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Ethics of Communication in the Era of Artificial Intelligence and Business Digitalization

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Introduction

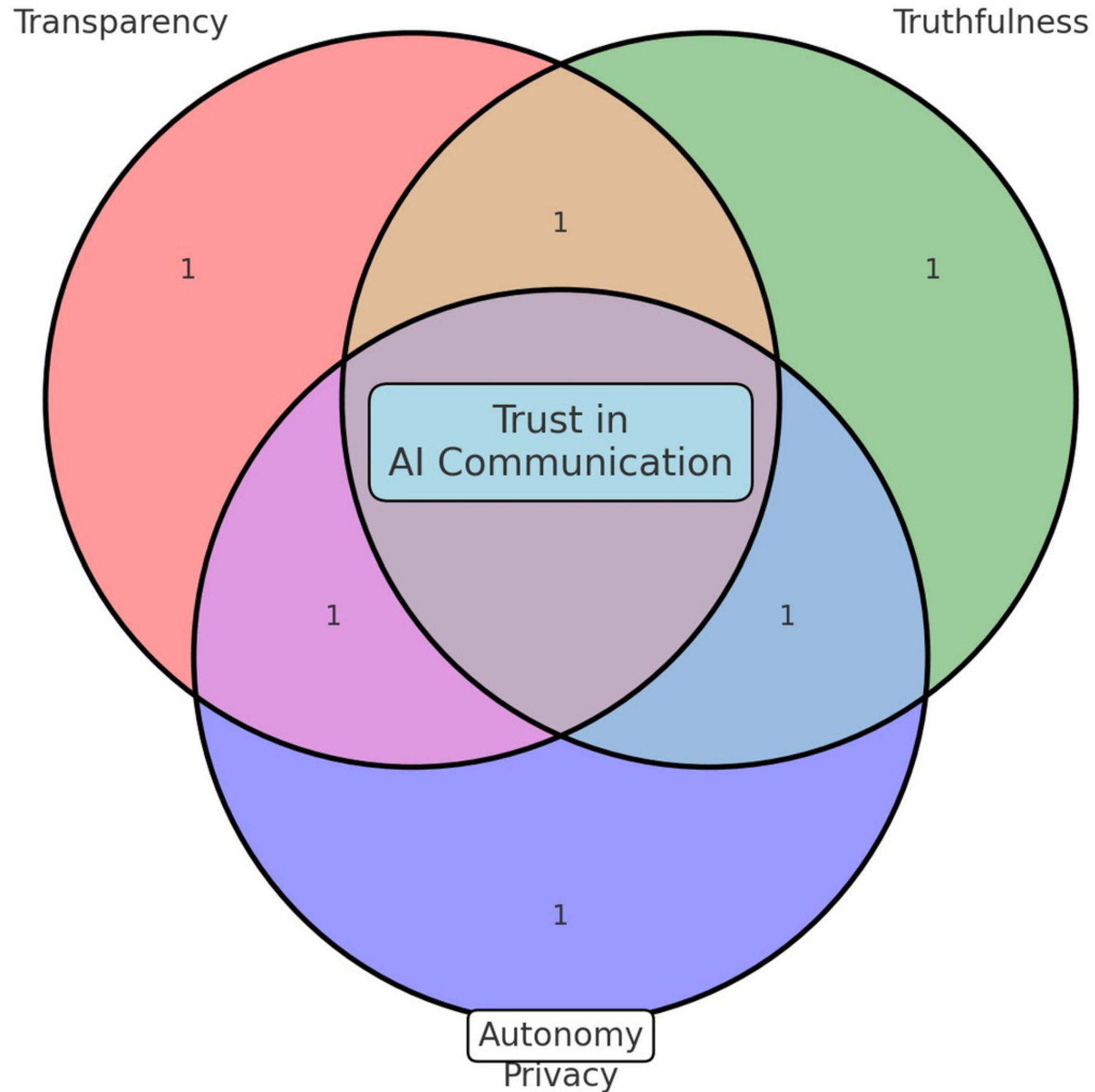
- Digital technologies & AI are transforming communication.
- Interaction: individuals – businesses – state institutions.
- Benefits: speed, accessibility, global reach.
- Challenges: trust, transparency, accountability.

Main Ethical Dilemmas

- Transparency – users must know when interacting with AI.
- Truthfulness – deepfakes & misinformation spread.
- Privacy – massive data collection & risks of misuse.
- Autonomy – algorithmic targeting, hidden manipulation.



Venn Diagram: Ethical Dimensions of AI Communication



Venn diagram showing overlap
of Transparency, Truthfulness,
Privacy, Autonomy
→

“Trust in AI Communication” at the center.

