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26MD- MEDIA, DIGITALISM AND ARTIFICIAL INTELLIGENCE

26MD.2: DIGITAL COMMUNICATION AND CULTURE

PANEL TITLE:

COMMUNICATION, CULTURAL DYNAMICS AND PUBLIC GOOD

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ABSTRACT

Social systems are communication systems (Niklas Luhman, 1995), this post-modernist theory with other post modern theories like risk society (Ulrich Beck ,1992) , simulation of society (Boudrilla 1983) and public sphere and life world (Habermas ,1981) also critically examine the communication and cultural dynamics . This Session apart from empirical studies encourages the critical study and presentations on theory and paradigm shifts approach to the study of the discourse of Media, digitalization and Artificial Intelligence in context to global peace and development.

Collective intelligence and Artificial Intelligence are man vs Machine interface and dichotomy and how they reinforce each other . Artificial intelligence can help scale collective intelligence also helps government 's effort of harnessing the power of collective intelligence by providing them tools to message, analyse and translate thousands of citizen's contributions meant for public good which is possible through information centre and Networking. It is concerned with ethical and human for the sustenance of human and public good, thereby, global peace and development.

Keywords: communication, artificial intelligence and public good

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