

Responsible journalism in the era of AI

Responsible crisis and conflict coverage:

A linguistic/multimodal perspective

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Outline

- The pillars of responsible journalism
- Responsible language (and image) use in journalistic practice
- Text-based and multimodal assignments
- Observations and conclusions

The pillars of responsible journalism

What are the principles of responsible crisis/conflict reporting/coverage?



The pillars of responsible journalism

Principle	What to do
truthfulness & accuracy	Verify facts through human research, credible sources, and multiple confirmations.
objectivity & impartiality	Provide balanced perspectives and avoid bias.
transparency	Distinguish fact from opinion and disclose sources.
ethics	Avoid harm, respect dignity, show empathy to subjects.

Principle	What to do
respect for privacy	Protect private individuals' dignity unless public interest justifies exposure.
context	Provide background and analysis to avoid misleading fragments.
inclusivity & representation	Represent diverse communities fairly, challenge stereotypes.

(Sang, Lee & Park, 2024; Somorin & Ademola, 2024)

The pillars of responsible journalism

Some features of responsible journalism with respect to the use of language:

CLARITY (accessible language, avoid unnecessary jargon/technical terms)

ACCURACY IN WORDING (avoid vague, misleading, or exaggerated terms; distinguish between fact and opinion)

NEUTRAL & UNBIASED EXPRESSION (avoid emotionally loaded or sensationalist language) (e.g. Molek-Kozakowska, 2013) that distorts reality)

RESPECTFUL & INCLUSIVE LANGUAGE (avoid stereotypes, stigmatizing labels, or discriminatory expressions)

TRANSPARENCY IN ATTRIBUTION (use precise attributions (e.g., “according to police reports” vs. “sources say”; make clear distinctions between direct quotes, paraphrasing, and editorial voice) (e.g., Molek-Kozakowsak, in press)

Responsible lg/image use in journalistic practice

Sensationalism is an editorial tactic by means of which news stories are distorted and sensationalized to attract readers' attention and engagement.

Emotional language can impact narrative structure and audience engagement (e.g., emotive and evaluative adjectives, metaphorical nouns and verbs)

ASSIGNMENT 1

Compare the 4 text on the Bucha murders during Russian-Ukrainian war with respect to the *objective - subjective* and *factual - speculative* spectra. Which text is sensational and emotional? Provide a headline for each text reflecting its tone and style. Choose (a) photo/s which you think best correspond(s) to a given text.

Key facts



Timeline

The town of Bucha was under Russian military control during March 2022.

After Russian forces withdrew, Ukrainian authorities and international investigators entered Bucha in early April 2022.

Discovery of civilian bodies

Upon entry, dozens of civilian bodies were found in streets, yards, basements, vehicles and improvised graves.

By 13 September 2022, at least 422 bodies had been recorded in Bucha in the investigation by the Office of the United Nations High Commissioner for Human Rights (OHCHR).

Many bodies had signs of bullet wounds, especially to the head or torso.

Some victims were found with their hands tied behind their backs.

Mass graves were found in the area around Bucha.

Investigations and documentation

Investigations by OHCHR, Human Rights Watch (HRW) and others documented “summary executions, other unlawful killings, enforced disappearances, and torture” in Bucha.

Satellite imagery and independent verification support the conclusion that many of the bodies were in place while Russian forces were present.

Independent fact-checking has challenged the main Russian counterclaims (e.g., that the images were entirely fake) and pointed to credible evidence of killings during occupation.

