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**ASSIGNMENT 1: “THE FUTURE OF AI: UNVEILED” EXPLORING THE
TRANSFORMATIVE ROLE OF AI IN COMMUNICATIONS AND ITS IMPLICATIONS”**

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“Thou shalt not make a machine in the likeness of a human mind.” A sentence written by acclaimed American science-fiction author Frank Herbert in his novel *Dune*, published in 1965. The fictional book, set 20,000 years in the future tells us of a universe where humans became so reliant on the advancement of Artificial Intelligent machines (also known as *“Thinking Machines”*) to make decisions to the where it led to the birth of a technocratic class that ruled over the humans which eventually broke out into war and resulted in an immediate ban of AI across the universe. Now, over 60 years after the book was originally published, the use of Artificial Intelligence has been more prevalent than ever. According to a survey conducted by Pew Research Center (2022), 27% out of 11,004 American adults do interact with AI several times a day, whereas 28% only interact once a day or several days a week. On the other hand, 44% of the participants believe that they do not interact with AI at all. While the use of AI is becoming more normalised among the general public when it comes to assisting with daily tasks with chatbots like *ChatGPT*, digital assistants like Amazon’s *Alexa* or even AI assisted search engines with Googles *AI Overview*, (Tableau, 2025) a lot of the uses of these examples are designed to promote efficiency and productivity, with handling tasks such as drafting an itinerary or asking for film recommendations to save time as opposed to asking for help from a friend or a co-worker. But as society continues to increasingly rely on AI to help with things that we are usually ask other people for, how will it eventually affect the way we communicate with others? In this essay I will explore the transformative role of AI in communication as well as its implications.

Communication, whether verbal or non-verbal has shaped the way we humans connect, understand and build relationships with others and has been continuously evolving and developing for centuries. From cave paintings and smoke signals to telephones and e-mails, the newfound implementation of Artificial Intelligence as a tool to communicate within our day-to-day lives can be considered as another step in the evolution of communication. One of the more well known or commonly used

forms of technology in AI communication are AI powered *Virtual Assistants*. Before the age of AI, a virtual assistant is essentially a worker that performs the administrative tasks of an organisation remotely, in which the tasks include marketing, making phone calls as well as bookkeeping (Kenton, 2025). Now, with the ever more accessible AI technology, organisations and consumers alike are able to have their personal virtual assistants, whether they are built into devices such as laptops and phones or are available to be purchased online. Some popular examples of AI powered virtual assistants include Apple's *Siri*, Amazon's *Alexa* and Samsung's *Bixby* (Glover, 2025), which are all voice activated and can make it convenient for users to communicate with the assistant in order to perform tasks like adding events to calendars, sending text messages, setting reminders and even read news articles. Similarly to virtual assistants, IBM (2021) states that Chatbots are computer programs designed to simulate human communication with its users, typically by analysing prompts of the user's requests and enquires. Chatbots like ChatGPT, Google Gemini and Microsoft Copilot are equipped with transformative technologies like *Generative AI* and *Natural Language Processing (NLP)* which can be helpful in tasks that include creating content like essays or scripts, translating and summarising. According to Columbia Engineering (2025) Machine learning, another tool used in chatbot programming can identify and learn from data based on the users prompts and behaviour so that it can adapt better according to the user's preferences, familiarise itself with the user's identity, make better decisions on topics that could be relevant to the user and all in all making this new form of communication more human and provide a less artificial for the user.

As aforementioned before, AI is designed to promote productivity and efficiency. While it can save you time, reduce hassle help you multitask by summarising articles and keeping track of your grocery list, it also brings forth numerous advantages in terms of communication. To start, The United Nations (2024) states that there are currently over 1.3 billion people, or approximately 16% of the world's population, that currently live with a major disability that includes the visually impaired, hard of hearing and physically disabled. With the growing availability of AI, individuals, healthcare professionals and even non-governmental organisations can utilise the use of this technology to make the world more convenient to navigate and accessible for disabled people. For example, family

members of people who are struggling to communicate due to their disability can use AI- powered tools like text-to-speech bots to better help them understand their needs, behaviours and overall make it easier for them to connect with their family. Not only that, but Artificial Intelligence can also power real-time translation software and tools for translation services (Crangasu, 2025) worldwide to make it easier for individuals and businesses alike to engage in intercultural communication conveniently. Well known translation apps like Duolingo have begun using AI technology, specifically Open AI's GPT-4 (Duolingo, 2023) to provide personalised language instructions and lessons with features like "Explain my Answer" as well as roleplay features through their highest tier subscription level, Duolingo Max. Widespread access to these services by the general public can ease travelling, communicating, and connecting with people of other cultures and make the world a more inclusive and accessible place for all. With that being said, the rapid assimilation of AI across industries can benefit people of all different backgrounds greatly on a global scale however, it also comes with a set of risks and challenges.

