



FACULTY OF ARTS AND SCIENCE

SEMESTER 2

MODULE CODE: IUMW4006

PROFESSIONAL COMMUNICATION

**ASSIGNMENT: "THE FUTURE UNVEILED: EXPLORING THE TRANSFORMATIVE
ROLE OF AI IN COMMUNICATIONS AND ITS IMPLICATIONS"**

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In 2025, the rise of Artificial intelligence (AI) has spread rapidly and will continue to grow. From healthcare and education to manufacturing and transportation, AI is revolutionizing nearly every aspect of human life. One of the most significant areas of transformation is communication. As AI-powered communication tools evolve, it is affecting how individuals connect and interact with each other and spread information. Not just in personal relationships, but this rise of technologies is also shaping the way people interact in public and professional settings. AI tools are improving day by day in order to achieve faster, more accessible, and higher efficiency communication. However, the impact of AI is not merely for convenience, but it is shaping how individuals perceive and experience communication. This essay discusses the future of communication in an AI-dominated world, emphasizing the benefits and complexities that lie ahead, which include the potential of AI communication tools and the possible threats they pose.

From writing letters to texting messages, communication has always evolved alongside technology. In earlier days, people relied on face-to-face communication, letters, and messengers to exchange information. We evolved from print media, to radio, to telephone, and digital technology as the medium for communication. Now, AI is the next powerful tool that plays a big role in this evolution. Unlike traditional communication media, AI is not just a medium but also plays a significant role in the communication process. This can be related to Marshall McLuhan's theory of "The medium is the message." He argued that characteristics of the medium determine the content and not the content of the medium that matters (Kadavy, 2022). In this context, AI is not merely a communicating medium; however, it is reshaping the nature of communication itself. AI-driven communication tools redefine the structure, the pace, and the emotional tone of conversations, which marks the change of the "message" in communication. They are also proliferating across both work and personal sectors. Businesses are implementing Artificial intelligence into their customer service, while societies are normalising tools like voice assistants, predictive text, and even AI-generated content in their daily lives (Allen, 2025). For workplace collaboration tools, we have Microsoft Copilot as an example, while for personal assistants, we have Siri and Alexa.

One of the AI-driven tools is natural language processing (NLP). This tool allows machines to understand, interpret, and generate human language (Allen, 2025). For instance, in the 2025 Bong Joon-Ho film, *Mickey 17*, we can see how NLP is being implemented as the film uses AI-powered translators in cross-species communication between human beings and creepers, the alien species (Vive, 2025). This shows how AI might transcend human linguistic limitations in the future. This big jump and advancement of technology ties into Ludwig Wittgenstein's philosophy of language. Language is supposed to be the best mirror of a human mind (Blackburn and W, 2007); but as AI

contributions in developing AI-generated messages, predictive text, and automated responses are being implemented into everyday uses, it questions about authenticity, authorship, and meaning in this digital age.

Another area where AI is profoundly changing communication is the widespread use of chatbots (Allen, 2025). AI chatbots not only can help answer simple questions but also can handle complex troubleshooting and offer personalized responses. In detail, University Malaya-Wales uses chatbots on its website to help with users' inquiries and set appointments. This advanced capability is convenient and helps improve the efficiency of organizations' customer support systems by ensuring customers' inquiries are being addressed promptly, even after working hours. In addition, voice assistants have become a preferred communication channel specifically for customers. Based on Help Scout (2025), it shows that 66% of customers prefer self-service over speaking with a customer support agent. This reflects how voice assistants like Google Assistant grow as automated communication solutions. Voice assistants help reduce customer wait times and, in effect, enhance service quality. For example, Shopee, an online shopping platform, uses an AI assistant for automating repetitive tasks such as answering frequently asked questions and processing orders.

Given these points, AI tools do have an impact on human interaction and connection. First, is the potential decrease in emotional depth during conversations. While AI might simulate a little bit of empathy with the advances of affective computing, however, it cannot give responses with genuine feelings and the warm experience when interacting with a human. As an example, a human customer representative can pick up cues such as voice tones and, most importantly, emotions, which help satisfy customers' feelings and make interactions feel more personal rather than transactional. In addition, as AI heavily relies on input data, there may be some problems and questions that AI cannot answer or help with. Other than that, overreliance on AI may also lead to reduced human interactions and can affect social bonds (Tabor, 2024). Being addicted to using AI tools every day may contribute to the decline of social skills, leading to feelings of loneliness and disconnection. For example, individuals who use the application Character.AI, which relies heavily on AI messaging, may affect their active listening skills and interpersonal skills which both are important in developing relationships with other people.

While AI is revolutionizing communication, it is crucial to point out that there may be potential threats and challenges regarding data privacy and ethical considerations (Allen, 2025). Firstly, are privacy concerns. There are high risks of data breaches and unauthorised use of personal information,

as AI requires and collects a vast amount of data. A real-life example would be Yum! Brands, the parent company of several fast food chains which was a victim of ransomware attack that compromised employee information back in 2023 (Ng, 2025). To avoid this from happening, it is important to implement strong security measures such as advanced data encryption and do data mapping (Admin_Belu_Cross, 2025). Furthermore, is algorithmic bias. Algorithms trained on biased data may be a big challenge for companies, as they can lead to unfair and discriminatory outcomes. To specify, biased AI recruitment tools may unfairly filter out supposedly qualified candidates just based on gender or ethnicity. Organizations may identify and mitigate biases, ensure transparency, and take responsibility for the AI-generated results to address this challenge (Admin_Belu_Cross, 2025). Additionally, one of the main concerns of AI in communication is misinformation and deepfakes. Notwithstanding how realistic the content AI can generate, it is still considered false and fake content. In online platforms such as Instagram, more and more people are normalising AI-generated images, videos, audios, and news, which makes it difficult for the public to identify whether the content is fake or the truth. This leads to bigger problems, such as exploitation of political manipulations, harassment, and fraud.

As AI continues to evolve, several emerging trends are shaping the future of AI-driven communication. Trends like immersive AI communication with Augmented Reality (AR) and Virtual Reality (VR) can create fascinating environments for virtual meetings and collaboration, and will also offer real-time translation and personalized interactions (Karl, 2024). For example, when discussing with clients from different countries, they can use AR-powered holographic communication, making it as if they are physically in the same room. Besides that, AI-Enhanced Emotional Intelligence. In the future, AI might be more advanced in emotionally detecting and analyzing facial expressions, text, and voice to offer more empathetic responses. Detecting human emotion will be particularly useful in customer service and human resources (Karl, 2024). For example, Cogito uses AI to monitor voice signals and give the agents instant feedback on customer sentiment (Bhardwaj, 2025).

Artificial intelligence is rapidly transforming communication, offering unprecedented efficiency and personalization. Whether through NLP-driven tools or AR and VR, AI is breaking down traditional communication barriers. However, with such benefits come their own responsibilities. It is not to forget to address rising concerns regarding algorithmic bias, privacy threats, and misinformation to protect human values and to ensure AI serves as a tool and not as a threat. The future of communication depends on how we use and implement AI responsibly in our daily lives. It is important to ensure that advanced technologies do not replace human interaction and values

completely, but rather complement them. As a result, we can maintain and create the future of communication that is inclusive, meaningful, and efficient.

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