Responsible lg/image use in journalistic practice



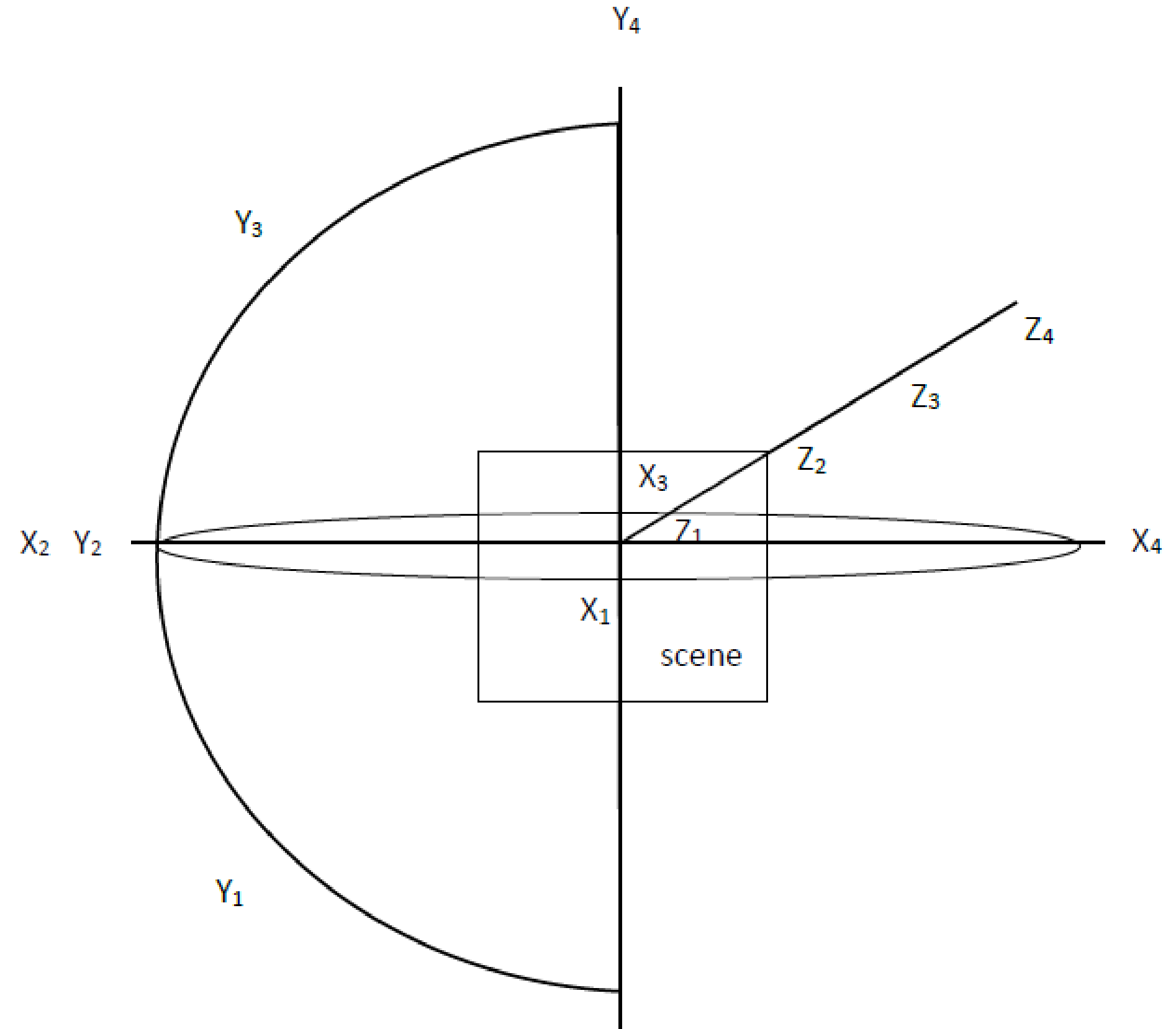
Responsible lg/image use in journalistic practice

Some construal operations in text and image (Hart 2015, 2021, 2025)

- **viewpoint** (the overall relationship between the viewers and the situation being viewed)
- **schematization** (an operation whose aim is to impose on a scene a particular image-schematic structure, e.g. space, motion, force etc.)
- **metaphor** (a framing device by means of which one domain is understood in terms of another)

Viewpoint

- a particular perspective which a scene is depicted from
- **X**: left, right, front, back
- **Y**: bird's eye, high, default, low, worm's eye)
- **Z**: long shot, medium shot, close-up and extreme close-up)



