Empirical research involving postgraduate students at a multicultural university examined how generative AI tools such as ChatGPT influence communication across cultural groups. The study assessed whether AI facilitates mutual understanding or introduces new communicative complexities, finding that AI can both reduce linguistic barriers and reproduce cultural biases embedded in training data.⁸ This empirical study presents that AI influences communication across cultural groups and concludes that AI can both reduce linguistic barriers and reproduce cultural biases embedded in training data. These results highlight AI’s dual role as both an enabler and a potential constraint in intercultural mass communication within globalized educational and social environments.

In a research conducted by Cummings-Koether, a multinational pilot study examining cultural dimensions of AI adoption found that language, value systems, and trust in technology significantly influence how AI tools are perceived and utilized. These findings challenge assumptions of technological determinism and suggest that globalization produces differentiated,

⁴ S.J. Baran. *Introduction to Mass Communication*. (New York: McGraw Hill, 2002), 8.

⁵ S.T. Akindele “Colonialization and Economic Dependence: The Case of Nigeria” in Bamisaye, O.A. & Egbuwalo, M.O. (Eds.), *Readings on the Political Economy of Nigeria Since Independence*, (Lagos Ventures Ltd., 1990), (Chapter One), 1-15.

⁶ S.I. Ohuabunwa, *The Challenges of Globalization to the Nigerian Industrial Sector*. (Nigerian Tribune, 1999), 20-21.

⁷ D. Peter, *The Globalization of Artificial Intelligence: Consequences for the Politics of Environmentalism*, (Globalization, 2020), 2-15.

⁸ A.Q. Sarwari, *Assessment of AI impacts on Intercultural Communication*. (Scientific Reports, 2024), 12.

culturally contingent media experiences rather than uniform patterns of AI integration.⁹ This empiricism presents that language, value system and trust in technology influence how AI tools are perceived and used.

In a research conducted by Yakubu, recent empirical evidence suggests that AI does not merely reflect human communication patterns but actively reshapes them. An analysis of over 280,000 online videos revealed shifts in lexical and stylistic patterns associated with interactions with large language models. These findings point to recursive feedback loops in which AI-trained language influences human discourse, raising questions about long-term cultural and communicative change in global media environments.¹⁰ Yakubu submitted that AI has great influence in reshaping human communication patterns and influences human discuss which has effect on culture and global media environment.

Empirical scholarship demonstrates that in the context of globalization, AI is fundamentally reshaping mass communication and human culture. Professional practices are transformed through AI adoption, media narratives are shaped by regionally distinct framings, cultural dynamics mediate ethical and technological interpretations, and human communication itself evolves through interaction with intelligent systems. Collectively, these findings underscore the need for critical, culturally informed, and interdisciplinary approaches to studying mass communication in an AI-driven global media landscape.

This paper studied the global effects and threats of AI on areas such as communication, education, culture, and religion. A descriptive approach was employed because of the nature of the topic to examine and accurately describe the menace of AI and its implications socially and economically on the globe through Mass Communication.

Mass Communication, Globalization, and Artificial Intelligence

Mass communication refers to the processes, institutions, and technologies that enable information dissemination from a sender to large, heterogeneous, and geographically dispersed audiences. In the globalization era, mass communication transcends national borders and enables instantaneous flows of ideas, culture, politics, and commerce across the globe. Scholars of global communication often situate this within networked society frameworks that emphasize the compression of time and space through advanced media technologies. Several foundational scholarly concepts help situate mass communication in globalization, such as Global Village and Network Society, Techno-globalism, and Electronic Colonialism.

⁹ M. J. Cummings-Koether. *Cultural Dimensions of AI Adoption*. (Empirical Insights, 2025). 41.

¹⁰ H. Yakura. *Empirical Evidence of Large Language Model Influence on Human Communication*, 2024.

AI technologies are reshaping communication practices, tools, and outcomes: AI systems such as natural language generation, recommender algorithms, and automated data analysis are now integrated into content production, audience segmentation, and distribution strategies. AI mediates communication processes by enhancing speed, personalization, and interactivity across platforms—from journalism to social media to marketing.