Returning to the article by The United Nations (2021), a report by Gerard Quinn tells us that authorities' use of AI technologies has the potential to alter how the state interacts with people with impairments. If AI technology takes full control of the of a state's system on handling matters such as access to government funded services or employment, it can cause problems that include discrimination and miscommunication caused by an issue within AI-powered technology called *Algorithmic Bias*. To explain further, AI systems are trained based on the data that they are provided with, and as algorithms are based on a statistical average, if a disabled person does not fit the standard of the data that the system is trained on, they might face problems when attempting to access and lead to communication issues, prejudice and discrimination despite not doing anything wrong. This in turn can cause divisive conflicts between the individual and state and cause doubt on the functionality and reliability on Artificial Intelligence as a whole. Next, content generated by ai can be used to spread manipulated information and cause mass misinformation. As AI is still a new, rapidly growing form of technology that is continuously getting more accessible worldwide, regulations in order to use this technology ethically still remain inconsistent. Based on an article by Diligent (2025) The European

Union is the only continent in the world to introduce an “*AI Act*” with its 27 countries in agreement that aims to provide a complete framework for AI by defining rules for high-risk AI and classifying systems based on their level of threat with an addition of a privacy and data protection under the *General Data Protection Regulation (GDPR)*. Other countries around the world like the United States, China, and Canada may have basic AI laws but it is only limited to specific states or only applies to the outdated developments of AI when the law was passed. Not only that, the lack of regulations can also cause the weaponization and exploitation of AI generated content to spread misinformation and cause widespread miscommunication. According to Garimella and Chauchard (2024), Numerous well-known instances of AI-generated deepfakes have surfaced within the last year in light of the 2024 American Presidential Election. These AI-doctored content consists of a picture of an explosion outside the Pentagon building of the US Department of Defence, as well as an AI generated audio recording of a Slovakian politician accusing the current President of the United States, Donald Trump of interfering with the election. To add more on the survey conducted by Pew Research Center (2022) 53% of Americans with a postgraduate degree correctly identified applications of artificial intelligence along with 14% of people with only a high school education or less. Despite that, 51% of this group showed little knowledge of AI and did not finish answering the questions, which tells us that no matter what level of education that you have managed to receive, a majority of people are not properly educated on Artificial Intelligence and are prone misinformation due to the manipulation of content of exploited use of AI-generation. The lack of regulations and education for the general public worldwide despite the rapid growth and usage of AI will make it more difficult to distinguish from actual news and content as the technology develops and thus cause a distrust towards not only the technology, but also communities across the world.

Artificial Intelligence, like any form of technological advancement in communication has its benefits as well as its risks, but with both things considered as well as the inevitable assimilation of this technology in our daily lives, what does it imply for us as human beings and society as a whole? Not only is this a technical shift but also a cultural one. With the rise of the internet and social media, thousands of studies have been made on how it has impacted our social skills, how our behaviour as

well as how it effects our physical and mental wellbeing when used correctly or not. Now that AI is in the picture, how do we begin navigating a technology so complex that it can be beneficial in so many industries but lack in terms of authentic human connection or emotional nuance. While everything is moving conveniently and smoothly in a fast pace in our daily lives thanks to AI, it lacks intent, passion and at times can be harmful when exploited and unregulated. As I quote another excerpt from Frank Herbert's Dune, *"Once men turned their thinking over to machines in the hope that this would set them free. But that only permitted other men with machines to enslave them."* While I do believe that AI is able to help our society develop technologically, we should also be more cautious and hold ourselves responsible and not be too reliant on this technology it as we observe its developments and educate ourselves while government institutions worldwide work on its regulations. Society as a whole must respect the balance of innovation and responsibility, emphasise the use of critical thinking as well as media literacy and establish ethical guidelines on how we can innovate while also maintaining the connections that make undoubtedly human.

To conclude, Artificial Intelligence is transforming communication in a complex and rapidly developing manner. From virtual assistants and chatbots helping assist our day-to-day lives and connect with people from all walks of life to raising ethical concerns with the current inconsistent regulations of AI worldwide and the dangers that come with it. With the technology continuing to evolve and the integration of AI as the latest form of communication technology that helps us understand each other in ways that have never seen before, it is crucial that society not only approaches this technology with proactive responsibility but also accountability and critical thinking. Communication transcends language barriers, and we cannot let the one thing that defines us as humans be replaced as means to enhance this connection. If a book written by a human 60 years ago can send us a message on what is there to come that is still relevant to this day, there is hope for humanity to preserve the art of human communication and connection with the help of AI.

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