

DELHI SCHOOL OF JOURNALISM

University of Delhi

Workshop on Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR) by Essel group on 24 March 2018

Artificial intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR) are three of the most important technologies currently in media production, and have all come along in leaps and bounds over the past few years. The students of DSJ got an opportunity to gain knowledge on these topics in the workshop conducted by Essel Group on 24th March, 2018. Two professionals from Essel Group, Gitanshu and Swati were present to deliver the lecture on these topics. Also, Ambrish Saxena, academic head of ZIMA and ZICA was present during the seminar.

The whole seminar was divided into two parts, first part was taken by Gitanshu and the latter part was taken by Swati. Gitanshu began his lecture by giving a basic introduction of Artificial Intelligence (AI). AI is being used in various applications like Google maps, Uber, Amazon etc, he said. While discussing about the various examples of usage of AI nowadays, he emphasised that AI is one of the main futuristic technology that will have a greater impact on the society.

Discussing about the role of AI in media, he told about the use of robots in journalism (Robo-Journalism) which can produce stories automatically without the effort of human reporters. This will

definitely help people by saving their time and money and also same news can be written in multiple languages in a few seconds, he emphasised.

Elucidating about the methods of writing articles through artificial intelligence, he asserted that in future, journalism will also change very much due to emergence of these technologies. He showed a video about whether robots will replace humans in the future. This video summarized the arguments presented by him.

Swati, one of the professional of Essel group started her lecture on virtual reality and augmented reality by citing some examples of movies and games. She demonstrated through a short clip, how we can let the readers or viewers feel the news events through the use of virtual reality and let them feel the real situation that happened with some others. Virtual reality is making an impact on various industries such as in business to train employees and do virtual conferences, in real estate to make better model architects, in medicine to train medical student and helping patients, and in automobiles to test drive cars, she added.

She also enlightened the students about the concept of augmented reality quoting the example of Pokemon go and ingress. Through one of the video about the death of a man due to hunger, she showed to the students how we can make people feel the incidents through these technologies. She briefly explained about the use of head mounted display, eye glasses, contact lenses, handheld etc. This was beneficial in imparting some practical knowledge among the students.

Augmented and virtual reality are going to be the part of future journalism, she emphasised. After the end of the lecture, rapid question and answer round was started, in which students asked various questions to them. Gitanshu and Swati answered all the questions very patiently. Thereafter, a quick photo session was done with them to mark their presence in DSJ and thus the seminar ended.