



Department of Media Studies and Journalism

Internship (Research) Report

Preparedness of Bangladeshi PR professionals on AI Integration

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PLAGIARISM DECLARATION

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Self-Reflection

With a hope of becoming a journalist I was admitted to ULAB to learn with my commitment to shaping compelling narratives of the society. I have always felt a deep connection towards diverse range of people. Soon after I realized my passions align with public relations and with such power of strategic communication, I can contribute to the society and create more implicit and profound impact to its greater good. I am highly driven by my passions with the belief in communication that being the bridge of both of the world I would be able to mitigate possible gaps and foster understanding across wide range of communities. It's evident that I have had the privilege to learn multifaced nature of human interactions and was possible to navigate cultural complicities. Throughout my academic journey, I have honed my skills in creating meaningful connections across diverse stakeholders whether it's internal or external. I have learned about media managements and the importance of building relationships with journalists. Throughout this whole internship, I have delved deeper into the realm of communication research. Initially I started this journey with a curiosity to learn about role of AI in public relations industry, but this journey immensely helped me with the process of researching, writing and refining my work that paved the road for me to develop a much deeper admiration towards the complexities and nuances involved. I am really grateful being a part of such project that I am deeply passionate about.

Summary

The purpose of this research is to investigate the state of AI in public relations and how professionals are perceiving AI at their workforce or individual level. AI came as a disruption in multiple industry in mostly 2022 when the control of such technologies was given towards the hand of consumers. The global market for AI tools and technologies are two hundred billion dollars and its on growth of going beyond over two trillion-dollar within the year of 2030. AI has already revolutionized certain business and organizational process and continuously revolutionizing new fields. Thus, it's impact on public relations is no exception, including Bangladesh. This research will be trying to understand the attitude, skills level and knowledge level of PR professional of Bangladesh on AI integration in the PR industry. The literature review suggests that AI has the ability to completely transform PR strategies, worries about job loss, moral issues, and the requirement for human oversight still persists even in the era of AI. Most scholars agreed that in the PR sector, artificial intelligence should complement human abilities rather than take their place. Such power of robotization has arisen fear, but the reality is rather than robotizing more jobs, AI will eliminate very few jobs. Instead, it will impact the industry on a broader scale which will create more jobs. This research used technology adaptations model as its theoretical framework. This research has given me the privilege to learn more regarding AI and its implications in public relations. Given the huge prospects and opportunity AI-Mediated Communication poses, I aim to extend my research on a national and global scale.



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CHAPTER I

Introduction

1.1 Background of the study

The purpose of this research is to investigate the state of AI in public relations and how professionals are perceiving AI at their workforce or individual level. The 21st century is now completely being digitalized with over time and currently living within a networked civilization full of limitless possibilities. Public Relation is a job that is heavily reliant on technology in this digital age at certain aspects. From strategizing plans to writing a simple press release, professionals heavily rely on technologies. But such technologies like AI are now shaping public relations rather than just playing an assistive role. While AI has ancient roots, it is posing new issues for public relations. The origins of artificial intelligence (AI) and other mechanical entities can be found in Greek mythology and tales from antiquated societies like Egypt and China. Since artificial intelligence varies depending on the situation, it is essential to characterize it in terms of public relations. AI is basically the capacity of machines to carry out tasks that usually call for comprehension similar to that of humans. It is a group of cutting-edge technologies that enable robots to perceive, understand, respond, and learn. Moreover, it has been conceptualized within the field of communication that AI is a technology that exhibit humanoid cognitive capacities and carry out humanoid tasks when engaging in public relations operations, either on their own or in collaboration with public relations professionals (Galloway, 2018)

Meanwhile, Generative AI is generally used as an umbrella term. It indicates a computational method which is able to produce relatively new meaningful textual, visual or audio content from its stored and trained data sets (Feuerriegel et al., 2023). Diffusion of such technologies worldwide is revolutionizing how we communicate and the way we deal with each other. Certainly, current large language models are not limited to only use for artistic purposes just solely based on copying and following patterns of previous works. Hence, to have better understanding one must ask what is a large language model?

It's basically a machine learning model that has been trained to produce text that resembles human language is known as a large language model (Sætra, 2023). It is trained on a sizable dataset and produces extremely lifelike and cohesive text, hence the name "large" (Sætra, 2023). Some

examples of large language models are ChatGPT, Stable Diffusion, DALL·E. These models can be effectively used in chatting, answering thought provoking questions and drafting long historical analysis or providing health care service to presenting profound software program code. It has not been a while that generative AI is shaking the world with its innovative motions. Historically, AI emerged with full-fledged speed something similar of what we know of generative AI is today, in 2006 with one the significant academic paper in the field. But AI came as a disruption in multiple industry in mostly 2022 when the control of such technologies was given towards the hand of consumers such as Midjourney AI, DALL·E2, Imagen, Claude and the release of Stability AI's Stable Diffusion within the public domain (Kreth, 2023). And in the following year when Open AI launched their CHAT GPT 3.5 it opened a new door of possibilities and opportunities. It mesmerized and shaken apart the customers and currently, it's creating a disruption in global landscape.

