Artificial Intelligence in the 2025 Media Classroom

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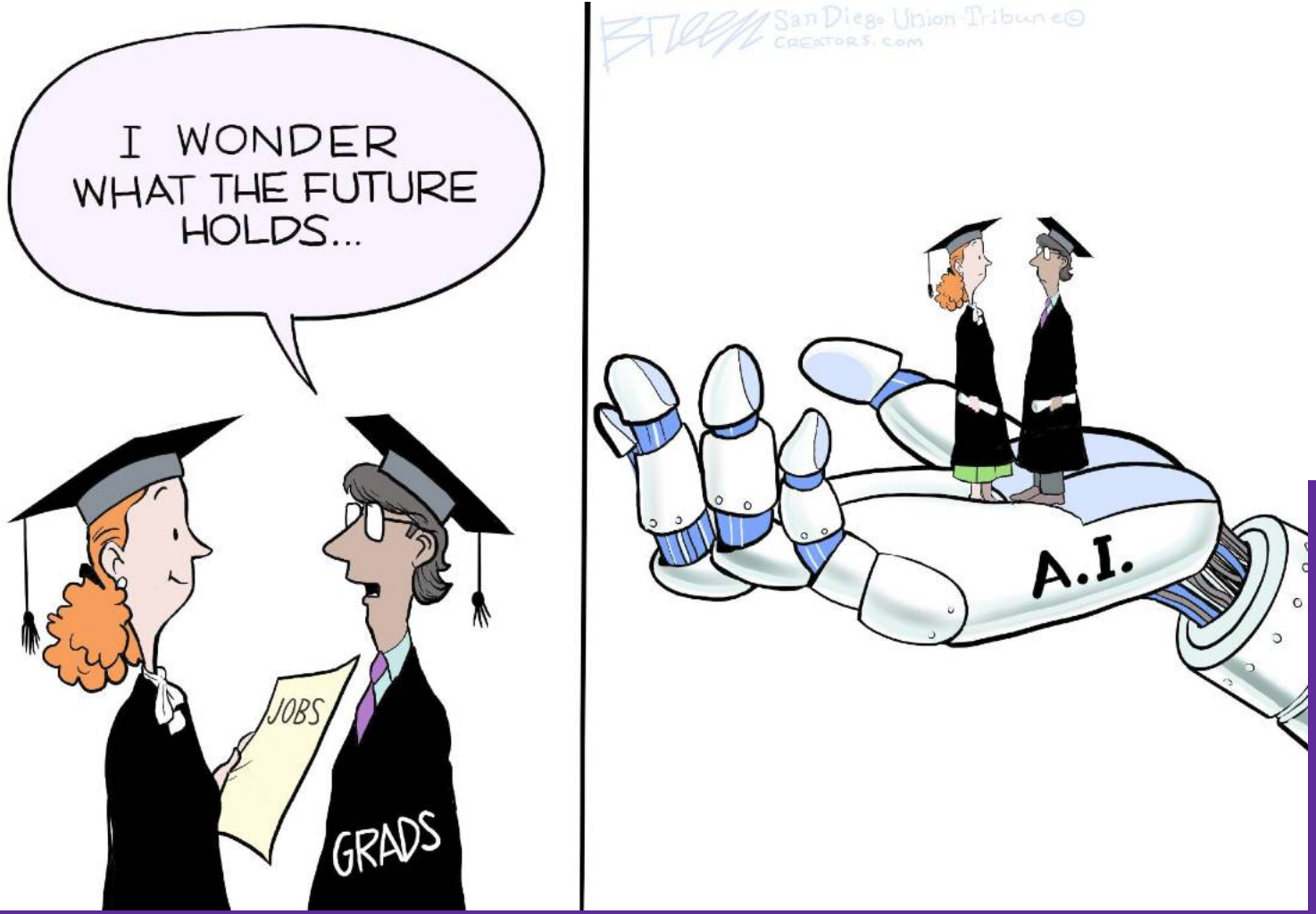
SHOULD YOU WORRY ABOUT AI?

NOT REALLY!


I WONDER WHAT THE FUTURE HOLDS...
JOBS
GRADS
San Diego Union-Tribune
CREATORS.com
A.I.

