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**TECH-GLOBAL CORPORATE
AND CONSULTANCY SDN BHD**
523000D

ARTIFICIAL INTELLIGENCE

EMPOWERING CONTENT & NEWSROOM

**“REVOLUTIONIZE YOUR
CONTENT AND NEWSROOM WITH
AI INNOVATION”**

**2 DAYS | 9 AM - 5 PM
ACT FAST: LIMITED SEATS AVAILABLE !!!**

REGISTER NOW



TECH-GLOBAL CORPORATE & CONSULTANCY SDN BHD

I-1-7, Parklane Commercial Hub, No 21, Jalan SS7/26 Kelana Jaya, 47301 Petaling Jaya, Selangor



03-7802 8495



nur@tgcc.com.my



www.tgcc.com.my

OBJECTIVE

Comprehend the Fundamentals of Generative AI:

- Gain a deep understanding of how Generative AI works and its specific applications in journalism, including its impact on content generation and storytelling.

Learn to Use AI Tools for Storytelling:

- Gain practical skills in using AI technology to craft engaging stories and content through demonstrations and interactive workshops."

Optimize Workflow Efficiency:

- Learn to streamline workflow processes using generative AI tools, enabling better time management and increased productivity in newsroom operations.

Promote Ethical and Responsible AI Use:

- Understand the ethical implications of using generative AI tools in journalism and adopt responsible practices to ensure accurate, unbiased, and credible reporting.

COURSE CONTENT

Day 1:

- What is AI?
- A Brief History of AI
- Understanding Intelligence (AI vs. Humans)
- A Basic Overview of How AI Works
- How Does AI Learn What To Do?
- SWOT Analysis
- Conducting Live DEMO On How A Basic Artificial Intelligence System Works

Day 2:

- Types of Artificial Intelligence
- AI Capability Framework
- AI Applications In Editorials and News
- Starting Your Journey & AI Integration
- What Can Possibly Go Wrong
- Case Study on AI and Journalism
- The Future of AI