Generative AI has entered into the business landscape on a significant pace. It can uplift and provide significant services across multiple departments and organizational functions. It's utilized as an auto pilot or an assistant who accelerates the pace of the work better than a human could do. It's changing the notions of current workflows, revolutionizing business parties and changing an entire industry by its large datasets and ability of critical analytics. The global market for AI tools and technologies are two hundred billion dollars and it's on growth of going beyond over two trillion-dollar within the year of 2030 (Haan, 2023). It's mostly being used for cybersecurity, digital personal assistants, customer serviced, customer relationship management, content production and generating new trendy ideas, product and service recommendations etc. It's estimated that one in four business owners are being worried while dealing with website traffic management (Haan, 2023). Almost 97% presumes that their business will be benefited if ChatGPT is being incorporated (Haan, 2023). While 44% of organizations intend to use ChatGPT to produce textual data, one in three firms expect to utilize it to write content for their websites (Haan, 2023). It can be said that AI making companies more productive and agile. Companies are using AI for processing automation including keywords search. They are also leveraging AI for data aggregation, generating creative sets of ideas and measuring risk managements (Haan, 2023). With AI it has become more easier than ever to craft a plan, streamlining internal communication and fostering evaluation culture on real time.

AI has already revolutionized certain business and organizational process and continuously revolutionizing new fields. Thus, its impact on public relations is no exception. Historically, public relations had been impacted when new emerging medias and tools took in place. Rapid expansion of mass media shaped PR as what we know of today. It extended and innovated new strategies and tools like Press releases, media monitoring, media relations etc. Print and broadcast media marked significant shift fostered more communication channels, let the professions to use their visual story telling power to a completely new level. Last 20 years the PR industry have experienced an unexpected digitalized revolution. With the advent of social media, real time interactions have become more prominent. Professionals and brands now need to be more active to utilize customer interactions and keep them more engaged. Hence, they use the integrated data analytical, social media content marketing as their primary toolkit. AI is now set to spearhead the next wave of revolution. The role of AI is noteworthy when it comes to fast tracking and providing instant services. It can not only automate works; it can also enhance the efficiency while adding more sophisticated PR workflows. For the first time in history, PR professionals can now image to transcending their current limitations and go beyond the human boundary. PR agencies are adapting with generative AI tools and bots to enhance their productivity. AI bot can easily handle personalized communication with minimum efforts and repatriate works using their datasets of specific demographics of targeted audience. Artzi (2023) states that PR professionals no longer need to rely extensively on complete intuitions and their professional experiences. Being adapted with AI, they now can easily track and gauge success (Artzi, 2023). Currently, AI is allowing PR professionals becoming keener on strategizing content creations and technical aspects of it. It can optimize content across wide range of platforms and help to be more impactful rather than increasing visibility. Presently, PR agencies are using AI to mitigate possible crisis situations. Since, AI can monitor social medias and digital arena in real time, PR teams can easily identify possible crisis that can occur and take effective steps was before the crisis. With AI driven data analytics tools, PR professionals can see audience sentiments, emotions and current trends on going. This helps immensely when it comes to managing brand reputations. Furthermore, advanced analytics of AI bots now use wide range of evaluation metrics to see engagements, reach and consumers behavioral analysis to measure direct impact (Artzi, 2023). It can also suggest evolving consumers preferences, predict trends of the market on a broader scale. A recent survey done by Muck Rack in 2023 investigated the current state of AI in the PR industry. The survey

shows that 61% percent of public relations practitioners either make use of AI now or would like to in the future. Currently, 25% of the PR professionals using generative AI to make their strategic decisions and plans. Brands are more likely to use their own AI models rather than going to any PR agency. The authors state that AI is among the top five skills that organizations or business should prioritize in the forthcoming years. Majority Brands and agencies are willing to or planning to incorporate Artificial intelligence in their current working flow. PR professionals who work for bands are taking advantage of AI tools while crafting pitches, writing press releases or a social copy. Even when doing an extensive research, AI is the first priority as an assistive tool whether it is academic research or informal market research (Muck Rack, 2023).

Although the blessings of AI come with a real-life curse. Hence AI is mostly driven by gathering and analyzing large sets of data, handling sensitive data raises questions about data security and privacy. Encrypted data storage, secure data transit, and transparent data handling procedures are essential for protecting the integrity and privacy of people and organizations. It is extremely risky for a practitioner to merely employ AI to create content without actively participating in content screening and editing, as AI has the potential to produce inaccurate information. Inherent biases in AI systems are a subject of further ethical concern. Artificial intelligence (AI) systems pick up knowledge from past data, and if that data is distorted, it may contribute to the spread of discriminatory speech and actions, including stereotypes. Furthermore, AI eats data and being the data driven machine it must have the stakeholder's sensitive information, it's an ongoing challenge how stakeholders may deal while knowing they are being observed 24/7 at the very sensitive moments. Thus, it's still posed a real-life challenge to the development of AI in public relations. It's evident that AI tools will be more common for future industries whether it's PR industry or any other industry. And considering the global chain of change due to AI, Bangladesh PR industry should also be affected with the emergence of AIs. A recent survey shows that only a 34% of tech savvy young adults see a huge prospect in AI integration in Bangladesh (Deowan, 2020). In Bangladesh AI is being used in finance, healthcare, manufacturing and retail industry, with a number of percentages in accordance of 35%,20%,18%,15% and 8% (Islam, 2023). By automating jobs that are repetitive, streamlining operations, and generating insights through data analysis, artificial intelligence (AI) has the potential to greatly enhance businesses in Bangladesh. But there are limited resources was found while investigating regarding the AI's influence on PR

professionals in Bangladesh. Most of the researches has been done on Western or European countries.