Abdalla stated that AI is fundamentally transforming media and mass communication functions in various ways, such as:¹¹

1. Content Creation & Journalism: AI is automating routine tasks (e.g., generating news summaries, data visualization) and enabling hybrid roles (“journalist–programmer”), but also raising ethical concerns around bias, accuracy, and transparency.
2. Audience Engagement: AI-driven systems analyze user behavior to tailor content recommendations, driving engagement and personalization at scales previously impossible.
3. Gatekeeping and Editorial Work: Intelligent algorithms now participate in prioritizing and filtering information flows, reshaping traditional media power structures.

Broader communication research defines AI in communication as machines’ ability to perform tasks, make decisions, and interact in ways that resemble human communication, offering an operational lens for empirical studies. AI’s integration into mass communication carries significant ethical and societal implications, such as:¹² Privacy and surveillance, Disinformation and trust, Inequality in Global Adoption.

The convergence of globalization and AI creates new modes of mediated communication that are global, instantaneous, and often algorithmically shaped: AI amplifies globalization’s effects by enabling media content to be localized and personalized across diverse cultural contexts while maintaining global distribution reach. At the same time, algorithmic biases and infrastructure gaps can produce uneven experiences and unequal representation in global media ecosystems.

The growth of AI has its roots in three connected trends: numerous databases, computing power, accuracy and venture capital rise to new financing, technological, and scientific projects.¹³ AI was first utilized, as a term, in 1956 by McCarthy; yet, the likelihood that machines could think was described very early.¹⁴ AI is a machine-based system, for a specific set of human known aims, makes estimations, recommendations, or decisions influencing real or virtual contexts (OECD, 2019). According to the growth principle in neo-classical theory, the technological

¹¹ S.M.S.O. Abdalla. AI and its Impact on Communication. “Journal of English Language”. (Teaching and Applied Linguistics, 2025), 4.

¹² A. Mirek-Rogowska & W. Kucza. *AI in Communication: Theoretical Perspectives and Ethical Implications*. (Communication Today, 2024), 50.

¹³ P.K. Donepudi, A.A., Ahmed, S. Saha. “Emerging Market Economy and Artificial Intelligence: Consequences for the Future of Jobs”, *PJAEE*, 17(6):5562-5574. Retrieved (2020) from <http://dx.doi.org/10.5281/zenodo.5562662>.

¹⁴ M. Pticek & D. Dobrinic, “Impact of Artificial Intelligence on Purchasing Decisions”, 47th International Scientific Conference on Economic and Social Development – Prague, 14-15 November. Retrieved (2019) from <https://www.proquest.com/openview/5a9d149cd8981306b2c0bf7174032dd8/1.pdf?pqorigsite=gscholar&cbl=2033472>.

transformation increases the capital per person and the savings and investments increasing the real GDP growth. Solow stated that the labor force and capital are exogenous key force of economic growth, thus using the Cobb-Douglas production function, focusing on the interrelations between innovation, output, and productivity.¹⁵

Problem of AI

Despite the potential benefits of AI in international trade, there are also several concerns and challenges that need to be addressed. One of the main concerns is the negative impact on employment. Advanced technologies could lead to job displacement and income inequality, as businesses may shift to automated processes to reduce costs.

There are different opinions regarding the impact of scaling the use of artificial intelligence on employment. It is believed that neural networks will not completely replace humans in areas where empathy and human contact are required, such as medicine, education, art, and social services. However, according to some experts, artificial intelligence can serve as an assistant and successfully handle tasks that require a large volume of repetitive actions, such as cleaning, packaging, and assembling products, as well as activities in sales, finance, healthcare, and transportation. These professions are often associated with performing repetitive, routine work that can be easier and more accurately executed with artificial intelligence technologies and automation. Some scientists point out that this may lead to an increase in unemployment and the extinction of certain professions, while other industries will gain new opportunities and highly specialized jobs.