Responsible lg/image use in journalistic practice

S1



S2



S3



S4



S5



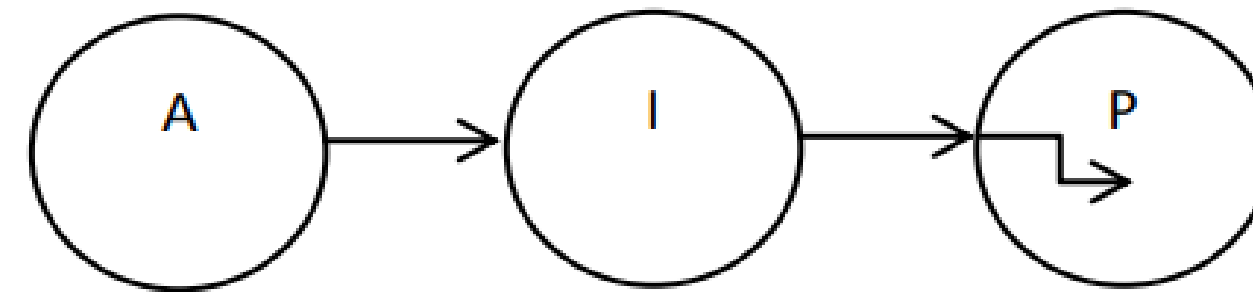
S6

Schematization

Asymmetrical action chain

(transitive & ditransitive verb constructions, voice)

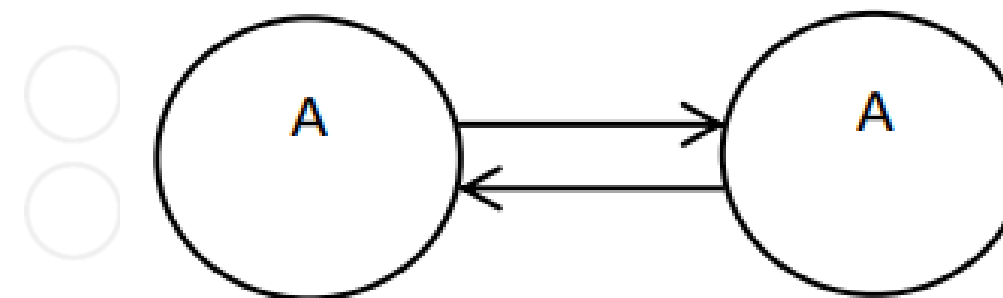
e.g., Immigrants attacked police.
Immigrants threw stones at police.



Reciprocal action chain

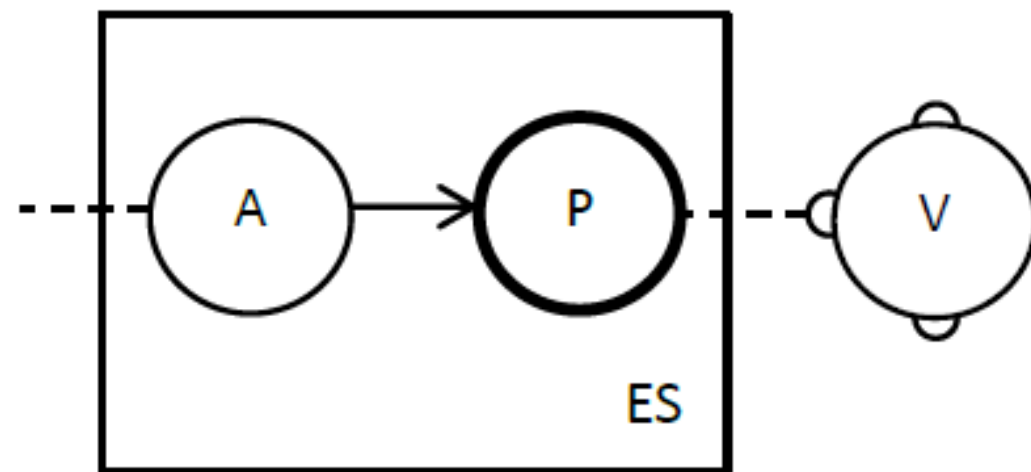
(reciprocal verb constructions)

e.g., Immigrants clashed with police.