Thus, this research will try to shed the light on the perceptions and preparedness of PR professionals in Bangladesh. It will try to explore the whole industry and its current practices of AI and how PR professionals are being adaptive with the time in Bangladesh.

1.2 Objectives of the Study

- To understand the perceptions of PR professionals regarding usefulness and ease of use
- To understand the preparedness among the said groups in terms of access to technologies, skillsets required for using AI tools, and attitude towards using them.

1.3 Research Questions

- How do PR professionals perceive the usefulness, ease of use, and their readiness for AI tools in their work?
- What attitudes and skill sets do PR professionals possess regarding the adoption and utilization of AI technologies in the public relations industry?

1.4 Significance of the Study

The influence of AI across multiple fields is non negligible. The detrimental impacts of AI can yet remain open for the debate but one must admit that it does keep changing the notions of communications. With AI-powered algorithms which operates as artificial communicators, Automated Communications (AC) has the potential to significantly impact democracy and its institutions. This study will significantly contribute to the current institutions of PR in Bangladesh. It will work as a framework to understand the behaviours, perceptions and psychological landscape of Bangladeshi PR professionals. The theoretical part of this research will guide future researchers to deploy their relevant research works. The purpose of this research is to understand the preparedness of Bangladesh PR professionals on AI integration and give the academic discourse an overall idea of the current PR industry in Bangladesh regarding AI. There is no doubt that generative AI is inevitable, and one must adapt with the upcoming future technologies. This research will prepare PR professionals for the forthcoming Industry 4.0 and help them to see their current knowledge level and limitations regarding generative AI.

Secondly, the purpose of strategic communication is not just to persuade people and reach the desired milestone. The purpose of strategic communication is to generate a healthy and mutual relationship with the stakeholders. With AI, there are numerous ethical threats indicate to the current relationship of PR industry with external stakeholders. This study will help professionals

to understand the detrimental aspects of Artificial intelligence and make them prepare for being a responsible communication professional.

Thirdly, the practical significance of this study stems from its ability to furnish PR agencies and decision-makers with precise insights and concrete findings on public relations patterns about the adoption of artificial intelligence technologies. It will help entrepreneurs and tech companies to implement and drive new innovative technologies to the industry. With the findings from the research, they will have better understanding of how they should approach and move forward.

Finally, one of the core objectives of this research is to find current challenges regarding technology from both organizational aspect and technological literacy. Findings from this research will help the agencies and organizations whether to upgrade their current technological practices or to furnish existing technological practices. The results from this study will certainly help decision makers and professionals to take better steps while planning and strategizing campaigns.

CHAPTER II

STUDY FRAMEWORK AND LITERATURE REVIEW

2.1 Literature Review

2.1.1 Introduction of AI in the Field of Communication

The emergence of Artificial changes is bringing changes to the whole communication process rather than just the field of public relations. All the conventional communication models address human as a sole communicator and depict technology as the means of delivering messages. (Guzman & Lewis, 2019). But this very characteristic of CMC model or mediated communication is about to change. It will be from human-to-human communication to human-to-machine to machine-to-machine (Gunkel, 2012). Furthermore, Hancock, Naaman, and Levy (2020) have already introduced a theoretical framework for AI-mediated communication (AI-MC) (Hancock et al., 2020).

Humans will no longer be the only ones who may play the role of the communicator. AI systems can be born with the capacity to communicate. Take the creation of news writing applications as an example (Guzman & Lewis, 2019). The conventional roles of a communicator are going out of style as technology being advanced and takes over as the communicator (Guzman & Lewis, 2019). According to Guzman and Lewis new tools of communication like Apple's Siri and Amazon's Alexa are not just a practical communicator but also a good interpreter as exactly like human (Guzman & Lewis, 2019). The study conducted by Hancock, Naaman, and Levy (2020, 90) states that mediated interpersonal communication happen when artificial intelligence is being infused for reaching the goal of communication (Hancock et al., 2020). It is not just simple transmission of technology rather augmented or generated by a computerized agent. Due to this, the role of human is subtly evolving as a communicator.

Historically, for public relations field adapting into new forms of technologies and tools that results in communication outcomes was not always a strength (Holtz, 2002). Even when it comes to adaptation of PR into integrated social medias was very much slow at the very beginning (Wang et al., 2021). Because it extends the field to a certain level, including learning new skills and fostering foundational knowledge without from the shadow of any expert (Wang et al., 2021).

Furthermore, the public quickly has become more aware of the new emerging technologies in both cases. And their evolution has been swift. Ultimately, the two waves of new technology have promoted collaboration between IT companies and communications departments (Wang et al., 2021).