More than 80% of employees claim that artificial intelligence increases their productivity. It is expected that by next year, nearly 100 million people will be working in the field of artificial intelligence. Some experts believe that artificial intelligence will surpass humans in all tasks within 45 years and automate all jobs within 120 years.¹⁶

Artificial Intelligence can successfully perform many tasks better than humans, and on top of that, it does it practically for free. This will make Artificial Intelligence take on enormous economic value. This will happen, of course, at the price of unprecedented extensive job losses and making the younger generation lazy. Both blue-collar and white-collar workers will lose their positions. The question then becomes, where are we? Which professions can Artificial Intelligence take over, and which ones will not move? What is the future of human jobs?

¹⁵ R.M. Solow, "A Contribution to the Theory of Economic Growth". The Quarterly Journal of Economics, 70 (1): 65-94. Oxford University Press. Retrieved (1956) from <https://www.jstor.org/stable/1884513>.

¹⁶ I.V. Ivanova, T.M. Borovyk, T.G. Zalozna & A.Y Rudenko. "Use of Artificial Intelligence in Marketing". *Marketing and digital Technologies*. 2023. No. 7(2), 32-42.

In a particular way, the professions most vulnerable to automation through the application of Artificial Intelligence are those associated with routine work and entry-level positions. Artificial Intelligence, on the one hand, will incredibly improve labor productivity, but on the other hand, it will lead to great structural difficulties in society. So, as much as possible, there is another question: in terms of labor, will Artificial Intelligence prove to be a blessing or a curse? The World Economic Forum estimates that 85 million jobs could disappear by 2025 as a result of automation, digitalization and the development of Artificial Intelligence. At the same time, the demand for 97 million new jobs is projected to emerge, requiring completely different skills and competencies.

Artificial Intelligence's advantage over humans is its ability to detect incredibly subtle patterns in large amounts of data. For example, a human loan processor takes into account only a few factors on the basis of which he decides whether to approve a loan application, he analyzes the assets the applicant owns, his income, the value of his house, his job and so on. An Artificial Intelligence algorithm, on the other hand, can examine thousands of variables in milliseconds publicly available information about the customer in question, his purchases, his record of medical services, the applications and digital tools he uses and provide a much more precise assessment of the application. This raises the question. Would people be willing to let Artificial Intelligence give an opinion on their creditworthiness, and offer more favorable installments in exchange for agreeing to insights into their personal data? I believe that many people would go for it.

Experts believe that increased productivity through new technology almost always results in economic benefits and that growth and prosperity are guaranteed job gains. The problem is that Artificial Intelligence and robotic process automation are different from other technologies. However, it has a kind of universal appeal that could see it transform hundreds of industries and millions of jobs simultaneously, both cognitively and physically. While most technologies have created jobs and eliminated them at the same time, Artificial Intelligence's clear goal is to take on the duties of humans and thereby decimate jobs. In the not distant future, Artificial Intelligence and robotic process automation will be able to take over about forty percent of occupations.

They have in mind the enormous capabilities of Artificial Intelligence, and the question arises of how to help people experiencing professional turmoil because of it. First of all, we need to understand what skills Artificial Intelligence does not have and what tasks it will not perform. Only then will we accelerate the creation of decommissioning-proof jobs and undertake large-scale training and education efforts. Artificial Intelligence can't handle the following features:

1. Creativity: Artificial Intelligence can't create, work conceptually or plan strategically. It is excellent at optimizing data to achieve a narrowed goal, but it

cannot determine its own intentions or think creatively. It does not reason interdisciplinary or use common sense.

2. Empathy: Artificial Intelligence does not have or understand feelings such as empathy or compassion. It will not manage to make humans feel understood and cared for.
3. Agility: Artificial Intelligence can't do complex physical work that requires dexterity and eye-hand coordination. It can't deal with unfamiliar and unstructured spaces, especially those it hasn't explored before.¹⁷

Of course, there are many professions that Artificial Intelligence will not manage to master for a long time to come. However, the wave of labor market changes associated with its introduction will sooner or later engulf all professions in which people routinely work. In the future, we should expect to see a blurring of the line between "contrived work", "practical training", and "real work", and the use of virtual reality technology to implement these three scenarios. There is also no doubt that the education system will need to be reformed so that school and university graduates are creative, socially oriented, and versatile.

