



UNIVERSITÄT  
LEIPZIG

University of Leipzig, Institute KMW, IPF 165141, 04081 Leipzig

Institute for Communication  
and Media Studies  
**Professorship for Media  
and communication science**

Prof. Dr. Christian Pentzold

## Seminar Communicative AI

Master's degree program in Communication and Media Studies

Module Communication, Media and Society II

Thursday, 13:00 to 15:00, room 1.06

(last edited: August 8, 2024)

**MOODLE** course: <https://moodle2.uni-leipzig.de/course/view.php?id=50197>

### Module: Communication, Media and Society

The module deals with the structural conditions and consequences of media development in order to gain a comprehensive understanding of public communication as a special form of social communication. First, media systems and structures as well as the social conditions that shape them are analyzed. These include institutional structures, legal and political conditions, economic imperatives and impact structures, social norms, history and technical innovations. At the same time, the effects of the media society on social sub-areas such as politics, economics and culture are of interest. To this end, the main features of the media system with a focus on media policy, law, ethics, economics, media culture and media design as well as intercultural communication are addressed in the courses.

### Aims of the seminar

Since ChatGPT at the latest, AI has become a social issue. One reason for this is that ChatGPT is a communicative AI application that responds to users' questions. Generative AI thus fulfills a long-held expectation of AI, namely that it is communicative. Since the beginning of the development of AI applications, their ability to communicate 'humanly' has been the touchstone of their performance. Today, there are countless applications of communicative AI, including chatbots, AI-supported communication tools and conversational agents. Their critical analysis is the focus of the seminar.

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No access for electronically signed  
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The seminar is designed as a reading and discussion seminar. Students acquire a critical understanding of AI-based communication and gain an in-depth insight into its basic elements. They learn about media and communication science approaches and problems in dealing with questions of automation, datafication and media. Students practise the transfer of these conceptual foundations to individual areas of activity and life. In addition, students practise teamwork, scientific work and presentation skills.

### **Seminar participation**

The seminar will probably take place mostly offline and will include synchronous and asynchronous elements.

Task of all seminar participants:

All participants upload the tasks required for the respective event to the seminar's MOODLE course three days before the seminar date. More details can be found in the respective session descriptions.

Task of the expert groups: The expert groups should

a) give a short technical input of max. 20 minutes for selected sessions, which explains the respective horizon of the topic in more detail or introduces further case studies from the respective area (i.e. please DO NOT reproduce the seminar texts - these can be assumed to be known!) Please take minutes of the session afterwards!

b) formulate further questions and lead a discussion lasting approx. 30 minutes.

### **Examination performance**

The examination regulations of the M.A. KMW require a term paper for the successful completion of the module Communication, Media and Society (06-005-551). The term paper takes six weeks to complete. Group work is possible after consultation with the lecturers, but the contribution of the individual participants must be clearly recognizable and assessable. The examination regulations do not stipulate a minimum or maximum value for the scope of term papers, as this depends on the topic and research question.

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Two seminars must be taken as part of the Communication, Media and Society module (06-005-551): We will allocate which of the seminars you write your term paper in. However, you can indicate your preferences. Please write an e-mail to Ms. Hellmuth ([sekrkowi@uni-leipzig.de](mailto:sekrkowi@uni-leipzig.de)) by Monday, December 11, 2023 at the latest, stating which seminars you would like to attend and in which you would like to write your term paper. We ask for your understanding in advance that we may not be able to consider all first preferences in the event of unequal distribution.

The submission deadline for all term papers is March 15, 2025. You will receive further information on the content and form of the term papers from the lecturers with whom you are writing your term paper.

## Program

23.10.2024                    **Introduction to the seminar, organizational matters + Overview: Generative AI in our lives**

*All participants: Please present a communicative AI application in the seminar. Either use it yourself or have heard about it. Please prepare a PPT slide and upload it to MOODLE by 20.10.2024.*

30.10.2024                    **Reading week (asynchronous, MOODLE)**

Gil de Zúñiga, H. et al. (2024). A Scholarly Definition of Artificial Intelligence. *Political Communication*, 41(2), 317-334.

Haeven, D. (2024, July 10). What is AI? *MIT Technology Review*.  
<https://www.technologyreview.com/2024/07/10/1094475/what-is-artificial-intelligence-ai-definitive-guide/#:~:text=Here's%20the%20short%20answer%3A%20AI,intelligence%20when%20d one%20by%20people.>

*All participants: Use a common AI program (e.g., ChatGPT) and come up with a short definition of what communicative AI is (300 words). Upload this to MOODLE by 4.11.2024.*

## Basics

6.11.2024                    **History: Deceptive technology**

Natale, S. (2021). *Deceitful Media*. Oxford University Press (Intro + ch. 1 and 3).