Link to Baby Owlet
Link to Garmin Equine Sensor

AI

ChatGPT

Claude

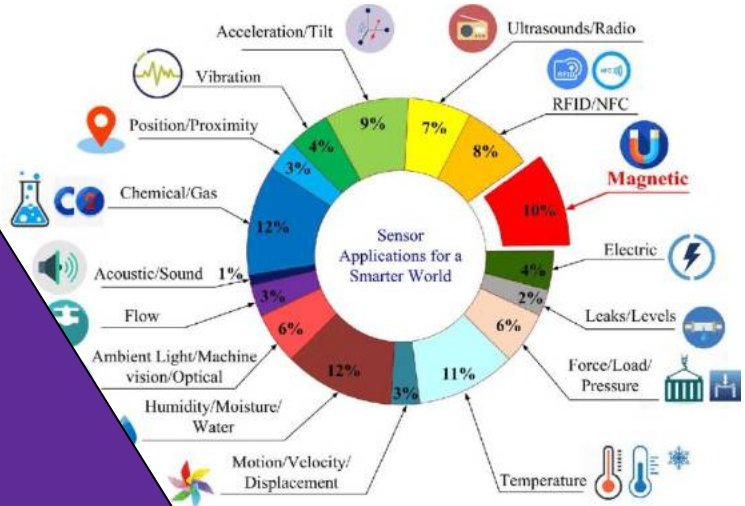
Gemini

Meta AI

Copilot

Ernie Bot

TECHNOLOGY SUPERCYCLE



Biotech

IoT Sensors

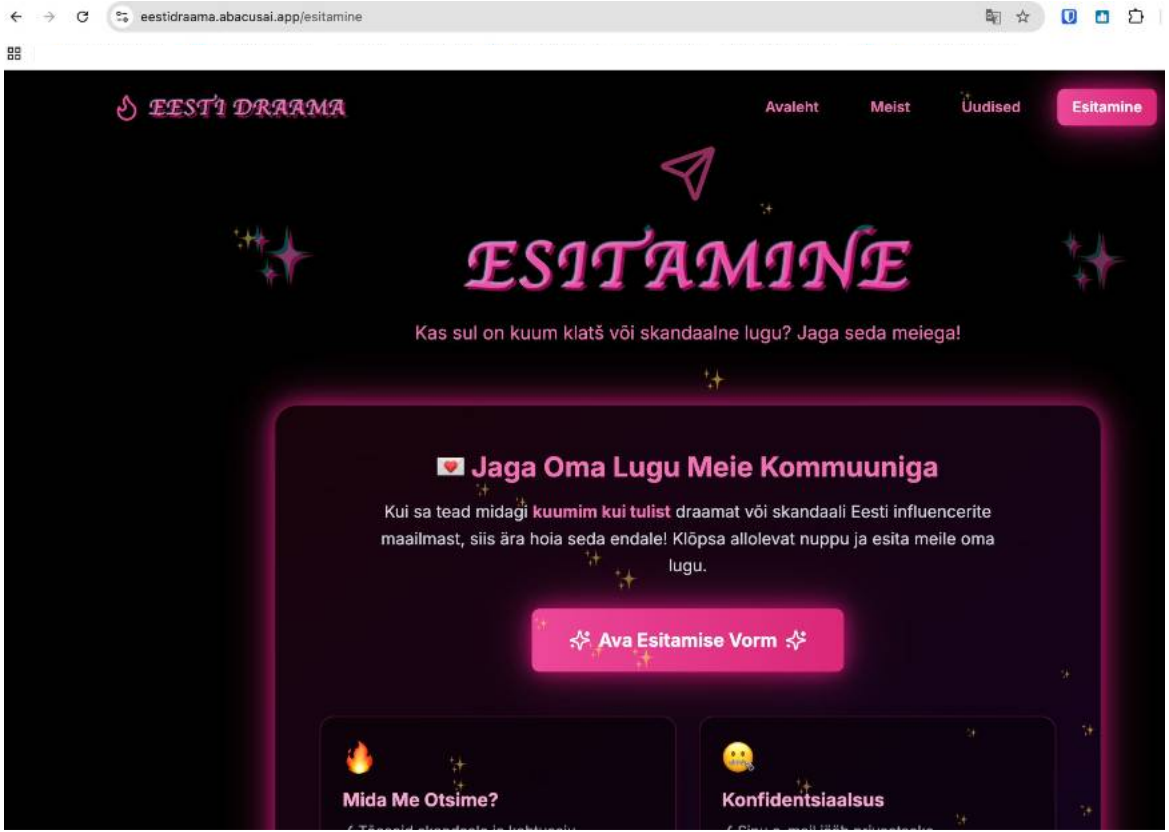
Source: Webb, 2024

How AI is changing media creation

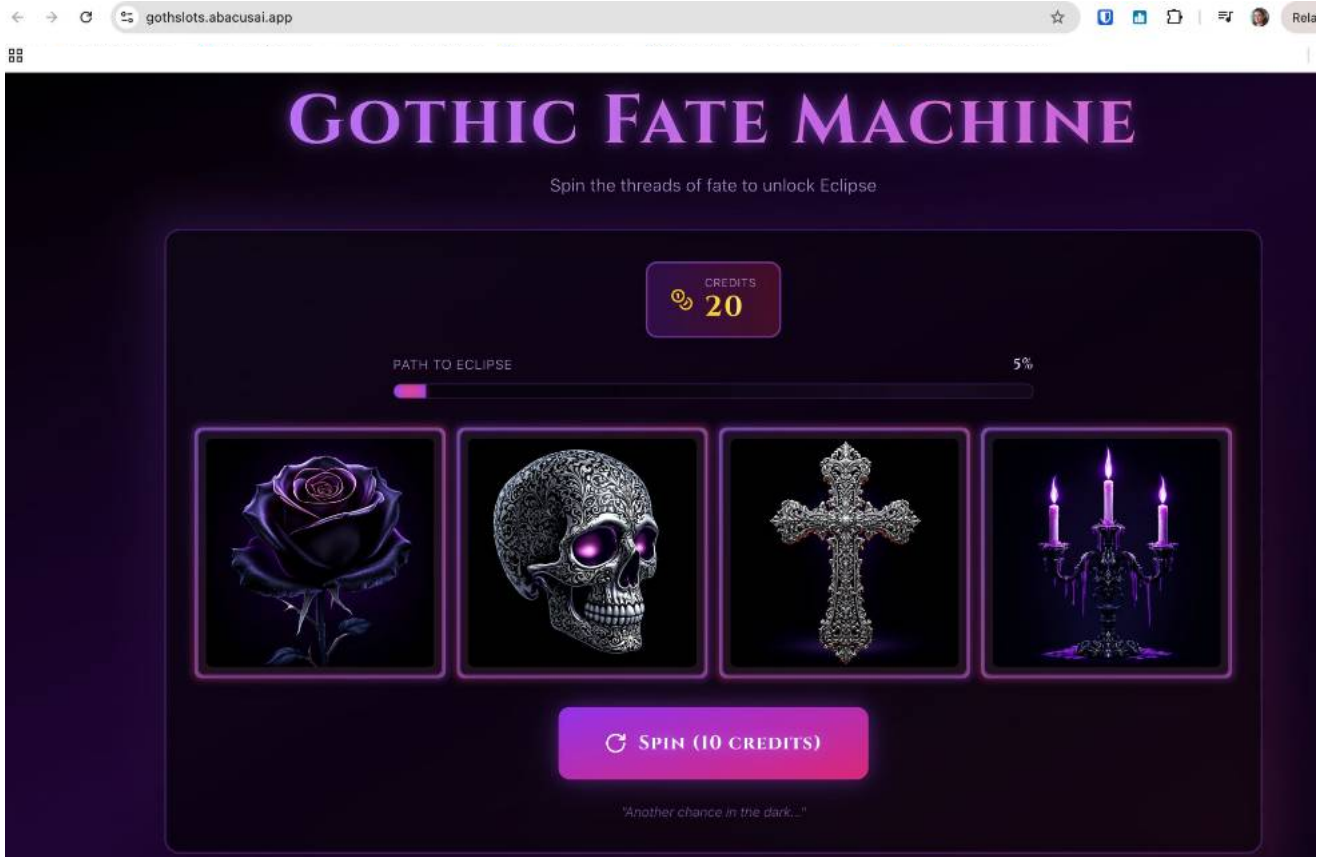
- The media industry is undergoing profound disruption due to AI adoption, particularly Generative AI (GenAI) (Chan-Olmsted, 2019; Trattner et al., 2022).
- AI is now considered a General-Purpose Technology (GPT) – like electricity or the printing press – affecting every sector (Kohler, 2021; Connock, 2022).
- In 2024, it only took 10 6-second videos to create a synthetic actor of myself. (This is much faster now!)