2.1.2 The Role and the Existing Reality of AI in Public Relations

Galloway et al. (2018) discuss the key roles that AI can play in the near future considering the development in other industries and also examines its implications for public relations professionals, their clients, and employers. The author argues that the economic, technological and societal implications has been neglected in most literatures and given too much attentions in AI automation than it deserves. Galloway defines AI as a form of technology that shows humanoid cognitive capacities and carry out humanoid tasks when engaging in public relations activities. It works either on their own or in collaboration with public relations professionals. By stating that high powered harmonizing would be a significant factor in the near future. Robotization often distracts the academic discourse because machine learning and robotization are completely two different things. They argue approaches that oversimplify AI can be deceptive by saying robotizations are to be considered in the short term, professionals need to look for AI's economic and vast societal impact in the long run.. Chartered Institute of public relations suggest that the majority of public relations tasks cannot be automated. Ai has wide ranges of usages in public relations and organizations are rapidly being adapted with Ai based technologies for storytelling or subscriber analysis, managing visual assets. The authors claim that is not possible to gauge the AI's direct impact in public relations for future. Public relations will be impacted by more sophisticated qualities that use heuristics to assist users in making decisions as technology advances. In terms of AI knowledge, PR professional won't need to be more advanced with technical knowledge they will only need to have the sufficient knowledge to operate AI technology. Galloway points out that there is not any theory to measure the impact of AI in public relations. However, it won't concern the future whether professionals are prepared for AI integration or not. The reality is public relations must acknowledge that AI is not only here to stay but will also pose professional consequences (Galloway & Swiatek, 2018). The article written by turksoy (2022) gives an overall idea of the current state of AI in the field of PR, journalism and advertising

industry. The article focused on the impact of AI on communication professionals, like PR, Journalism and advertising. By analysing existing literatures, it tried to investigate and give a thematic analysis on how AI is rewriting the roles of communication professionals and fostering more opportunities, implications, and difficulties to the industries. The author states that, Artificial Intelligence has the potential to enhance efficiency in public relations by enabling professionals to make innovative decisions grounded in data, facts, and trends, rather than depending solely on intuitions. Like other professions, AI will help PR practitioners more and more in near future in mundane and admirative tasks. Ai might be used in data-driven PR campaigns to generate more unique and new experiences that may enhance brand affinity. This can give more time for the PR professionals on humanoid aspects of their job. Such as giving client advice, developing relations and coming up with new ideas or crafting stories or generating texts that may connect with readers by adding more human appeal. Under the guidance of Ai, it becomes easier to understand the customer preferences, their purchase patterns and consumer habits. For these purchasers, artificial intelligence will be utilized far more frequently to produce engaging content. Organizations may design and send customized communication by utilizing AI-based characters. Panda et al. (2019) conducted exploratory research in India. It was done with the use of qualitative strategies; using interviews as a data collection tool. By interviewing 31 PR professionals, this study came to a conclusion that the major number of PR professionals are well known of the fact of AI existence and its ongoing application in the PR industry. While the majority showed that they are fairly familiar with and at ease with the new digital technology. But few hold a conservative view towards the emerging tool. It's evident from the research that professionals are trying to find themselves within the realm of AI in PR (Panda et al., 2019). AI can play a significant role in terms of looking at big data and business insights. It can help managers develop content, fostering new channels and dissemination of content, and plan campaigns. Its role can be broadened up to news tracking and analysis of any particular campaigns. AI can work as a gatekeeper in social media and track down existing social trends and other crucial applications. While dealing with crisis management AI can provide crunching data and analyse it within a short period of time. It becomes way easier when looking after the audience with a bot. AI can assist in target audience identification and analysis, which can improve the effectiveness, timeliness, and efficiency of the crisis management process as a whole. It improves the quality of client management and enhances the transparency by building trust. It is seen that AI gives solid and contrite performance metrics

while doing PR measurement. It's certainly true that AI poses the potential to create a strategic disorder soon (Panda et al., 2019).

The research conducted by Munadar & Irwansyah (2020) studied the perceptions of PR professionals in Jakarta Indonesia and how they make sense on AI whether AI will cause any disruption in the industry. The research was done with both qualitative and quantitative method. They interviewed 30 PR professionals and concluded that there is a quite firm understanding of PR professionals on Industry 4.0 which helps them to grow a foundation on accepting and being ready for new contemporary technologies. The author believes that with the collaboration of machine, everything could run full on automation; thus, human work load and operation finance will be deducted. The research shows that PR practitioners do have a good understanding of AI and do believe that AI could be as a valuable tool that can be used for number of tasks such as writing, designing and analytic software. Findings suggest that participants agrees that AI could never replicate certain aspects of PR for instance human emotions and intuitions. Participants often don't feel scared or anxious about disruptions from AI. Rather they thought AI could be a useful tool to develop and help in their PR careers (Munandar & Irwansyah, 2020). Virmani (2021) focused on the readiness of PR professional on forthcoming Ai integration in PR industry. It aimed to assess the level of knowledge of PR professionals about Ai, to explore the understanding level and their current development of AI skills on AI. The findings show a mixed perception on Ai of PR professionals. While a portion of professional poses limited knowledge and skills on big data, but other shows a level of comfort using big data analysis. Big Data and AI expertise seems to be firmly the domain of IT and digital specialists, therefore it's surprising that 31% of respondents don't know or believe it to be useless. There are large portion on PR professionals who see AI as a threat on their existing job and PR work. In terms of their understanding level, professionals showed that they are well aware and comprehend a wide range of AI tools. Even though they are known of social media monitoring tools, they are not aware of AI enabled content writing tools. But when asked about their knowledge of AI tools that are necessary PR work, the research shows that a large number or PR professional lack knowledge on AI enabled PR tools. However, A large portion of PR professionals shows an openness towards learning AI for the forthcoming future and a little portion showed conservativeness on learning new skills regarding AI tools (Virmani, 2021). On the other hand, the study of Zerfass et al. (2020) attempts to find the knowledge level of the PR professionals regarding AI and their current practices of AI in communication practices on