Another potential issue is the lack of transparency and accountability in decision-making processes. AI models can be complex and difficult to understand, making it unclear how they arrive at certain conclusions. This can be particularly problematic in areas such as trade policy and regulation, where transparency and accountability are crucial for fair and effective decision-making. There is also the risk of bias and discrimination in AI algorithms, which can perpetuate existing inequalities and exacerbate social and economic divisions. Overall, while there are certainly benefits to be gained from the use of AI in international trade, it is important to address these potential challenges in order to ensure that the benefits are shared fairly and equitably. Other problems of AI includes but are not limited to Job displacement due to automation, dependence on technology, data privacy and security concerns, potential for monopolies, and unfair competition.

Therefore, the prospect of widespread application of artificial intelligence is an achievable task, but not fully realized. One of the problems associated with the application of artificial intelligence is the collection and storage of large datasets. It involves not only the temporary resource expenditure for analyzing a large number of queries but also the challenge of inputting data into the artificial intelligence system. External noises and other factors may hinder the correct input of data, leading to inaccurate query results. AI is emotionally immature since it is incapable of classifying individual emotions and mindsets into unique data points or profiles. In any case, things will begin to improve within the next few years.

¹⁷ L. Kai – Fu, Q. Chen. *Sztuczna Inteligencja*. 2041. 10Wizji Przyszłości. Wydawnictwo Literackie, 2018.

Implications of Globalization and AI in Mass Communication:

1. Revised Communication Theories: Traditional mass communication theories (e.g., gatekeeping, media dependency) are being re-examined in light of AI and global media dynamics.
2. Global Knowledge Production: The integration of AI into global communication research highlights the need for interdisciplinary scholarship that bridges media studies, computer science, ethics, and cultural studies.
3. Policy and Regulation: Both globalization and AI raise regulatory questions about cross-border data flows, information sovereignty, and democratic access to media.

Conclusion

This study has examined mass communication within the contemporary context of globalization and artificial intelligence, highlighting how technological advancement and global interconnectedness are reshaping the production, distribution, and consumption of media content. The findings demonstrate that globalization has expanded the reach of mass communication beyond national boundaries, enabling the rapid flow of information, ideas, and cultural values across societies. At the same time, artificial intelligence has emerged as a transformative force, redefining communication processes through automation, data-driven content creation, algorithmic curation, and personalized media experiences.

The convergence of globalization and artificial intelligence has enhanced efficiency, accessibility, and audience engagement in mass communication. AI-powered tools facilitate real-time translation, predictive analytics, and targeted messaging, thereby enabling media organizations to communicate with diverse global audiences more effectively. However, this transformation also presents significant challenges, including the concentration of media power, algorithmic bias, misinformation, erosion of privacy, and the potential marginalization of local cultures and voices within a global media ecosystem.

Overall, the study concludes that mass communication in the era of globalization and artificial intelligence is characterized by both unprecedented opportunities and complex ethical, social, and regulatory concerns. To maximize the benefits of this evolving landscape, media practitioners, policymakers, and scholars must adopt responsible AI practices, promote media literacy, and develop inclusive regulatory frameworks that balance innovation with accountability. Future research should further explore the long-term implications of AI-driven communication on democratic participation, cultural diversity, and global information equity, ensuring that mass communication continues to serve the public interest in an increasingly interconnected and intelligent world.

Recommendations

1. The government and authorities should regulate the use of AI globally in communication. This is a bid to curb the global effect of AI through communication on humanity, religion and culture.
2. Schools should effectively manage how students access and uses AI for their academics. It has been noted and observed that AI has encouraged higher level of exam malpractice in schools. The invention of AI has made most students become dull.
3. Churches should prevent the use of AI generated Sermon to avoid heresy. Heresy will be inevitable if AI is used in Sermon preparation without critical examination.
4. AI-generated solutions or answers should be subjected to validity test. In case of misappropriation of information, it is necessary to validate AI generated solutions before application.
5. Mass Communication entity should discourage and regulate the excessive use of AI, especially in areas where human touch is required.

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