



THE IMPACT OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES ON PUBLIC RELATIONS PROCESSES

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Abstract: *This article examines the influence of artificial intelligence (AI) technologies on public relations (PR) processes. In the era of digital transformation, AI has become an essential tool in PR activities, enabling the analysis of information flows, identification of audience needs, automated content creation, and the prediction of potential crises. The paper explores the practical use of AI-based communication strategies, chatbots, media monitoring systems, and data analytics platforms. Furthermore, it emphasizes the importance of AI in enhancing efficiency, transparency, and credibility in PR practices while underlining the need to preserve the human factor in communication management.*

Keywords: *artificial intelligence, public relations, digital communication, media monitoring, chat-bot, data analysis, PR technologies, digital transformation.*

Аннотация: *В данной статье рассматривается влияние технологий искусственного интеллекта (ИИ) на процессы связей с общественностью (PR). В эпоху цифровой трансформации ИИ стал важнейшим инструментом в PR-деятельности, позволяя анализировать информационные потоки, выявлять потребности аудитории, автоматизировать создание контента и прогнозировать потенциальные кризисы. В статье рассматривается практическое применение коммуникационных стратегий на основе ИИ, чат-ботов, систем мониторинга СМИ и платформ анализа данных. Кроме того, подчеркивается важность ИИ для повышения эффективности, прозрачности и доверия в PR-практиках, а также необходимость сохранения человеческого фактора в управлении коммуникациями.*

Ключевые слова: искусственный интеллект, связи с общественностью, цифровая коммуникация, мониторинг СМИ, чат-бот, анализ данных, PR-технологии, цифровая трансформация.

In the modern information environment, one of the most significant directions of technological advancement is the deep integration of artificial intelligence (AI) technologies into various spheres of life. Particularly, in communication and public relations, these technologies are being increasingly implemented.

Today, organizations actively use digital tools to shape their image, establish effective interaction with audiences, and manage their information policies. In this process, AI systems have emerged as mechanisms that not only support but, in some cases, replace certain human functions.

The role and importance of artificial intelligence in PR

Artificial intelligence refers to a complex of technologies that automate human-like processes such as learning, analysis, and decision-making. In PR, it is applied in several directions:

Information analysis and monitoring: AI algorithms can process millions of posts and comments across social networks, media platforms, and blogs, allowing the measurement of public opinion.

Content creation: AI-based tools (e.g., ChatGPT, Jasper, Copy.ai) assist in producing press releases, articles, and advertising materials.

Audience segmentation: Through data analysis, AI helps identify audience clusters and design tailored communication strategies.

Chatbots and automated response systems: These technologies provide 24/7 communication with users, contributing to the improvement of organizational reputation and engagement.

Enhancing efficiency and reliability through artificial intelligence

The integration of AI technologies into PR processes significantly increases operational efficiency. For instance, during crises, AI can analyze public reactions

and assist in selecting the most effective communication strategy. It also reduces human error, automates repetitive tasks, and supports data-driven decision-making. However, its potential is not limitless. AI cannot fully replicate human creativity, emotional intelligence, and ethical judgment. Therefore, maintaining the role of human participation in PR activities remains essential.

Possible risks and ethical considerations

The use of AI also entails certain risks, including:

the spread or manipulation of inaccurate information;

potential breaches of personal data privacy;

a decline in trust due to emotionless automated responses.

Thus, adherence to ethical standards, data security, and transparency principles is crucial when utilizing AI technologies in communication and PR.

In conclusion, artificial intelligence technologies are elevating the field of public relations to a new stage of development. They provide organizations with unprecedented opportunities to optimize communication policies, analyze information flows, and establish more efficient public engagement. Nevertheless, it is vital to balance technological advancement with the human element, follow ethical norms, and maintain social trust to ensure sustainable development in the PR sphere.

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