regular basis in Europe. It is a cross national study which was done with 2689 European communication professional. It was done with both qualitative and quantitative method. The research shows that communication professionals demonstrated a poor understanding of AI. Among four communication specialists, three believes that AI will certainly transform the public relations and communication industry all around. They expect larger impact on the industry rather than on their own organization or how they operate. The differences in statement varies significantly while considering the professional's type of organization and organizational stratification. In comparison to practitioners in other types of organizations, professionals working in joint stock corporations estimate a larger impact on both the organizational and personal levels. Communication leaders also expect that AI has direct reflection on the organizational hierarchy, they believe AI will certainly impact greatly to the top leaders where their team members will experience the lowest effect from AI at macro, meso and micro levels. They expect it will impact more on the whole industry or field rather than their personal level. Key challenges and risks were highlighted as being unclear duties, a lack of individual abilities, and organizations failing to adapt with varying levels of competency (Zerfass et al., 2020).

The study done by Cataldas & Ozgen (2023) explored the role of AI, big data and algorithm can play in the field of PR in near future. They discovered that PR professionals agrees the fact that AI and algorithm will be more useful in PR in future. The professionals also agreed that in routine-based public relations operations AI will be highly effective and impactful. Currently, multiple PR tasks such as media monitoring, writing press releases and disseminating to the desired media outlets, event planning, having a keen eye on the media trends, E-mail scheduling, setting target audience and segmentation of the audience, inspection audience's sentiment all these can be performed with AI tools or software. While these tasks could take days or few weeks to be done if done by human, but all the tasks can be done within a very short period of time through AI tools. It's evident that AI will play much bigger role in the near future in PR. However, the study finds that it's not possible to have a complete PR process solely based on AI even in the near future. Thus, the authors expect to have an AI and Human incorporated models to come in the diving wheel (Çataldaş & Özgen, 2023).

The study conducted by Arief and Gustomo (2020) focuses to find out the understanding the impact of AI on PR and to identify the PR competencies required for AI integration. It also aimed to figure out existing PR works that are automated by AI. It was done using mixed method, both qualitative

and quantitative. By surveying a total number of 320 PR practitioners and doing semi structure interview of 10 Indonesian professionals, the study concludes that the development of AI and big data has already replaces several professional PR tasks, among those includes, 45% news clippings and 45% news analyses in the media. Additionally, 37% media relations work, 34% content of social media management tasks, 33% release distribution, and 24% photos and videos are also being automated. The findings also suggest the new required competencies to survive in a world of AI which will be needed to be strengthened, particularly where content creator, influencer management, social media management and data analytics need to be monitored (Arief et al., 2020).

Research led by Alawaad (2021) done in Turkey investigated the response of Artificial intelligent towards “intelligent” machines and services and its usage in commercial implications. It has also delved deeper into the development of AI’s impact across all sectors and business in a global scale, including the effects of Ai in the traditional business cycle. This descriptive study concludes by collecting thorough secondary data and analyses that AI is assisting in every aspect possible in various industries. Particularly, the market development in which AI is vastly used is wider in the field of public relations and marketing compared to the non-using AI industry. The author underlines the significance of developing. The study also underlines the need of establishing synergy between artificial intelligence and other tasks. It also addresses the need of forming a collaboration paradigm with companies offering cutting-edge artificial intelligence solutions. The author includes some elements that makes AI marketing very swift and impactful. Ai in public relations and marketing industry still at its organizational stage. Big data helps to ensure the professionals to send the correct message to the desired person regarding any form of query. Machine learning helps to make sense out of huge collection of data and this certainly helps to identify repetitive actions, events, responses or any reactions quickly and efficaciously. With Ai, by getting the advantage of sizable data sets, any platform are able to identify relevant and insightful concepts and trends. It also shows the human emotions of social media trends and email responses which elevates the work flow by automating repetitive tasks. With the credible analysis of AI, the role of innovative and stratigic decision making practices becomes wider. AI has reshaped the way individual customer value is provided and makes easier to seek new solutions of difficult tasks via design. Furthermore, author states that Artificial intelligence requires the integration of data processing skills with an understanding of the marketing teams developing

technological capabilities. Which opens the door of new platform of marketing and public relations. Due to its current advancement and the complexity of AI enhances the role of the companies in creating AI solutions. Thus, a new model of ML techniques that deals with corporations has to be developed.

According to the study's data which was led by Soldan (2022), included the opinions of public relations specialists, artificial intelligence will benefit public relations in areas like target audience analysis, measurement and reporting, and media monitoring. However, the industry is not yet sufficiently aware of these benefits Soldan (2022). Public relations practitioners lack education and training in AI, while communication professionals of Norwegian have a poor comprehension of the technology. Professionals in communication are optimistic about AI's ability to enhance information delivery and offer insights and predictive analytics. But they are worried about the hazards and difficulties brought on by AI, such the loss of jobs and moral dilemmas (Buhmann et al., 2022). The study conducted by Mardhika (2023) focused on the impact of media monitoring AI tools on public relations actives in Indonesia. It tried to understand the role of AI media monitoring tools in terms of enhancing user experience among the professionals. The research was done by qualitative research method using in depth interview of professionals who uses AI media monitoring tools. The findings suggest that technologies were able to change the way public relations process. Certain changes require PR to be adaptive with overflowing information and formulation of various communication mediums. The participants agrees that numerous technical factors were improved by the use of AI in public relations initiatives. The finding concludes that AI tools has the potential to decrease manual works and boost the effectiveness of PR work and productivity. The tasks include, reporting news, crafting press releases, writing articles, collecting and analysing data any manual works that supports PR strategies. It's evident from the finding that AI has no detrimental effect on PR process. It shows that human still need to review and edit the draft written by AI tool to maintain quality and relevance of the writing. Mardhika (2023) states that AI cannot take over a public relations professional's work. Interactions between persons and interpersonal setting requires human to be in the situations. It's because empathy, critical thinking and human creativity can never be produced by any AI model. The research further provides that participants understand the positive aspect of AI and they think with AI, PR work can be done faster due to the optimization of information processing and analysing public sentiment both in long term and in real time which eventually increases the effectives of desired PR work results