Opportunities vs. Risks

Opportunities

- Democratization of communication.
- Global information access.
- Personalization & efficiency.

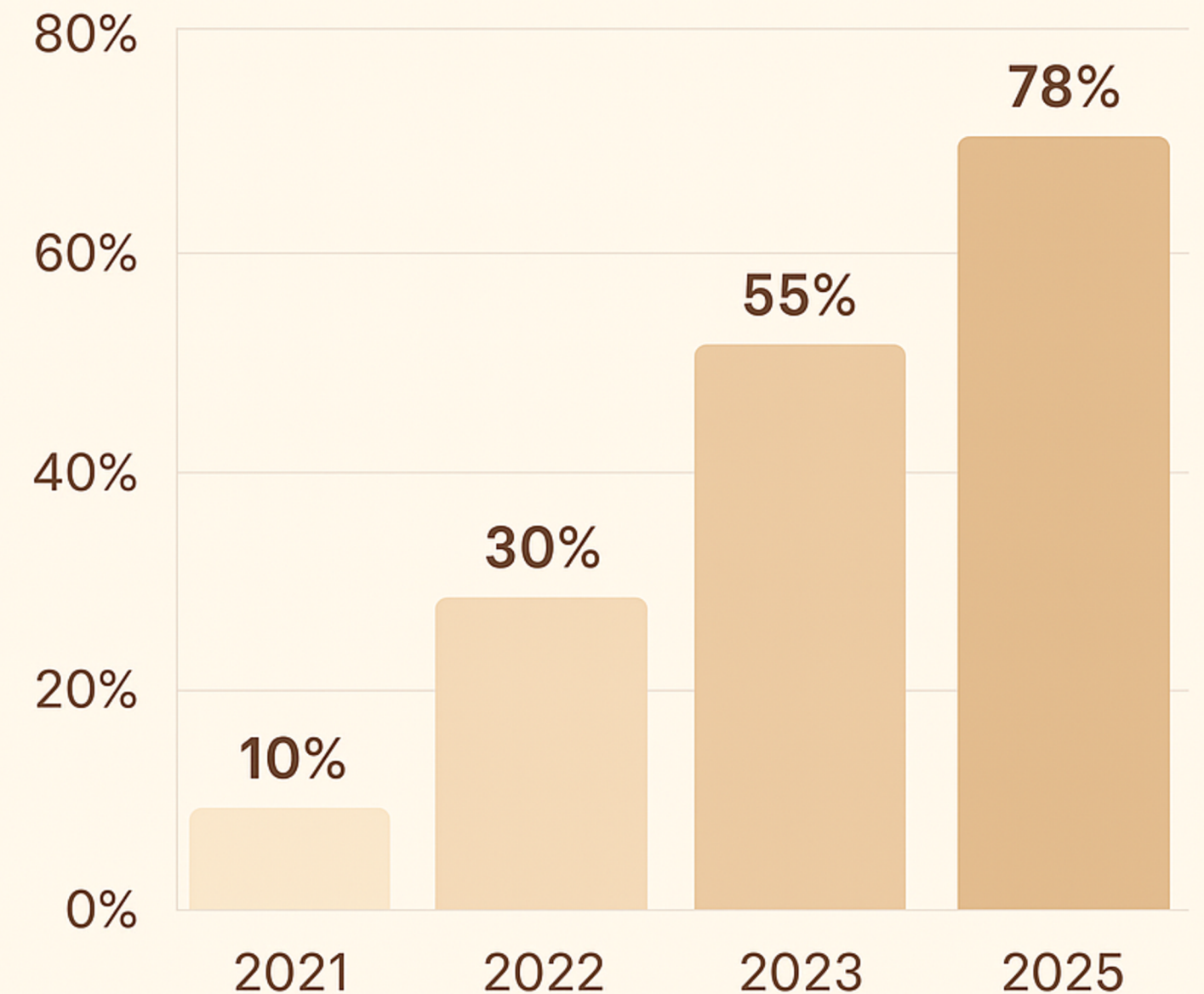
Risks

- Manipulative practices.
- Reliability & verification issues.
- Ethical accountability gaps.

AI Adoption in Business

- 78% of organizations use AI in at least one business function (McKinsey, 2025).
- Key areas: IT, marketing, operations.
- 75% of PR specialists use generative AI for brainstorming, drafting, research.