SOME EXAMPLES FROM CLASS

Working website with 1 prompt



Working slot machine with 1 prompt



The Transition Generation

- AI is changing the media value chain – from content creation to marketing and distribution (Hess & Matt, 2013).
  - We have not measure (EU-wide level) how AI applications have impacted media careers.
- The future workforce must adapt to AI-powered workflows — but current curricula are not evolving fast enough (Damásio, 2024; Arowosegbe et al., 2024)
  - If too slow, you can end up teaching the wrong thing - HTML to miners in West Virginia in the 2010s / current tech skill bubble in the U.S.

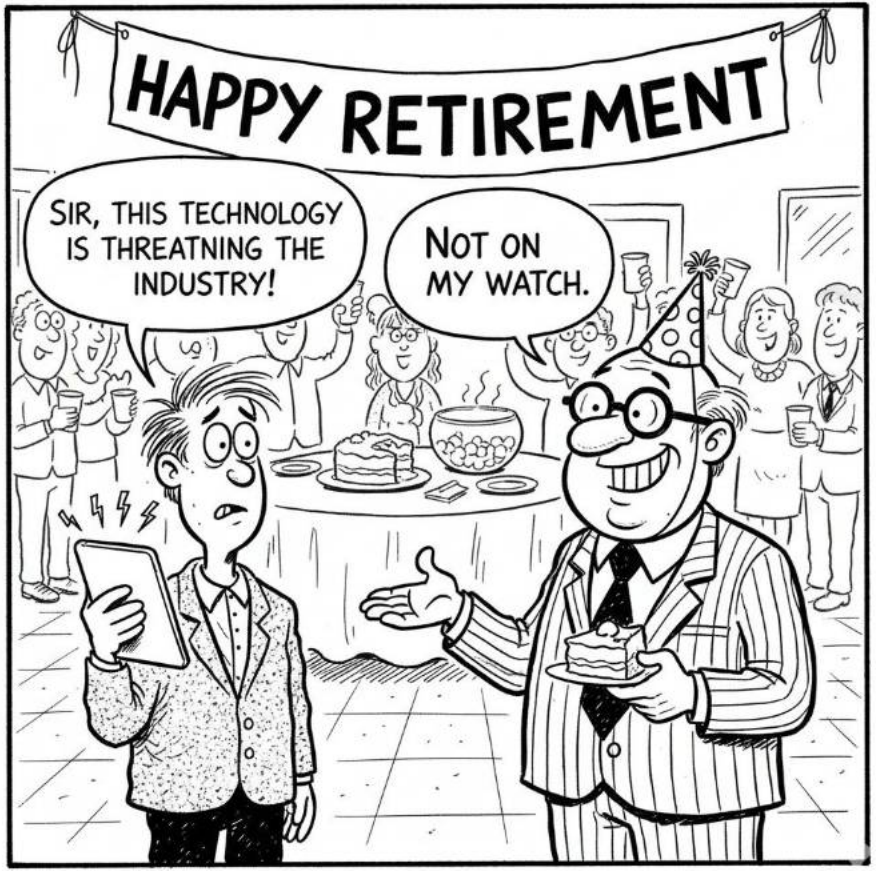


Image generated with Abacus.AI - Midjourney model

What's up with media jobs?

- In UK media, 45% of drama crew, 46% of unscripted workers and 45% of commercials staff unemployed (BECTU, 2025).
- 1 in 5 said they are "really struggling" with their wellbeing. Only 18% of respondents felt confident about their future in the industry (BECTU, 2025).
- In journalism, +30% of journalism are unemployed. 20% of newsroom tasks have been automated (CMPF, 2025).

Image generated with ChatGPT. Note the mistake of the career ladder, which ends abruptly.


Now what?

What we talk about when we talk about AI

Artificial Intelligence (AI): the ability of a computer system to obtain, process, rank, synthesise, and generate data, self-correct, and do complex tasks in a human-like way (Aksoy & Kursun, 2024; Arowosegbe et al., 2024; Chan-Olmsted, 2019). **Has several subfields.**

Generative AI (GenAI)	Large Language Model (LLM)
	Multimodal Foundation Model (MFM)
Machine Learning (ML)	Deep Learning
	Supervised Learning
	Unsupervised Learning
Natural Language Processing (NLP)	Natural Language Understanding
	Natural Language Generation
	Question and Answering
Computer Vision	Object Detection
	Scene Understanding
	Face Detection and Recognition
	Motion Analysis
	Text Recognition (OCR)

Table 1. Categorisation of AI sub-branches (Kulkarni & Bansal, 2024)

Zooming into GenAI

Generative AI (GenAI): A subfield of AI capable of creating new media content (text, image, audio, video) in response to user prompts (Aksoy & Kursun, 2024; Connock, 2022).