with having the proper understanding of limitations of AI. The findings shows that despite using AI media monitoring tools, the professionals still skim through the print media for having more deep and exclusive information. The efficiency of AI tools is demonstrated by how quickly and easily information can be found and gathered. Also, how simple it becomes to analyse trends and public opinion. PR can also benefit from this tool's ability to predict news that could escalate into a disaster. Bases on the data from interview, it can be said that the participants do understand the significance of integration of media monitoring tools with human collaboration. With Ai, PR can effectively identify issues and can anticipate potential crisis and foster appropriate steps to mitigate crisis and maintain companies' reputations (Mardhika, 2023).

Jim Macnamara et al. (2021) conducted this research in 15 SARC countries on more than 1115 PR professionals and communication practitioners. The research was done by an online survey analysis followed by the quantitative methodology and statistical analysis. It focused on to find the rise of use of big data usages and AI in communication practices. It also aimed to understand the ethical considerations and perceived difficulties faces by the communication practitioners. Also, it looked into in respect of high tension between technological boom and whether public trust is being maintained while using AI. This study finds that the usages of AI tools and big data analytics in the realm of PR in Asia pacific region has becoming eminent in communication practices. The survey shows that 36.9% of the respondents think or selected AI as the most important strategic issues for communication management in Aisa pacific in the forthcoming years. The rate is significantly higher where it was only 32 in 2020 in terms of rising concerns and issues in terms of using big data or AI for communication. The finding also suggests that building and maintaining trust issues while using such tools is among the third leading strategic concern with 34.3% for communication management of professionals. For them, it has become an on growing issue while using bots, AI tools or big data analytics. Additionally, the study found that nearly one-third of Asia-Pacific communication professionals have never taken part in ethical training regarding AI tools and other analytics while showing poor level of knowledge regarding IT skills. Which poses a severe challenge while implementing responsible communication models. The limitations of this research are that it only focused on quantitative data of the survey report while it requires a quantitative approach to know more about the challenges PR professionals face in regular practices. It has account only 15 countries while excluding other Asia pacific country.

2.1.3 The ethical aspects and fear of AI

Suciati et al. (2021) investigated the acceptance and perceptions of PR professionals towards usage of AI tools for writing press releases. It aims to understand the attitudes and intentions of practitioners regarding the AI adoption in their field. The findings concludes that a solid understanding of PRs related to Industry 4.0 is crucial for their acceptance and preparedness for the new technologies that develop from this age. And professionals do possess such understanding regarding industry 4.0 and AI. While some PR practitioners view AI as a threat, others view it as quite helpful when it comes to a range of tools. The authors state that white collar workers will always fear the prospects of AI because they are insecure of their skills and jobs. Furthermore, while asked about machine learning, PR professionals said that they do understand it quite well. Modern algorithms, like Machine Learning, have the ability to create stories in any style that suit a certain audience. And still it may seem to have been authored by a human. Kristian Hammond (2020) state that, an algorithm can produce 90% of the news, much of it without having any help from humans. The interview findings conclude that, PR professionals has the ability to use certain latest applications. They are exposed to use wide range of computer applications and mobile phone tools which are very similar how PR bot is being used. Thus, the authors state that it will be easy for the practitioners to use PR bot in the near future. Additionally, they say that, PR professionals faces difficulties while writing press releases. They summarized 10 certain problems that can be resolved easily with the help of an AI bot. Quantitative analysis shows that Press releases is a repeated work and which a professional do 15 to 20 times a day. Also adding that 51% of the professionals uses various template to write press releases which makes it evident that the task can be done easily with the help of Ai. Authors believes that PR bots are never made to replace PR professionals rather bots are there to boost up the regular tasks and help to improve the effectiveness in strategic decision making (Suciati et al., 2021).

It's no surprise that generative AI or machine learning will outperform jobs which are required repetitive human intellect. Multiple works that used to be done manually now are being automated. Numerous tasks such as data-based narrative writing, listing organizations and media outlets, providing crisis management support, transcription of audio and video are now being automated

