

IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON PROFESSIONAL JOURNALISM IN SINDHI MEDIA: AN ANALYSIS

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Abstract

Pakistan's Sindhi media is using Artificial Intelligence (AI) for better storytelling, engagement with the audience in Sindhi language and to counter fake news. AI's fact-checking feature helps to build trust in the Sindhi community but there are some barriers that make it difficult for Sindhi media to effectively use AI. The role of AI to help Sindhi journalists in verifying real and fake news is examined.

The research is qualitative and is based on semi-structured interviews with experienced journalists and staff of Sindhi media outlets (KTN News, Sindh TV, Time news, Mehran TV and Awaz TV). Nine journalists or editors with at least 10 years of experience in using AI for the creation, verification or sharing of news were selected from Hyderabad/Karachi who have used AI for Sindhi journalism. The findings showed that while AI use in newsrooms in Sindhi media channels boosts productivity and potentially cuts cost, it raises ethical issues due to lack of awareness and training. Policies and training are needed to ensure ethical use of AI for Sindhi journalists in Sindhi newsrooms. There are also language barriers, as there are no AI services that provide tools trained with Sindhi corpora.

The research discovered that in the absence of digital literacy and regulatory policies, Sindhi media companies can abuse AI technologies, which can result in misinformation or mistrust among Sindhi people. So, it is important to plan the roll-out of training, ethics and laws that are specific to the regional Sindhi media environment. These are crucial to ensure that AI is used for the betterment of Sindhi media, provides news authenticity and creates a trustworthy media culture in the fast-growing digital environment of Sindh.

1. INTRODUCTION

At present, the Sindhi media is in a transition stage from traditional satellite TV news reporting in Sindhi language to interactive digital Sindhi news. Certainly, all categories of the Sindhi media have rapidly shifted to this transition because of AI in pre-production to post-production. Sindhi media KTN News, Sindh TV, Kawish Television,

Mehran TV and Awaz TV are spearheading this transition to engage millions of Sindhi viewers from Sindh and abroad. Behind the screen, the practices in the Sindhi media are changing to control the processes of content production more towards audience targeting, such as automation in Sindhi subtitling and turning digital investigations into facts. In this regard, there are AI challenges of

low digital infrastructure, ethics and algorithmic biases, with rural-urban divide in Sindh as a driver. Yet there is potential for AI to play a positive role in the intersection of Sindhi news credibility and audience engagement with the art of storytelling on ethical use, ensuring the trustworthiness of Sindhi journalism.(Gutiérrez-Caneda et al., 2024) AI will strive to enhance the information ecosystem of the Sindhi media in terms of accuracy, engagement and exclusivity, while taking into account the ethical considerations of journalists' infrastructural needs. The Sindhi media ecosystem is unique in its cultural and linguistic context, and presents new opportunities and challenges for AI. The unavailability of AI tools that can handle the Sindhi script adds to the challenges, as opposed to the Urdu and English language media in Pakistan.(Newman, 2026)

Sindhi newsrooms are now experimenting with the use of AI and are introducing a new element to Sindhi news creation and delivery. Early experimentation by KTN News, Sindh TV, Kawish Television, Mehran TV and Awaz TV in using AI in their workflows is an effort to increase efficiency. AI insights for journalism accelerate news production by rapidly sifting through data sets. Speech recognition and translation software now translate languages (although Sindhi is still in its early stages). These developments indicate that AI will transform the Sindhi news industry and journalism.(Al-Zoubi et al., 2024)

The Sindhi media industry faces problems that are common to the Pakistani media in general and specific to the Sindhi linguistic and geographical region. Most Sindhi news agencies do not have the resources and funding to support AI technologies. Similarly, there is a lack of Sindhi media experts to develop and manage AI systems. The digital ecosystem in Sindh has been improving but is still very skewed between the urban (Hyderabad, Karachi, Sukkur) and rural areas where there is almost no internet.(Gutiérrez-Caneda et al., 2024) Ethical and algorithmic questions are raised by AI in Sindhi journalism. Automated news production raises ethical issues on reporting unbiased news as false information is produced from false data. Fake and deep fakes compromise Sindhi journalism. AI in journalism also poses

another challenge to Sindhi journalism in terms of job loss in an industry threatened by AI projects. These issues increase the need to pay more attention and argue for ethical AI in Sindhi journalism.(Molla & Ahsan, 2025)

In terms of AI journalism, Pakistan has yet to develop laws and regulations, and this is particularly important for the regional Sindhi media. There is a need for rules and ethics for AI content and news verification with accountability and transparency. Government and stakeholders need to work together to create regulations for AI and ethics in regional Sindhi media.