Prompt: A user input or instruction designed to generate a specific AI response (Aksoy & Kursun, 2024).

Note the mistake in the picture. The user probably prompted "Make a picture of a backpack with office supplies with a Nintendo Switch on Top" which produced a literal "picture" of a backpack.

Examples of GenAI apps

Text to text

ChatGPT, Google Notebook, Claude

Text to image

Midjourney, ChatGPT, Kling, Runway*

Text to video

Midjourney, Kling, Runway, Minimax, Sora (by Chat GPT)

Video to video

Runway, Kling, LivePortrait

Image to video

Midjourney, Minimax, Kling, Runway

Text to Audio/Audio to Audio

ElevenLabs, Suno, Udio

* Runway signed a deal with Lionsgate, and a teaching deal with USC, RISD, and MIT.

Image from a class exercise where students recorded a video with a phone and re-interpreted it using Runway.

Challenges of using AI In the media dimension

- Cost
- Tool fragmentation.
- Possibility on depending on outer tools
- “Black-box” concept
- Convergence result.
  - All looks “flat”
- Lack of datasets (especially on non-Western, small countries).

Image generated with Abacus.AI - Midjourney model

UPSKILLING IS FINE

WHAT I NEED IS TO KNOW HOW TO RUN A BUSINESS!

What to study in times of AI

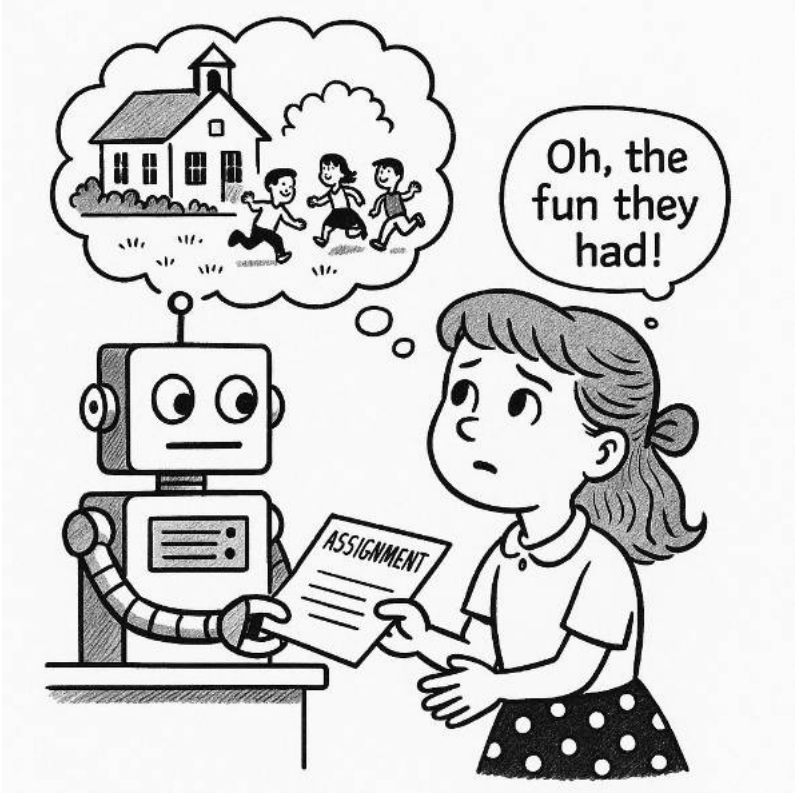
- Fair uses of GenAI.
- Teach students to run a media business:
  - Personal career plans
  - Business taxes
  - Business pitching
  - Revenue splits
  - Finding/Firing clients
- Bring real professionals to share their career experience.
- In-class group projects.
- Ask them to apply media in interdisciplinary projects:
  - Work with real clients.
  - Work with students/professionals from a different field (ex. music+teaching/media+coding)

Recommendations for using AI in the classroom

- Know your university rules on fair use of AI.
- Define ethical and privacy-related limitations (ex. No generating content depicting minors, no uploading student likeness).
- Best case scenario would be to run everything locally, but that might not be feasible.
- Be open to students pushing boundaries (ex. Violent scene of a pregnant woman being pushed down the stairs).
- Promote transparency & academic integrity.
- Grading should not be based on output, but on process and its justification (ex. Artist log, artist note)

Do’s while working with LLM chatbots

1. Break down complex tasks (e.g. ChatGPT does OCR better in batches).
2. Prompt first to improve your prompt, do not forget to state the model you will work with.
3. Use improved prompts
4. Each chat creates its own “memory”, so you may need to start afresh.
5. Do not believe everything you see in high-sensitive tasks.
6. Back up locally.



