

IA IN COMMUNICATION STUDIES.

CASES AND INFERENCES

The academic panel SET/TV UNESP presents an unmissable debate on Artificial Intelligence (AI) and the innovative research being conducted in both theoretical and practical fields. Get ready for a fascinating journey into the world of AI and its revolutionary applications in the audiovisual field. In this panel, we will bring together AI experts and invited researchers with the aim of exploring the latest findings, trends, and challenges faced in the field of AI. The invited professors will share their knowledge and experiences. In addition to the lectures, the panel will provide an environment conducive to valuable interactions and idea exchanges among participants and the audience.

Moderator: Prof. Doctor Fernando Carlos Moura, Editor-in-chief of SET Magazine

Speakers:

- **Prof. Dr. Francisco Machado Filho**, Assistant professor at the São Paulo State University Júlio de Mesquita Filho

- **AUDIOVISUAL AND ARTIFICIAL INTELLIGENCE: AUTONOMOUS TEXT CONTENT PRODUCTION**

Speaker: Prof. Dr. Ana Silvia Lopes Davi Médola, UNESP

The generation of audiovisual texts using Artificial Intelligence (AI) resources has reached an advanced technical level, and its results require further improvement in the process of enjoyment and meaning production in communicative relationships. The issue of the semantic and modal competence of the receiver in interpreting the contents circulating in communication that incorporates generative AI is essential for understanding messages increasingly processed by machines. Beyond the perspective of changes in production processes and impacts on the job market in the audiovisual sector, it is necessary to critically examine the origin, quality, and use of content derived from autonomous systems and their impact on communication.

- **ARTIFICIAL INTELLIGENCE IN AUDIOVISUAL PRODUCTION AND DISINFORMATION: TELEVISION AS A TOOL FOR MEDIA EDUCATION**

Speaker: Prof. Dr. Kellyanne Alves, Lavid/UFPB

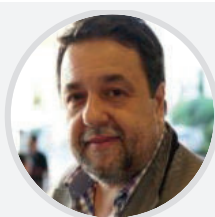
AI, by simulating human intelligence, applies two principles: “machine learning” and “deep learning.” Through these techniques, systems are capable of performing complex tasks without human interaction, autonomously learning and using information through data processing and analysis to understand patterns and optimize

processes. However, it is important to analyze the various effects that this can generate. When AI is used to generate disinformation and manipulation, it becomes a risk, and audience awareness is essential when consuming such content.

- **PRACTICAL ANALYSIS OF SOME TOOLS FOR CONTENT CREATION USING ARTIFICIAL INTELLIGENCE**

Speaker: Prof. Dr. Fernando Moreira, Former president of the Brazilian University Television Association (ABTU)

The presentation will analyze the AI tools used in content production, from generating texts and scripts to generative image filling and video editing. The talk will showcase case studies of development in these areas.



Prof. Doctor Fernando Carlos Moura, Editor-in-Chief of the SET Magazine

Fernando Carlos Moura has a PhD in Language and Communication Sciences with a specialty in Communication and Culture from Universidade Nova de Lisboa, Portugal. Editor-in-Chief of the SET Magazine since 2013 and post-doctoral fellow in the Studies Program Posdoctorales PEP-UNTREF, director of the Applied Research Program Project on Audiovisual Narratives in Times of Convergence Digital and Cultural at UNTREF and professor of the Degree in Audiovisual Production at the National University of Trés de Febrero (UNTREF), Buenos Aires, Argentina. Researcher associated with the Brazilian Digital Television Observatory (Obted).



Prof. Dr. Francisco Machado Filho, Assistant Professor at the Universidade Estadual Paulista Júlio de Mesquita Filho

He has a degree in Social Communication Radio and TV Qualification – Faculdades Espírito Santense (1999), a master's degree in Communication from the University of Marília (2006) and a doctorate in Social Communication from the Methodist University of São Paulo (2011). He is currently an assistant professor at the Universidade Estadual Paulista Júlio de Mesquita Filho. He has experience in the area of Communication, with an emphasis on Radio and Television, working mainly on the following topics: communication and technology, convergence, internet, digital TV and business model. It's ViceCoordinator of the Television Research Group and Tele Visualities of Intercom and Director of TV UNESP.



Prof. Dr. Ana Silvia Lopes Davi Médola, - UNESP

Associate Professor in Televisual Communication at Universidade Estadual Paulista UNESP - in Bauru/SP, where she is assigned to the Department of Social Communication working as a teacher in the Social Communication Course: Radio, Television and Internet. Accredited as a permanent professor in the Postgraduate Program in Communication at UNESP (master's and doctorate). PhD in Communication and Semiotics from PUC/SP, develops analyzes on audiovisual language and television aesthetics. Graduated in Journalism and History, she worked on Rede Globo and the now extinct Rede Manchete stations. Director of TV Unesp (2010-2017). In research activities, he is leader of GEA - Audiovisual Studies Group at UNESP and member of the Center for Sociosemiotic Research (PUC-SP, USP-FFLCH, CNRS-Paris). Scientific production is concentrated in the studies of communication, television, audiovisual

language semiotics, and recorded in book chapters and articles published in scientific journals.



Prof. Dr. Kellyanne Alves, - Lavid/UFPB

Professor at the Department of Communication at University Federal Government of Paraíba (UFPB). PhD in Communication from the Federal University of Pernambuco (UFPE) with a doctoral internship at Universitat Pompeu Fabra, in Barcelona, Spain. Researcher at the Digital Applications Laboratory Research Center - LAVID, at the Informatics Center, at UFPB. Researcher at GP Television Studies and Tele Visualities yes Intercom. Teacher in Digital Television: Information and Knowledge from the Postgraduate Course in Digital TV at Universidade Estadual Paulista (2010), studying in the field of Information and Communication Management for Digital TV. Bachelor in Social Communication with specialization in Broadcasting from the Federal University of Paraíba - UFPB (2007). Bachelor in Social Communication with specialization in Journalism at UFPB (2009). Author of the book Active Sources: collaboration of active audiences on television news in Brazil and Spain.



Prof. Dr. Fernando Moreira, Former President of the Brazilian University Television Association (ABTU)

Fernando José Garcia Moreira is a consultant in audiovisual technology with extensive experience in developing projects for studios and audiovisual production centers. He holds a Ph.D. in Social Communication with research focused on communication processes and interactivity of Digital TV. He also has a Master's degree in Social Communication with research in Information and Communication Technologies applied to Education, as well as a degree in Pedagogy. As a professor of production and audiovisual technology courses, he was the creator and director of TV Univap from 1997 to 2020, and served as the coordinator of the Radio and TV program at Univap from 2017 to 2020. He is also an author with contributions to 12 books and articles published in national and international journals. He has been a speaker at events in Brazil, Argentina, Mexico, Peru, Chile, the Dominican Republic, the United States, and Spain. He previously served as the President of the Brazilian Association of University Television (ABTU) and was a member of the Board of Directors of the Association of Educational and Cultural Ibero-American Television (ATEI). He is a member of the Brazilian Society of Television Engineering (SET).