

The Credibility of the Media Image within the Development of Artificial Intelligence and Deep-Fake Technology

Prof. Amr Mohamed Galal Mohamed

Professor Department of Media, Faculty of Al-Asun and Media, Misr International University

amr.galal@miuegypt.edu.eg

Abstract:

The image is considered one of the most important tributaries of the ancient arts related to the existence of man. The image has gone through several stages to reach what it is and keep pace with the requirements of journalistic and media life.

The media is basically based on the image, and if there is a media process without images, it is undoubtedly incomplete and lacks the truth that supports the written text and even confirms it. The image in the press is considered as an influencing source on the news, as it is an illustrative means that replaces speech to define and clarify the goals. Rather, it is one of the easiest ways that lead to knowledge and its foundations. It is the one that clarifies the text and supports it by providing evidence with additional informative and expressive elements.

Therefore, its impact may be much deeper than the material. Written media is therefore defined as expressing a thousand words. This belief has persisted for many years that the standard of honesty and truth in the media content on news sites depends on the media image or the sound accompanying the news, but with the great technological progress in the fields of imaging and programming sciences and the massive spread of social networking sites, this matter is no longer absolute or real, after If any media content becomes subject to forgery, even if it is accompanied by sound and supported by an image .The image lends credibility to the news, but given the intervention of technology in the production of the image, it is no longer possible to believe everything that is presented, as the image was used in the past as evidence of credibility and proof of the true reality. Today, due to artificial intelligence programs and technologies, press photos can be used to add credibility to fake news. The task of distinguishing between real and fake images is difficult even for specialists. Which makes us in this world face a new danger, which is rewriting the history of news, but in a false way, supported by evidence and evidence from fake photos and videos due to artificial intelligence technology.

Keywords:

Artificial intelligence - Media image - Digital image production technology