(Panda, 2019). The ongoing fear regarding automation of PR tasks is overwhelming. According to Roger, While AI has advantages for PR, including the ability to eliminate some of the slower procedures, creative thinking and message are areas that would still require human input (Roger, 2019). Which can be attributed from that AI can effectively enhance the PR work, but it's not possible to replace human creativity, which is the foundational aspect of Public Relations. Turksoy (2022) states that, PR professionals require social relationships, political contacts and feelings. For instance, while providing advice, planning an event or managing creative work or project, or giving any presentations to larger audience, these essential works of PR require judgement, human intuition, proper emotional quotient, logical reasoning and empathy. And it is still difficult and highly unlikely possible to automate these kinds of essential skills using the artificial intelligence technologies that are in practice now (Turksoy, 2022). According to Mundar & Irwansyah (2020), with proper development of ethical and strategically sound AI, PR professionals would find it easier to do regular jobs and find more time for do more creative and strategic aspects of their job. AI is detrimental or not it completely depends on individuals view point. Additionally, the authors establishes that the probability of being automated of PR managers job is only 1.5 percents and states that it is highly unlikely that AI will replace the job of a PR manager. Moving forward the research concludes that for PR practitioners the percentage rate of being automated is 18 percents, making is almost impossible to be replaced. Authors believe that PR is a complex process and most of its work falls beyond the category of mechanical intelligence and analytical intelligence. Thus, AI will not affect the managerial role of PR profession (Mundar et al., 2020). Moreover, AI has ample of limitations. The world of PR is not limited to only to a certain English-speaking country. AI has only data from 2021 to its previous years. It certainly has no latest data and cultural values or inputs. Thus, while dealing with critical and cultural aspects of PR, AI is yet needed to be further developed.

Dignum (2018) raises the questions of accountability of AI when it comes to decision making. He also touches the ground of ethical, lawful and social consequences. Considering such questions may present a dystopian future. Thus, Dignum suggest when it comes to introducing any forms of AI, it must have the blind trust and respect towards human civilians. Most importantly, it must have the right hands to drive (Dingnum, 2018). From the perspective of public relations, Weiner and Kochhar (2016) explained how businesses can use big data analytics. The research referred to the evaluation for measuring PR impact throughout the enterprise, and tactics so that AI can have

fruitful impact on campaigns. However, these conversations only dealt with the ethical and automation of PR jobs and completely neglected the privacy of consumers. For generative AI to work needs more advanced data of consumers. For those working in marketing and advertising, potential privacy risks provide moral and legal dilemmas. These challenges are interconnected with big data analytics and data mining algorithms. Thus, Holtzhuasen suggests communication professionals to be more involved when it comes to decision making algorithm. Because Algorithms do certainly lack moral perspectives. Practitioners must consider and be aware of their responsibility which is ultimately to preserve a healthy reputation via service providing to the public for any organization. If we look at this from the evolutionary perspective, humans a mere species who couldn't walk for millions of years, are now dominating the earth only due to their communication skills and adaptability. Not being limited to PR professionals with the emergence of AI, all professionals need to be more adaptive and fluid when it comes to skills that requires high level of intelligence.

Overall, all things considered, even though AI has the ability to completely transform PR strategies, worries about job loss, moral issues, and the requirement for human oversight still persists even in the era of AI. Most scholars agreed that in the PR sector, artificial intelligence should complement human abilities rather than take their place. Panda et al. (2019) and Virmani (2021) highlight the increasing awareness among PR professionals regarding AI's presence and potential impact. Both emphasized that the need for professionals to being adapted with forthcoming technologies is irresistible. From the European contexts Zeffass et al. (2020) suggested AI' impact will be more on the industry rather than impacting on personal level. It may cause concern regarding specific roles and personal ability to keep in an AI driven workplace. Mardhika (2023) and Muck Rack's survey (2023) provides us the insights of how AI has already taken over a huge portion of the industry and organizations are continuously being adaptive with AI. Even though a huge number of acceptances have grown towards AI in European or Western contexts, research suggests that a slight conservativeness has arisen in the sub-continent. Such power of robotization has arisen fear, but the reality is rather than robotizing more jobs, AI will eliminate very few jobs. Instead, it will impact the industry on a broader scale which will create more jobs. It is highly unlikely that public relations professionals are going to interact with robots directly or that they will be supplanted by them. Additionally, the adoption of AI in the communications industry has been a little a while. While in the industry of 4.0, everything is

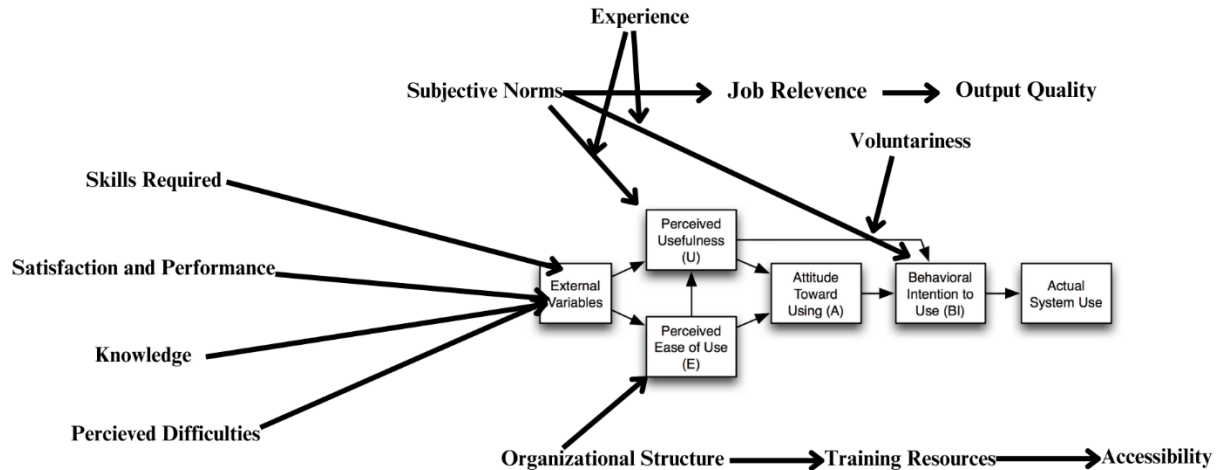
developing with the speed of light and even if there are ample of resources regarding global perspective of AI on Public relations. There is no available research of the practice of AI in Bangladesh appeared in the investigation of this research, including the practitioner's perception on AI during such crucial time of change. Thus, this research will shed the light to mitigate the research gaps and will try to find out the preparedness and perceptions of Bangladeshi PR professionals on AI. It will dig deeper into the current practices; possible and perceived challenges AI might pose to the industry and what practitioners are currently facing.