Prompt Recipes

Syllabus development

Improve this prompt: You are junior researcher at an international Audivisual BA programme at a city college in Tallinn Estonia. Develop a pedagogical table to plan a 4ECTS course on film analysis, using as reference this url https://filmstudies.yale.edu/graduate/foundations-field-required-texts-and-films/essential-texts-film-studies-yale-graduate-list. The table should contain 12 sessions in 12 rows, with a HELO, suggested reading(s) from the reading list, a suggested film to analyze based on https://letterboxd.com/dave/list/official-top-250-narrative-feature-films/, and a column with keywords of the topics covered.

Podcast (Google Notebook LLM)

1. Go to Google Notebook.
2. Upload up to 50 sources.
3. Wait for the notebook to process.
4. Click in audio overview.

But remember you get what you put in!

LINK
https://www.youtube.com/watch?v=gfr4BP4V1R8

Create a visual story + video(Google AI Studio/Abacus.AI)

1. Find a recipe.
2. In Google AI Studio prompt “Create a visual story for this recipe + recipe text”
3. Download 1 image
4. In Abacus.AI, click More>Video Generation.
5. Select a video model (I recommend Runway) and upload the image, prompt the action done in the image.

Create a visual story + video (Google AI Studio/Abacus.AI)

Note: We tested Google Gemini, Runway and Kling using Abacus AI. What worked best was Google Gemini. The sound was auto-generated with Gemini.

LINK

https://youtube.com/shorts/PyOqZqW1vAE

Grading Rubric

Improve this prompt: “You are a teacher in screenwriting for a programme in screenwriting at the BA level, following the principles of Hollywood screenwriting. Create a grading rubric for the student final projects include grammar, narrative, and characterization aspects, on a scale of 20 points”

Create a class script

Improve this prompt: “You are a teacher in editing at the BA level, create a class script outline for a 90 minute lecture in color correction. Include color principles, color history in film and photography, color aesthetics, mention main color correction methods in film in 2025”

Create an ad (Abacus.AI/Gemini workflow)

1. Select create image, choose Midjourney as a model, describe your character.
2. Create the product and attempt to reinsert.
3. Re-create the character holding the product.
4. Click on “More” select LipSync.
5. Select a voice.
6. Write just the text the voice will say.
7. Instruct the voice cadence.
8. Select quality.
9. Generate.

LINK:
https://youtube.com/shorts/hCHZDl0YMNk

Ad examples (Abacus.AI/Gemini workflow)

https://youtube.com/shorts/VfU1oZz3Ajc

https://youtube.com/shorts/nYa9I5qcHTM?feature=share

Create a database of influencers (Abacus AI)

1. Collect screenshots of potential accounts in a folder. Compress it.
2. Input: “Make a influencer table with the following columns: username (in TikTok the username is preceded by an @ sign), social network, social profile URL, email, listed website, location, follower count. Read the images in batches.”

Powerpoint (DeepAgent/Abacus.AI)

1. Collect papers in a folder. Compress it.
2. Input: “Improve this prompt for DeepAgent, create a power point presentation on the film aesthetics of Citizen Kane, use 10th grade english with 95% grammar accuracy, in the style of a ESL learner enrolled in a BA programme in audiovisual arts”
3. Open DeepAgent, upload the file and input the corrected prompt.

Questions?

Resources Shared

Someone asked for a list of the AI applications students presented,
Andres Jõesaar shared this page: https://theresanaiforthat.com/
DeepAgent: https://deepagent.abacus.ai/
Abacus: https://chatllm.abacus.ai/
Google Notebook: https://notebooklm.google.com/
Google AI Studio: https://aistudio.google.com/
Google Gemini: https://gemini.google.com/
Chat GPT https://chat.openai.com/