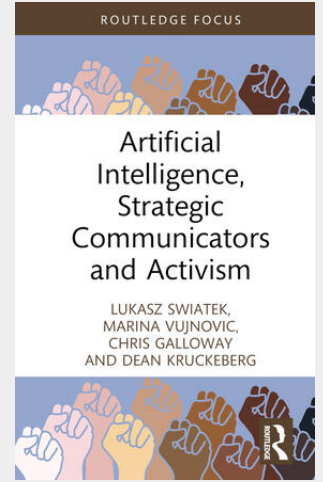


Artificial Intelligence, Strategic Communicators and Activism

In a world that is increasingly wary of artificial intelligence (AI), this book explores the pressing need for strategic communicators to move away from being advocates for AI and move towards a more critical activist role that enables them to counter AI-driven threats to communities and relationships. AI is contributing to inequality, misinformation and environmental damage, among other problems. This book argues that strategic communicators are uniquely placed to help counter AI-driven challenges because of their skills in relationship-building and their ability to craft and deliver messages effectively. By discussing the different professional activist approaches that communicators can take in relation to growing AI challenges, the book offers multiple perspectives that will help to build knowledge in diverse settings and develop practice, especially in community and activist strategic communication. Research-based and combining theory with practice, this thought-provoking book will be welcomed by strategic communication scholars and practitioners alike eager to develop a critical approach to the challenges surrounding AI.



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