1.1 Problem Statement

News reporting using AI should be considered an automated process that can be used to tailor content for the Sindhi audience. But currently, Sindhi media reporting is plagued with issues of fakenews, misinformation and accountability, especially at the regional level. While Sindh province is home to a plethora of Sindhi TV channels and online platforms, the integration of AI technologies is constrained by resource and technical constraints in smaller media outlets.

Furthermore, the emergence of deepfakes using AI technology adds to media credibility issues. The debate within Sindhi press clubs has centred on regulation, which has further exacerbated the technology divide and public distrust of AI in media.

To overcome these issues, journalists, technologists and policymakers need to work together. They need to jointly explore how AI affects the quality, ethics, and professional practices of Sindhi news. This collaboration is vital to establish trust and ensure ethical use of AI in local news.

1.2 Study Objectives

- O1: To explore AI's potential in Sindhi journalists' news verification process.
- O2: To determine obstacles Sindhi journalists encounter in using AI to verify news.
- O3: To assess whether AI fact-checking increases trust in Sindhi news.
- O4: To examine how AI affects the authenticity of news in Sindhi media.

1.3 Research Questions

- RQ1: How are Sindhi journalists using AI to tell if news is fake or not?
- RQ2: What are the challenges Sindhi journalists face with AI news?
- RQ3: Do Sindhi news consumers believe news is more authentic when AI is used to verify it?
- RQ4: Does AI preserve news authenticity in Sindhi journalism?

1.4 Applicable Theory

Diffusion of Innovation theory is a conceptual platform that allows this study to deal empirically with AI adoption and integration into Sindhi journalism. Sindhi journalists' perceptions and concerns form the central starting point in weighing AI's benefits and risks from the practitioners' perspective. If perceived relative advantage leads to an argument for adoption, then increased efficiency, accuracy, and enhancement of Sindhi storytelling skills will be seen as primary advantages. Compatibility stands as a crucial perception-related variable: AI must somehow align itself with Sindhi journalistic values of fairness, accuracy, and transparency, as well as with the linguistic and cultural demands of Sindhi-language content production

2. LITERATURE REVIEW

Critical analysis of the role of AI in Sindhi Journalism. Concepts and Definitions of AI. Artificial Intelligence (AI) is an umbrella term that has no clear definitions. In colloquial terms, AI refers to the functions that machines and systems can perform autonomously. These include understanding language and patterns, pattern recognition, learning and decision making, and problem solving. AI systems require technologies like big data analytics, cloud computing and the Internet of Things to function. Nonetheless, AI systems currently being used are limited to specific tasks and do not have the broad and flexible intelligence of humans.(Newman, 2026)

AI's Role in Sindhi Journalism. The use of AI in Sindhi journalism is increasing, which is impacting how news is collected, produced and distributed. AI can be used by Sindhi journalists

to help with fact-checking, research and writing. For example, AI can automatically complete routine tasks, process large amounts of data, and transcribe interviews in real-time. This is making newsrooms at KTN, Sindh TV and Kawish Television more productive by eliminating human errors, making data analysis easier and ensuring consistent writing styles in Sindhi. AI in Sindhi journalism is time and accuracy effective.(Kawakami et al., 2024)

