

DECLARATION OF INTENT

for the International Strategic Communication Forum Organised Under the Theme "AI in Communication: Trends, Traps, and Transition"

- “ Recognising the new opportunities presented by artificial intelligence and other emerging technologies in the field of communication, the new experiences that arise as a consequence of these advancements, and the diverse communication ecosystem that communication production and consumption trends are establishing;
 - “ Recognising the necessity of highlighting the numerous issues and challenges that negative values, false information and disinformation can pose to the global information structure should the artificial intelligence designers and consumer groups within this ecosystem transcend fundamental humanitarian values;
 - “ Including, the most distressing illustration of this situation, the news organisations that fail to provide fair broadcasting in order to announce the massacre experienced by Palestinians in Gaza over the last 14 months and the destruction in the region to the international arena and their silence on the death of nearly 200 journalists who are attempting to report news, as crimes against humanity;
 - “ Within this framework, recording the information security vulnerability of societies or groups of societies that lack the capacity to participate equally and meaningfully in the advanced communication ecosystem and the use of artificial intelligence;
 - “ Acknowledging that children and young people are particularly susceptible to content that is enhanced by the use of artificial intelligence on social media platforms;
 - “ Observing the potential for misinformation to be used to manipulate individuals of all ages in the increasingly ageing global population, which may be facilitated by artificial intelligence;
- We, as the International Strategic Communication Forum Platform, have illustrated the imperative to articulate the entitlement of individuals and societies to receive information that is fair, reliable, transparent, and accurate throughout their lives, while also reinforcing the foundations of this entitlement through appropriate boards and regulations.

- We emphasise the necessity of developing fundamental digital and artificial intelligence literacy capacities in order to enhance the resilience of citizens of all ages and low-income groups of countries against artificial intelligence and new media in these initiatives.
- We highlight the need for the enforcement of explicitly and precisely structured laws, regulations and directives on the protection of children and other groups whose resilience is weak due to their age group and socio-economic status on communication platforms using artificial intelligence for this reason.
- We underscore the necessity of creating fundamental ethical codes for vulnerable groups to protect them from violence, destructive values, and disinformation that undermines social cohesion, producing shared content that facilitates this process and, if necessary, establishing new social media environments for themcommunication ecosystem, geographies that have experienced the destruction of their digital infrastructures as a consequence of warfare or conflict should be supported with a sense of solidarity.
- We advocate that the use of artificial intelligence technologies should be encouraged by all state and non-state actors in accordance with the principles of personal data protection and cybersecurity.
- We believe that instead of the sector being dehumanised, artificial intelligence should be humanised in order to understand the infodemic and implement countermeasures, rather than generating disinformation and misinformation.
- In the context of this framework and system of values, we prioritise the enrichment of communication environments and the expansion of collaborative efforts with all of our stakeholders in the global struggle for truth.
- While embracing the social and economic transformation brought about by artificial intelligence, we encourage the diversification and deepening of multilateral, multifaceted and inclusive interdisciplinary efforts on measures that can be taken nationally and globally to mitigate the negative effects of the new system.

- We emphasise the necessity of updating all formal and lifelong learning curricula and facilitating access to artificial intelligence training in the light of the transformation caused by artificial intelligence.
- We recognise that the devaluation of truth is the most challenging factor for communicators of our time, we deem it important that editorial activities in the public communication sector should not be left to the monopoly of artificial intelligence.
- We underscore the significance of a comprehensive approach that respects human rights and nation-state sovereignty in determining the development and operation of artificial intelligence-supported applications and systems, with the participation of states, companies, non-governmental organisations, and international organisations.
- We highlight the necessity for global measures to prevent the use of artificial intelligence technologies in disinformation and manipulation attacks that are intended to interfere with or undermine the democratic processes and internal affairs of states.
- We are of the opinion that artificial intelligence and other high-tech products have become a primary, not secondary, element in politics and international relations today and that any legal and technological regulations should be made with this awareness.
- We underscore that it is imperative to establish new infrastructure strategies to safeguard against threats that are orientated around artificial intelligence.
- We contend that in order to maintain their presence in the global communication ecosystem, geographies that have experienced the destruction of their digital infrastructures as a consequence of warfare or conflict should be supported with a sense of solidarity.
- We highlight the significance of a human-orientated perspective in the application of artificial intelligence technologies by emphasising that they are merely instruments at our disposal and that human labour is the primary concern.