THE ROLE OF ARTIFICIAL INTELLIGENCE IN PR TECHNOLOGIES

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Abstract. *This article analyzes the role and potential of artificial intelligence (AI) in the field of public relations (PR). It explores how AI enables information analysis, content creation, and personalized communication with audiences. The article also addresses ethical and privacy concerns alongside efficiency and innovative approaches. The main focus is on maintaining a balance between humans and technology. It emphasizes the need for the conscious and responsible use of AI.*

Keywords: *Artificial intelligence, PR departments, Public relations, Digital communication, Content creation, Data analysis, Ethical concerns, Privacy risks, Human factor, Cost-effectiveness.*

Annotatsiya. *Ushbu maqolada sun'iy intellektning PR sohasidagi roli va imkoniyatlari tahlil qilingan. Unda SI yordamida axborotni tahlil qilish, kontent yaratish va auditoriyaga individual murojaat qilish imkonlari ochib beriladi. Shuningdek, samaradorlik va innovatsion yondashuvlar bilan birga, axloqiy va maxfiylik muammolari ham ko'tariladi. Asosiy e'tibor — inson va texnologiya o'rtasidagi muvozanatga qaratilgan. Maqola SI ni ongli va mas'uliyatli qo'llash zarurligini ta'kidlaydi.*

Kalit so'zlar: *Sun'iy intellekt, PR bo'limlari, Jamoatchilik bilan aloqalar, Raqamli kommunikatsiya, Kontent yaratish, Ma'lumotlar tahlili, Axloqiy muammolar, Maxfiylik xavfi, Insoniy omil, Tejamkorlik.*

INTRODUCTION

Today, information and communication technologies are deeply penetrating every aspect of our lives. In particular, the rapid development of artificial intelligence (AI) technologies is introducing new approaches to many professional fields. One of these areas is public relations (PR). While PR activities in the past relied largely on human intuition and experience, they are now enriched by AI-based, data-driven, fast and effective analytics. Surveys conducted in the United States and European countries show that more than 60 percent of PR professionals are already using AI technologies in their daily work or are planning to

implement them soon. This indicates a growing demand for technological solutions in the PR field.

In Uzbekistan, PR departments in both public and private sectors are increasingly turning to digital communication tools. In particular, AI is being used more frequently in monitoring mass media, analyzing audiences, creating personalized content, and responding quickly to critical feedback. This article analyzes the role, effectiveness, and practical potential of artificial intelligence in modern PR departments, and also discusses possible challenges in the use of this technology.

LITERATURE REVIEW AND METHODS

In recent years, the integration of artificial intelligence (AI) technologies into the PR field has drawn the attention of both scholars and practitioners. Research shows that AI technologies are actively used in PR activities—such as content creation, audience analysis, media monitoring, and interactive communication with clients [Peterson, 2019; Dods, 2018; Journe, 2019]. On the other hand, studies have also examined how AI-powered chatbots and online analysis tools affect brand image and user trust [Chakraborty & Bhat, 2017; Trivedi, 2019]. Additionally, there are important theoretical discussions about the ethical and social issues emerging through digital communication and artificial agents (socialbots) [Gehl & Bakardjieva, 2017]. Some researchers emphasize that the human factor in PR should not be diminished. AI should serve as a supportive tool, while human decisions and communications should remain central [James, 2018; Seitel, 2007]. Moreover, AI experiences in healthcare, recruitment, e-commerce, and other sectors serve as important models for technological integration and strategic approaches in PR [Upadhyay & Khandelwal, 2018; Ghosh, 2017; Nair, 2014].

This study employs a descriptive research method. Through this method, the role, application level, and real impact of AI technologies in modern mass communication and PR were explored. By analyzing existing academic and practical literature and reviewing previous research results and advanced international practices, the study clarified how AI is being integrated into modern PR strategies. The descriptive method enabled a comprehensive analysis of the use of AI technologies in PR processes, particularly in media monitoring, content creation, audience analysis, and crisis management. The results yielded well-founded conclusions on how AI tools enhance PR efficiency, optimize human resources, and develop mechanisms for interactive communication.

ANALYSIS AND RESULTS

Although traditional methods of conducting PR are still relevant today, they have become limited due to the development of AI technologies. Traditional methods can be categorized as follows: Through face-to-face communication, PR specialists and company representatives engage directly with clients or the public. While this method is effective for building trust and deepening communication, it requires considerable time and resources. Phone communication can also be effective, as phone calls allow for prompt contact with clients and journalists. This method helps resolve issues quickly, but it is not always efficient. Press releases and media relations help companies disseminate their news to a wide audience, providing the public with reliable information. However, press releases can sometimes be generic and broad, leading to shortcomings in directly engaging with the target audience. Communication via email and letters can reach a large audience quickly, but there is a risk of being perceived as spam, and messages may be ignored. While traditional PR methods can be effective, they are limited in terms of time and resources. That is why the application of AI technologies today helps make traditional methods more efficient and faster.

The entry of artificial intelligence (AI) technologies into the field of public relations (PR) has significantly impacted traditional methods. AI technologies have made PR practices more efficient and responsive. For instance, many processes in content creation and audience analysis have been automated with the help of AI. This has allowed PR professionals to save time and make strategic decisions more quickly. For example, in targeted advertising and audience analysis, the use of AI has proven to be more effective than traditional methods. AI systems analyze clients' behavior on social media and provide accurate insights. This allows companies to direct their advertisements more precisely toward the target audience and manage their advertising budgets efficiently. AI has also proven effective in data collection and analysis. In the past, PR specialists spent a lot of time identifying audience opinions and needs. Today, AI systems analyze the opinions of clients and audiences quickly, enabling the development of necessary changes and proposals. In addition, with the help of virtual assistants or chatbots, PR professionals serve clients more efficiently in real-time. These systems automatically receive customer requests, respond quickly, and resolve potential issues. This method reduces the workload of PR professionals and enables them to work more efficiently. The automation of press releases and media relations has also advanced through AI technologies. AI ensures that press announcements and news are directed to the right audience promptly, saving time and improving the accuracy and effectiveness of information dissemination for PR professionals and companies. Social media

monitoring is also being conducted more efficiently through AI. AI algorithms automatically track discussions, feedback, and comments made by users on social networks, allowing PR departments to respond quickly and implement necessary changes.