Personalisation and AI: AI is personalising Sindhi news content. Users' interests are paired with algorithms that recommend articles based on their browsing patterns, preferences, or search history, even in the Sindhi-language online environment. However, this raises the problem of "filter bubbles" that restrict people to see only what they agree with. One unique issue for the Sindhi media is that the majority of global AI personalisation algorithms are not trained on Sindhi language data, and therefore are less effective. AI algorithms can be biased, leading to biases and inaccuracies in the Sindhi media. Privacy is a concern because AI uses large amounts of user data. There are no clear global standards for the use of AI in regional media, which makes it challenging to address ethical issues. The application of AI in journalistic practice can improve the integrity of the Sindhi media, but also has the potential to be misused to spread misinformation, and requires close monitoring.(Molla & Ahsan, 2025)

As AI is adopted by Sindhi media, its ethical use is essential to build trust among Sindhi citizens. Media companies should invest in media literacy initiatives to train journalists and the public on the use of AI in producing Sindhi news. Also, participatory policies must be created to engage Sindhi citizens and media professionals in establishing ethical principles for AI implementation (Soomro, 2026). Sindhi media journalists need technical skills to use AI, including data analysis, programming and understanding AI algorithms AI plays a double role in combating fake news in the Sindhi media. It can detect and filter out fake news through pattern and source analysis. But it can also be used to create and spread fake news, making the problem worse in already fragile regional media

ecosystems with limited resources for verification of the news.(Al-Zoubi et al., 2024).

3. METHODOLOGY

The research primarily focuses on a qualitative methodology that enables us to examine the effects of AI on professional journalistic practices in Sindhi media, through the practicalities of the news verification process and countering fake news with ethical aspects. Qualitative research stems from the need to explore in-depth and complex understandings of the experiences of Sindhi journalists, their concerns and opinions about AI integration in the Sindhi media. Qualitative methods help to explore the issues in depth rather than simply on the surface of AI adoption in Sindhi journalism.

3.1 Data Collection

Semi-structured interviews were used to gather in-depth information from Sindhi journalists and media practitioners in Hyderabad and Karachi who have experience in using AI tools in the media. The semi-structured approach is flexible for the interviewee to bring their experiences in their own words, while covering the same key areas each time, such as using AI for news verification, barriers in using AI, ethical concerns, and impact on trust. In-person interviews were conducted if the interviewee was available at the location, otherwise the interviews were conducted online in Sindhi and Urdu. The interviews were recorded with permission for transcription and analysis.

3.6 Demographics

Table 1: Respondents Information

Sr #	Education (Bachelor's)	Education (Master's)	Organization	Experience	Age Group
1	Yes	—	KTN News	10 years	36-40
2	—	Yes	Sindh TV	10 years	36-40
3	—	Yes	Sindh TV	10 years	41-45
4	Yes	—	Time News	12 years	46-50
5	Yes	—	KTN News	15 years	46-50
6	Yes	—	Awaz TV	22 years	51-55
7	Yes	—	Mehran TV	22 years	51-55
8	Yes	—	Mehran TV	25 years	51-55
9	—	Yes	Awaz TV	26 years	56-60

3.2 Sample Size

Nine (9) Sindhi journalists or editors who have worked with AI for at least a decade for news production, verification or distribution were chosen from Hyderabad/Karachi who have experience in using AI tools in Sindhi media.

3.3 Sampling Technique

Purposive sampling technique was used because the purpose is to seek those Sindhi journalists who use AI tools in journalism and know about its challenges and operating in a regional language media ecosystem.

3.4 Instrument

The questionnaire was prepared for the interview, which had 8 sections and 22 questions; each section had four to five questions which were tailored to the Sindhi-language media production environment.

3.5 The Inclusion Criteria

- Media professionals from Sindhi-language media houses to understand varied opinions on the use of AI in the regional media.
- People who have encountered ethical or technical issues in incorporating AI in their Sindhi journalism practice.
- People from different Sindhi media organisations (KTN News, Sindh TV, Time News, Mehran TV, Awaz TV) and different regions of Sindh to explore the effect of AI.

The demographic profile of the respondents is a diverse group of experienced media professionals. In terms of work experience, participants have significant industry experience, from 10 to 26 years. A very large percentage of respondents are in mid to late career stage with most having more than ten years of experience and some over 20 years, a very seasoned sample. This finding is also supported by the age distribution with the majority of respondents falling within the 36-55 age range and a smaller portion extending into the 56-60 age group.