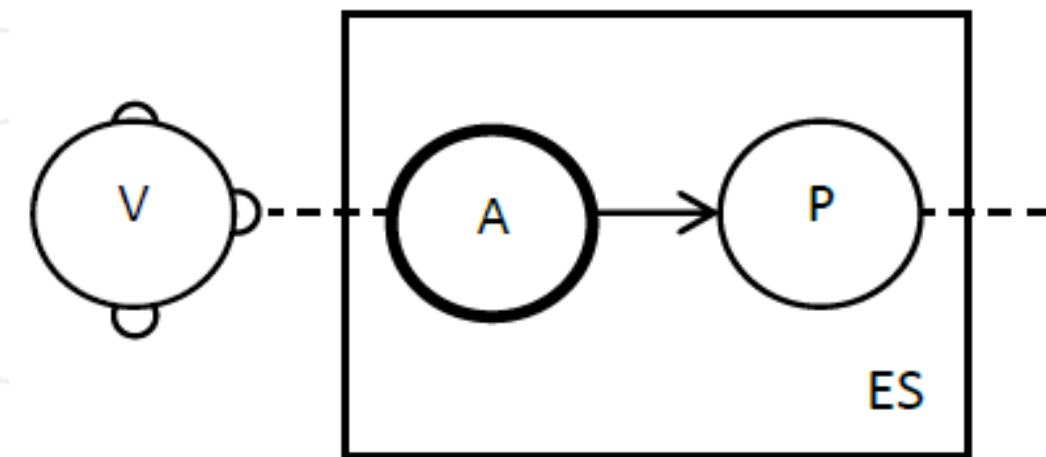
Schematization & viewpoint

Police was attacked by the immigrants.



S7

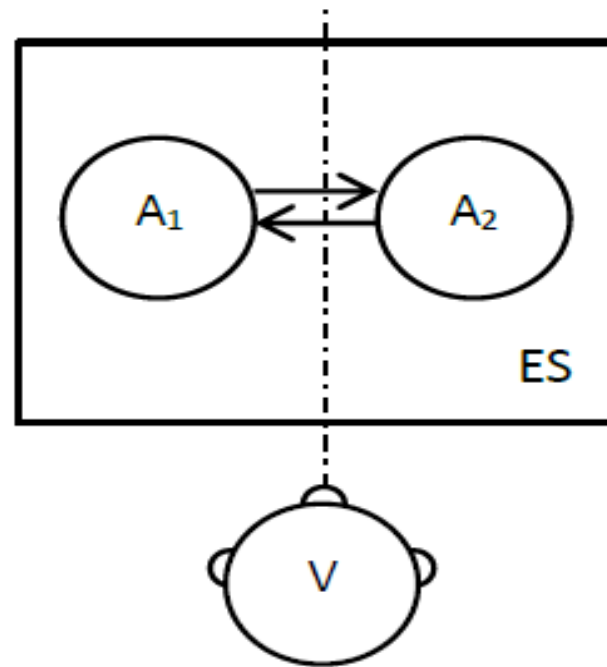
Police managed to push immigrants back.



S8

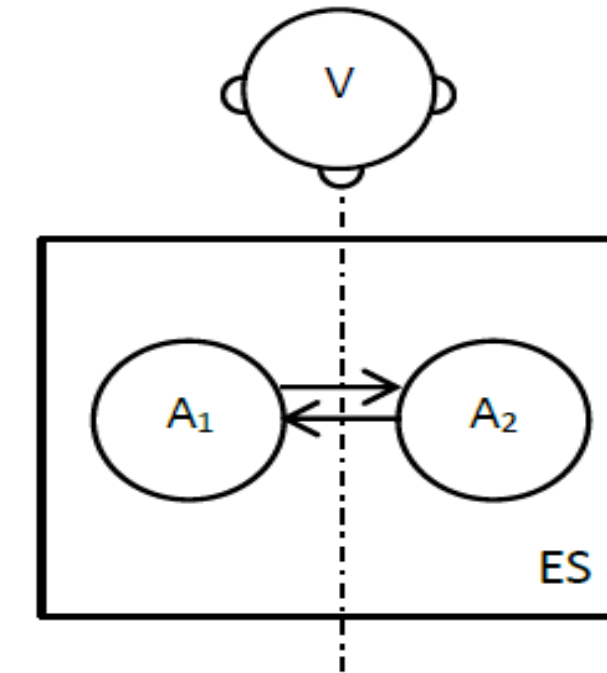
Schematization & viewpoint

Police clashed with the immigrants.



S9

The immigrants clashed with police.