At the same time, AI technologies have not led to the elimination of the crucial role of traditional PR methods—they have instead enhanced them. The human factor, including personal communication and decision-making, remains important, but many processes are now faster and more effective through AI and automation. In modern public relations (PR), artificial intelligence (AI) is becoming increasingly important. The following pyramid illustrates the main functions of AI in PR systems in a step-by-step manner.

Figure 1. The role of artificial intelligence in modern PR departments, reflected in a pyramid
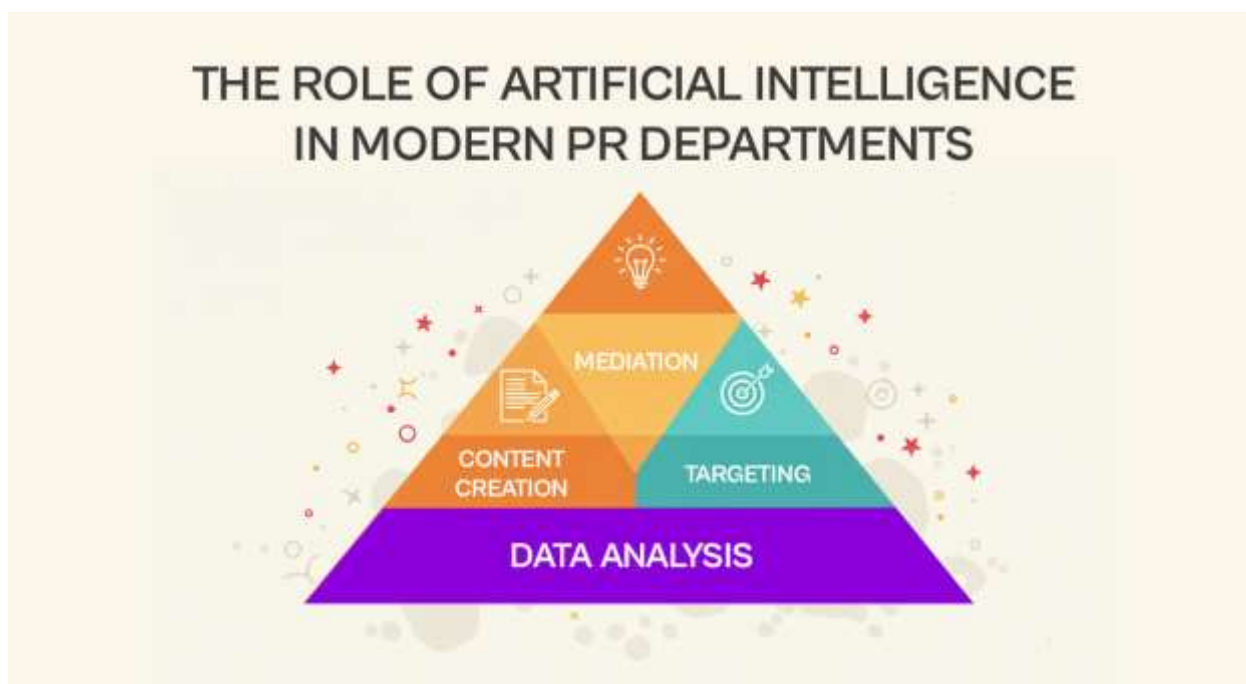
The base of the pyramid is the stage of data analysis. AI collects and deeply analyzes large volumes of information quickly and efficiently. This provides the key analytical material needed to guide PR strategy correctly. By identifying client sentiment, public opinion, and trends, AI plays a critical role at the initial stage of PR activities.

The next stage is targeting. Here, AI identifies the right audience and helps deliver customized messages to them. This significantly increases the effectiveness of PR campaigns. Segmentation and personalization capabilities are greatly enhanced through AI.

The third level of the pyramid is content creation. AI actively participates in the creation of text, graphics, video, and other types of content. This allows PR professionals to save time and resources while producing high-quality and continuous content. For example, automated press releases, articles, and social media posts are becoming easier to create with AI.

The top level is mediation, where AI acts as a bridge between PR professionals and the audience. At this stage, AI simplifies communication through chatbots, providing fast and accurate responses and maintaining continuous contact with clients.

Overall, AI is actively involved in all stages of PR activities—from analysis to direct communication. This contributes to making modern PR practices more efficient, automated, and user-focused.

CONCLUSION

The role of artificial intelligence in the PR field is steadily increasing, and its strategic importance is becoming more evident by the day. The above analysis shows that AI technologies are bringing unprecedented efficiency, precision, and adaptability to PR departments. Advantages such as rapid analysis of large datasets, content personalization, and individual audience engagement give brands a competitive edge.

At the same time, ethical and organizational issues related to AI cannot be overlooked: concerns about privacy, the risk of misinformation, diminishing human involvement, and the emergence of new qualification requirements for professionals necessitate well-thought-out strategic approaches.

Moreover, the effective use of AI technologies in PR is leading to the development of new and more effective forms of public relations. Companies are creating new methods with AI to reach their audiences more precisely and purposefully, which helps strengthen their image. Additionally, PR professionals are now able to make quicker and more effective decisions by integrating AI into their strategies.

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