4. DISCUSSION AND ANALYSIS

The data that was collected was thematically analyzed in order to discern whatever patterns or trends may emerge for investigation in the qualitative data. This is an area quite flexible in regard to possible reporting within its respective paradigm, and it especially brings increased insights into AI effects on professional Sindhi journalism in Pakistan. Comparative analysis was used for establishing acquaintance with the data, preliminary codings, and basic arrangement of codes into themes. The principal themes vary from the role of AI in verification of news, fighting fake news in Sindhi media, barriers like non-availability of training and Sindhi-language AI resources, ethical questions, algorithmic biases, and the influence of AI on public trust among Sindhi-speaking communities.

Most notably, a significant gap is the lack of defined courses structured with training programs on AI tools application specifically within Sindhi-language media. Sindhi journalists need equipping for changing media transformations with AI triggers. Bridges should be built in training, resources, and ethical guidelines for the responsible use of AI in Sindhi journalism in Pakistan.

4.1 Synthesis/Findings of the Interviews

4.1.1 AI and Its Efficiency in Sindhi Journalism

AI may be able to take away the many hours spent doing tedious tasks such as data analysis, transcription, and fact-checking, saving both precious time and resources and looking like a very tempting thing for Sindhi newsrooms. Its promise for assisting these processes is the main driving force behind adoption. However, an irresponsible over-reliance on efficiency-driven AI could end up pushing Sindhi journalists out of jobs or harming the quality of regional reporting. There is no formal AI training of any kind readily available in Sindh; even some journalists learning AI through YouTube or other means are, in effect, self-trained. The absence of AI training in Sindhi journalism education programs reduces the level of AI literacy among regional media practitioners (Chandio, 2025; Soomro, 2025).

Table 2: Data from Interviews Regarding AI and Efficiency in Sindhi Journalism

Respondent	Organization	Experience	Interview Response
1	KTN News	22 years	Journalists need official AI training and financial access to AI resources tailored for Sindhi-language material in order to use them effectively in Sindhi media.
2	KTN News	15 years	Sindhi media, which mostly depends on audience analytics and trend automation without linguistic customisation, lacks advanced AI training.
3	Sindh TV	10 years	Sindhi journalism requires comprehensive AI training that incorporates Sindhi language processing capabilities in addition to audience tracking and automation.
4	Mehran TV	10 years	Even though AI enhances media output, human journalists are still mostly responsible for fact-checking and accuracy in Sindhi-language news.

5	Awaz TV	22 years	AI facilitates information retrieval and allows for modifications without prior training, however Sindhi language support is still restricted.
6	Time News	12 years	AI is used by Sindhi media to analyse its audience, but more advanced skills demand for specialised funding and official training programs.
7	Sindh TV	10 years	Beyond analytics, AI in Sindhi journalism may provide cutting-edge resources through cooperation and financing from regional media bodies.
8	Mehran TV	25 years	Sindhi media uses AI for analytics, however formal training programs tailored to Sindhi journalists are needed for more complex applications.
9	Awaz TV	26 years	While the primary focus of AI in Sindhi media is audience tracking, enhanced capabilities necessitate cooperative training among regional media organisations.

4.1.2 AI and Ethical Considerations in Sindhi Media

The use of AI in Sindhi media raises ethical concerns about the use of AI. Sindhi journalists and media organisations should ensure the use of AI programs in line with the principles of journalism like truth, fairness and transparency. For Sindhi media, creating and maintaining an ethical code and transparency is particularly

difficult due to limited regulatory governance when compared to the national level. Without a responsible use system, AI could ruin the reputation of Sindhi journalism. A wrong prompt might lead to wrong content, sometimes biased, sometimes downright misrepresentative of the given prompt to the AI and in the case of the Sindhi language, where AI models are less mature, this risk is strong.