2.2 Theoretical Framework

The purpose of this research is to analyse the preparedness of PR professionals on AI integration. Thus, Technology acceptance models will be used as a theoretical framework to reach the goal of this study. It is one of the popular models that Davis (1986) had developed to provide a better understand on how people are incorporating newer technologies into their regular usage. This model is an extension of the Theory of reasoned Action model. The user's subjective norms that were used in TRA model is deleted in TAM due to the unknown theoretical and psychometric status in the TRA model. The purpose of TAM is to provide better understand regarding three prominent factor that works behind the motivations of the users. These are, perceived usefulness, perceived ease of use and attitude towards use. According to TAM, the user's behavioural intentions are a predictor of technology acceptance. Behavioural intentions are based on the user's perceptions of the technology's usefulness and ease of use. The primary objective is to shed light on the process of accepting technology so that it can be predicted the behaviours of the users and how technology can be implemented successfully. Secondly, to identify the variables and make a proper guideline to measure which would be directly correlated with the use of technology. Two key elements in the TAM models, "perceived usefulness" and "perceived ease of use" which are truly personal attitudes are susceptible towards external behavioural factors (Davis et al., 2000). These can be classified as either favourable or unfavourable to the system. Even though it has huge acceptance in the academic discourse, it has one big limitation which is the absence of social influence (Taherdoost, 2018).

2.3 Conceptual Framework

Additionally, a conceptual framework explains how research perceives the variables or other factors that are included in the study to see how they relate with each other (Luft et al., 2022). The sole purpose of its, is to articulate the concepts within analysing the relevant and applicable literature to make a clear understanding between the concepts. It defines variables and cause and effect relationships. The chart below shows the relationship between independent variables and dependant variables which works as a major factor influencing the preparedness of PR professionals regarding AI integration.



The Considered Variables for This Study Are Dependant Variables: Knowledge level of AI, Skillsets required for AI initiation, Level of understanding, Required Skills, Satisfaction and Performance, Attitudes, Perceived Difficulties, Subjective Norms, Job Relevance, Output Quality, Experience, Perceived difficulties and challenges, Organizational Structure, Training Resources, Accessibility.

Independent Variable: Perception towards AI, Preparedness Towards AI.

2.4 Operational Definitions

According to American Psychological Association, operational definition is basically a definition of anything that takes into account the methods (actions, procedures, or processes) that allow it to be monitored and measured. The operational definitions of this research paper have been given below.

2.4.1 Subjective Norms: That implies that one should not question the behaviour of someone who holds significance for them (Fishbein and Ajzen, 1975, p. 302).

2.4.2 Experience: As system experience increases, the direct impact of subjective norm on intention may gradually decrease (Venkatesh and Davis, 2000, p. 189).

2.4.3 Voluntariness: It indicates that a prospective adopter will make the decision voluntarily and not under pressure (Venkatesh and Davis, 2000, p. 188)

2.4.4 Job Relevance: It can be defined as a person's view of applying a new invention that is relevant to their line of work and that allows them to perform a specific set of duties (Venkatesh and Davis, 2000, p. 188).

2.4.5 Output Quality: Individual assessment of the innovation's performance in completing tasks that are relevant to their line of work (Davis et al., 1992, p. 985).

2.4.6 Organizational Structure: The division, organization, and coordination of organizational operations are achieved through the use of organizational structure (Ahmady et al., 2016).

2.4.7 Accessibility: Individual assessment of the innovation's performance in completing tasks that are relevant to their line of work (Ahmady et al., 2016).

2.4.8 Perceived Difficulties: The idea of perceived difficulty is the judgment of how easy or difficult a certain task seems to be to do (Kim, 2008)

2.4.9 Skills: The aptitudes, proficiencies, and abilities that enable someone to perform tasks, find solutions to issues, or achieve certain goals are known as skills (Kim, 2008)

2.4.10 Knowledge: the knowledge, comprehension, and abilities you acquire from school or experience (Davis et al., 1992, p. 985).

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SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Md Mahmudur Rahman

University ID: 211012019

Name of the Institute/Organization:	University of Liberal Arts Bangladesh		
Corporate Office Address:	688, Beribadh Road, Dhaka-1207		
Email:	ulabpress@ulab.edu.bd	Web:	ulab-press.ulab.edu.bd

1. During a typical week, approximately how many hours did you dedicate to your internship?

10 hours

2. Was your internship paid? If yes, how much?

No

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ **A great deal**

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5

7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	5
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5

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13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	5
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	5
20	I developed specialized technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	5

5. General Comments

Throughout the whole internship, I embraced challenges, honed skills, and built relationships. I had to face multiple tasks with proper enthusiasm given, I eagerly sought feedback, and achieved desired results. This experience will create a fine career path and spark my passion for continuous growth within the field of communication.



Signature of Intern