S10

Schematization & viewpoint

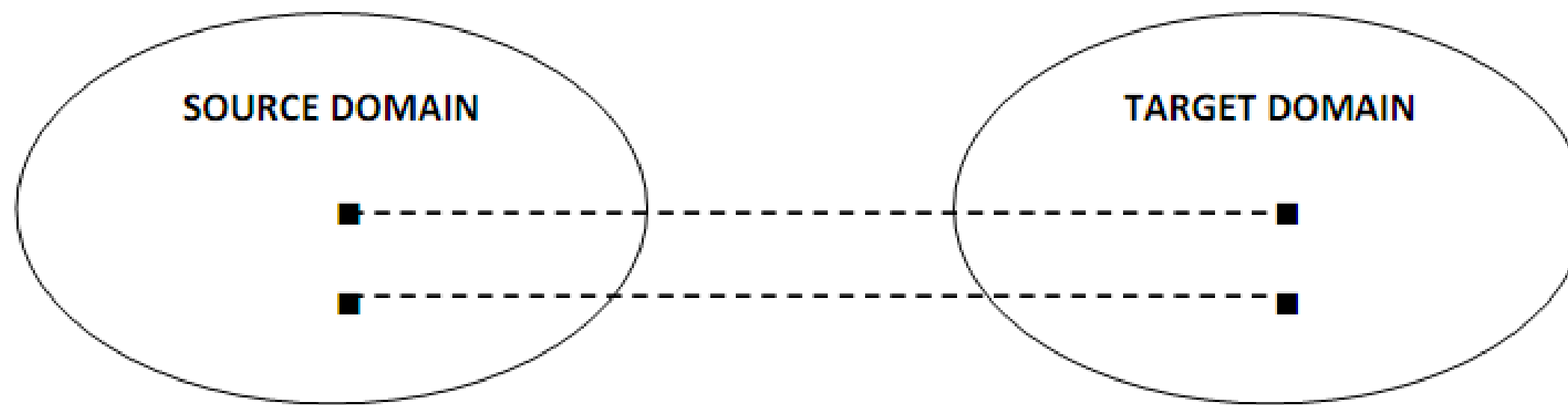
ASSIGNMENT 2

Read a text on migration crisis on Poland-Belarus border in 2021. Focus on how CNN frames migrants and how it construes processes linguistically.

Watch a video coverage from the conflict zone. How does CNN depict the processes visually?

Metaphor

- 2 domains (source and target): a conceptual domain is any coherent organization of experience
- correspondences/mappings between the source and target domains
- mappings are partial: not all aspects of SD are mapped onto TD



Metaphor



ASSIGNMENT 3

Read the five texts describing a crisis situation. How does each frame the conflict? What underlying metaphor can you identify in each text?

based on Hart (2014)

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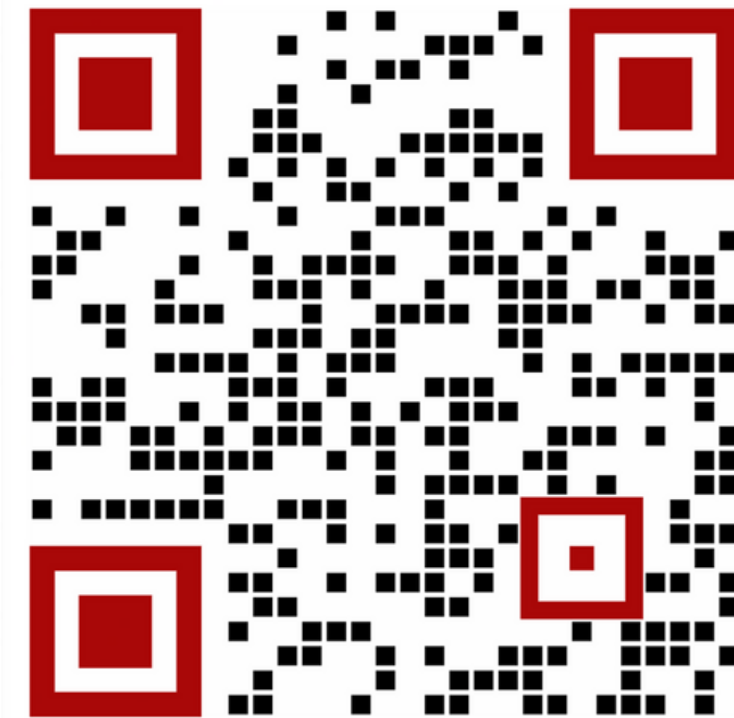
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The **C**overage and **R**eception of
the Russian-Ukrainian **C**onflict

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