Table 3: Data from Interviews Regarding AI and Ethical Considerations

Respondent	Organization	Experience	Interview Response
1	KTN News	22 years	The potential for AI to spread misleading information in Sindhi highlights the critical need for fact-checking, ethical journalism, and transparency in local media.
2	KTN News	15 years	AI-driven misinformation in Sindhi media emphasises the significance of transparency, fact-checking, and ethical journalism standards at the regional level.
3	Sindh TV	10 years	AI-driven political messaging in Sindh highlights the importance of fact-checking, transparency, and moral journalism in Sindhi newsrooms.
4	Mehran TV	10 years	As bogus news in Sindhi becomes more prevalent, Sindhi journalists need to confront AI prejudices. This is because AI is limited in its ability to filter regional misinformation..
5	Awaz TV	22 years	Journalists must challenge AI biases in order to preserve accuracy because AI struggles to successfully refute inaccurate information in Sindhi..
6	Time News	12 years	Fact-checking, transparency, and ethical journalism are crucial since AI biases could propagate misleading information in Sindhi media.

7	Sindh TV	10 years	Although AI enhances Sindhi content creation, it also reinforces biases, thus human oversight is necessary to guarantee accuracy and a range of viewpoints..
8	Mehran TV	25 years	Even though AI is quite good at producing information, it still has biases, hence human oversight is required to ensure factual truth in Sindhi reporting.
9	Awaz TV	26 years	Since AI may spread misleading information and inherit language biases, human oversight is essential for authenticity and accuracy in Sindhi journalism..

4.1.3 Limitations and Challenges of AI in Sindhi Media

The struggles of experts demonstrates how Sindhi journalists and organisations make use of AI. Innovators and early adopters are usually those with the highest level of technical proficiency; they are the fastest to adapt to AI tools, whereas late majority and laggards find it hard because they perceive a lack of technical knowledge or training. A specific challenge in the Sindhi media is the lack

of AI tools that can process Sindhi data. AI supports fact-checking by real-time cross verification, but in Sindhi media IT's capability is diminished by inaccurate data and a lack of source of reliable information in Sindhi language. Sindhi journalists say that the data they often use is inaccurate and AI can "hallucinate" or invent information. Human oversight of AI is still required,.

Table 4: Data from Interviews Regarding Limitations and Challenges

Respondent	Organization	Experience	Interview Response
1	KTN News	22 years	Sindhi journalism relies on human knowledge and robust verification networks built over decades of regional reporting because it lacks AI infrastructure and funding.
2	KTN News	15 years	Even though AI saves journalists time, personal supervision and focused training are necessary to guarantee correctness and dependability in Sindhi-language content.
3	Sindh TV	10 years	Because AI lacks accessibility, organised Sindhi-language data, and ethical clarity, Sindhi journalism relies on human expertise.
4	Mehran TV	10 years	Fact-checking must rely on human tools and future technology advancements because AI is unable to consistently confirm the veracity of Sindhi-language information.
5	Awaz TV	22 years	Fact-checking still relies on human methods and conventional journalistic verification since AI is unable to reliably confirm the age and provenance of Sindhi-language content.
6	Time News	12 years	Sindhi media still relies on trained specialists for fact-checking and credibility in regional reporting, despite AI's assistance with translation and content improvement..
7	Sindh TV	10 years	AI benefits Sindhi journalism, but its uptake is hampered by problems with funding, access, and training in the smaller regional media outlets.

8	Mehran TV	25 years	Pakistani Sindhi news mostly relies on human abilities because employing AI creates access, budgetary, and training issues unique to Sindhi media.
9	Awaz TV	26 years	The implementation of AI in Sindhi journalism is hindered by problems with funding, access, and training, therefore traditional verification and human knowledge are essential.

4.1.4 AI and Fake News in Sindhi Media

Fake news and AI thus represent a double-edged sword in Sindhi media. On one hand, the tools are nifty to detect and mark fake news in an effort to reduce the dissemination of misinformation within Sindhi-speaking communities. On the contrary, AI can also be used to develop deepfakes or manipulated content in Sindhi language, overshadowing trust in regional media. Artificial intelligence plays a significant role in enhancing productivity within Sindhi journalism by

automating routine tasks such as data analysis and content generation, thereby freeing up journalists for more in-depth reporting. AI also offers various tools for detecting fake news through methods like cross-referencing information and analyzing language for inconsistencies. However, AI alone cannot definitively stop the spread of misinformation in Sindhi media, as it may struggle with nuanced understanding of Sindhi cultural and linguistic contexts, and the ever-evolving tactics used to create false content.