AI Adoption in Business

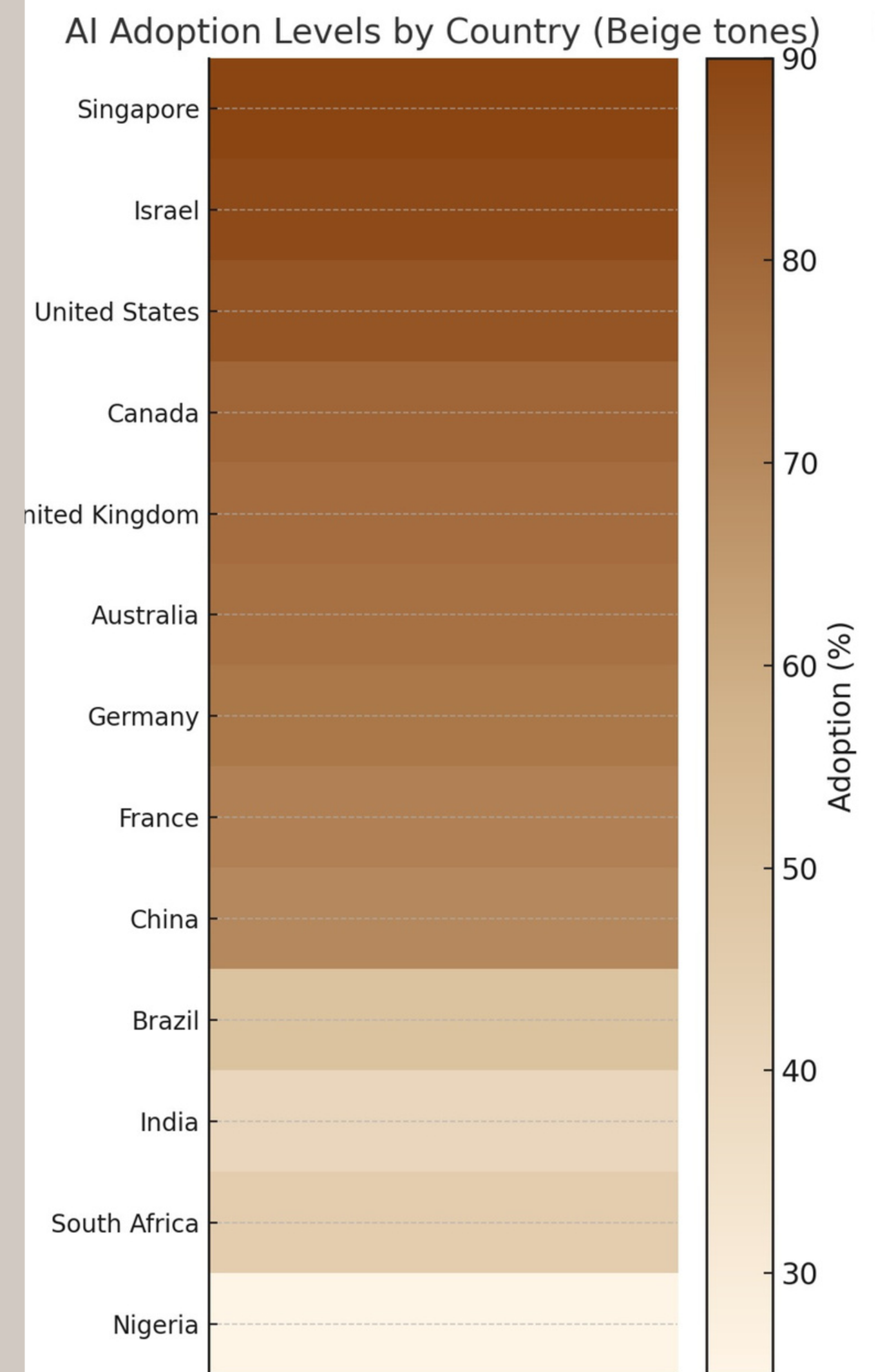


Ethical Framework

Element	Recommendations
Transparency	Clearly disclose when AI or automated systems are used in communication.
Fact-checking	Apply AI tools with mandatory human oversight for verification.
Safety & privacy	Ensure compliance with data protection laws (GDPR, Ukrainian law, ISO standards).
Bias elimination	Regularly audit algorithms for discriminatory outcomes.
Responsibility	Assign accountability to specific individuals or units for AI-driven decisions.
Conscious design	Implement “ethics by design,” integrating ethical norms at the development stage.

Global Inequalities

- AI adoption higher in developed economies (USA, Canada, Israel, Singapore).
- Developing countries (Nigeria, India) lag behind.
- Risk: reinforcement of global inequality.



Conclusion

- Ethics of communication = foundation of trust.
- Challenges: transparency, truthfulness, privacy, autonomy.
- Balance technological progress + humanistic values.
- Ethical strategies must be part of: product development, corporate culture, client & public relations.

ДЯКУЮ ЗА УВАГУ!