*All participants: Think about it - what does it take for human-machine communication to work?*

13.11.2024                    **Overview: Communicative AI**

Hepp, A. et al. (2023). ChatGPT, LaMDA, and the Hype Around Communicative AI. *Human-Machine Communication*, 6. <https://stars.library.ucf.edu/hmc/vol6/iss1/4/>

In addition:

Hepp, A. (2020). Communicative Companions, Social Bots and Work Bots. *Media, Culture & Society*, 42(7-8), 1410-1426.

Hancock, J.T. et al. (2020). AI-Mediated Communication. *JCMC*, 25(1), 89-100.

*All participants: Think about it - which areas do you see a future for communicative AI?*

20.11.2024                    *Day of Repentance and Prayer*

## Areas of application

27.11.2024                    **AI in journalism** (expert group 1)

Simon, F. (2024). Artificial Intelligence in the News. *Tow Report*.

[https://www.cjr.org/tow\\_center\\_reports/artificial-intelligence-in-the-news.php](https://www.cjr.org/tow_center_reports/artificial-intelligence-in-the-news.php)

Stanford Center for News, Technology, & Innovation. Artificial Intelligence in Journalism (2024). <https://innovating.news/article/ai-in-journalism/>

Reuters Institute Case Studies (2024). <https://reutersinstitute.politics.ox.ac.uk/ai-journalism-future-news>

*Expert group 1: How is AI used in journalism? What are the opportunities and challenges? Please upload the minutes of the meeting to MOODLE by December 3, 2024.*

4.12.2024                    **AI and misinformation** (expert group 2)

Shin, D. (2024). *Artificial misinformation*. Springer (Conclusion).

In addition:

Xu, D. et al. (2023). Combating Misinformation in the Era of Generative AI Models. *MM '23: Proceedings of the 31st ACM International Conference on Multimedia*, October 2023, 9291-9298.

Goldstein, J. & DiResta, R. (2024). Propagandists are using AI too. MIT Technology Review. <https://www.technologyreview.com/2024/06/08/1093356/propagandists-are-using-ai-too-and-companies-need-to-be-open-about-it/>

Hicks, M.T. et al. (2024). ChatGPT is Bullshit. *Ethics and Information Technology*, 26(38), <https://doi.org/10.1007/s10676-024-09775-5>

*Expert group 2: What role does AI play in the spread of misinformation? And how can it be used to combat it? Please upload the minutes of the meeting to MOODLE by December 10, 2024.*

11.12.2024                    **AI and visual communication** (expert group 3)

Tomson, T.J. et al. (2024). Generative Visual AI in News Organizations. *Digital Journalism*. Online first. <https://www.tandfonline.com/doi/full/10.1080/21670811.2024.2331769>

In addition:

Laba, N. (2024). Engine for the Imagination? *Media, Culture & Society*. Online first. <https://journals.sagepub.com/doi/full/10.1177/01634437241259950>

Epstein, Z. et al. (2023). Art and the Science of Generative AI. *Science*, 380(6650). [https://www.science.org/doi/full/10.1126/science.adh4451?casa\\_token=n8LKpP0rvdUAAAAA%3AyvdroB1F1AsYYwH8E5fskTnNlildYZ1FWJvSharttv\\_jp4nMacfvSz-f5v7etpw8y7sipgoTyZOzj4g](https://www.science.org/doi/full/10.1126/science.adh4451?casa_token=n8LKpP0rvdUAAAAA%3AyvdroB1F1AsYYwH8E5fskTnNlildYZ1FWJvSharttv_jp4nMacfvSz-f5v7etpw8y7sipgoTyZOzj4g)

*Expert group 3: How is AI used in administrations? And what are the consequences? Please upload the minutes of the meeting to MOODLE by December 17, 2024.*

## Criticism

### 8.1.2025 **Critique I: The effects and consequences of communicative AI**

Sundar, S., & Liao, M. (2023). Calling BS on ChatGPT. *Journalism and Communication Monographs*, 25(2), 165-180.

In addition:

Dehnert, M., & Mongeau, P. (2024). Persuasion in the Age of Artificial Intelligence. *Human Communication Research*, 48(3), 386-402.

Huang, G., & Wang, S. (2023). Is Artificial Intelligence More Persuasive Than Humans? *Journal of Communication*, 73(6), 552-562.

*All participants: Think about it - what do you find problematic about communicative AI?*

### 15.1.2025 **Critique II: The costs of communicative AI**

Muldoon et al, J. (2024). A Typology of Artificial Intelligence Work. *Big Data & Society*. <https://journals.sagepub.com/doi/10.1177/20539517241232632?icid=int.sj-full-text.similar-articles.3>

Crawford, K. (2021). *The Atlas of AI*. Yale University Press. (ch. 1 + 2).

In addition:

Muldoon, S. et al. (2024). *Feeding the Machine*. Canongate (Intro).

## Experiment

### 22.1.2025 **Self-awareness: ChatGPT**

*All participants: Have ChatGPT create a text for you on the seminar topic. Please make notes on your usage experience. Please upload the generated text to MOODLE by 27.1.2025.*

### 29.1.2025 **Open session**

### 5.2.2025 **Discussion of term paper topics, open questions**