Table 5: Data from Interviews Regarding AI and Fake News

Respondent	Organization	Experience	Interview Response
1	KTN News	22 years	AI assists Sindhi journalists in spotting misleading content, but human oversight is still required to ensure accuracy and veracity in Sindhi-language reporting.
2	KTN News	15 years	AI can detect false Sindhi-language news, but it cannot prevent it from spreading; effective verification requires human oversight and suitable training..
3	Sindh TV	10 years	Even if AI assists in spotting misleading information in Sindhi media, human oversight is still necessary to preserve journalistic truth and integrity.
4	Mehran TV	10 years	AI supports credibility checks in Sindhi journalism, but there are no reliable ways to assess AI effectiveness in local circumstances, therefore trust is ambiguous.
5	Awaz TV	22 years	While AI makes it more challenging to counter misleading information in Sindhi, advancements may lead to better detection techniques, requiring rigorous journalistic research..
6	Time News	12 years	AI assists Sindhi journalists in spotting misleading content, but human oversight is still essential since regional Sindhi media lack standardised accuracy metrics.
7	Sindh TV	10 years	While AI helps identify misleading information, human oversight, training, and critical analysis remain crucial for accuracy and credibility in Sindhi journalism.
8	Mehran TV	25 years	While AI aids Sindhi journalists in combating misinformation, editorial judgement, human oversight, and proper training are still necessary for accuracy and credibility.

9	Awaz TV	26 years	While AI helps Sindhi journalists spot misleading content, human judgement, editorial oversight, and proper training guarantee accuracy and reliability..
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4.1.5 AI and Its Working in Sindhi Journalism

The use of artificial intelligence (AI) in Sindhi media is starting to have an impact, especially in improving efficiency and workflows. AI tools are being seen as having the ability to automate certain processes, such as gathering and analysing data, allowing Sindhi journalists more time to engage in investigative journalism and storytelling. AI is also helping to improve the accuracy of reporting

through real-time fact-checking or verification, reducing the potential for errors and more accurate Sindhi news. While the use of AI faces several barriers, including the need for resources, training and AI tools in Sindhi, the adoption of AI can make the Sindhi media industry more efficient and potentially more viable in the digital era.

Table 6: Data from Interviews Regarding AI and its Working in Sindhi Journalism

Respondent	Organization	Experience	Interview Response
1	KTN News	22 years	Though human control is still crucial and Sindhi media companies lack sufficient AI training programs, AI is beginning to revolutionize Sindhi journalism by automating tasks and fact-checking.
2	KTN News	15 years	AI improves Sindhi news credibility by identifying false information, but human control is still essential for trustworthy regional media.
3	Sindh TV	10 years	In Sindhi media, AI is automating journalism and improving fact-checking but creating worries about job security, while media companies lag behind in AI adoption and training.
4	Mehran TV	10 years	Although there has been much discussion about AI technologies in Sindh, their efficacy is yet unknown, necessitating more developments for trustworthy Sindhi-language authenticity verification.
5	Awaz TV	22 years	In Sindh, there is a lot of talk about AI technologies, but their full potential for Sindhi-language journalism has not yet been reached.
6	Time News	12 years	AI is widely discussed in Sindhi media circles, but its true impact is still uncertain. Relying entirely on AI is impractical, as it requires further advancements.
7	Sindh TV	10 years	Artificial Intelligence is not new even for Sindhi journalists, but its impact is yet to be completely unveiled. Complete reliance on AI in Sindhi journalism is not yet feasible.
8	Mehran TV	25 years	In Sindhi journalism, AI helps with deepfake verification and disinformation identification, but as Sindhi media outlets are slow to implement and train AI, human oversight remains crucial.
9	Awaz TV	26 years	AI is transforming Sindhi journalism by simplifying specific tasks and assisting in fact-checking, but human interference

			remains essential, and there are fears about job security in regional media.
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4.1.6 Sindhi Journalists' Perceptions and Concerns

The AI concept in Sindhi journalism is basically how Sindhi media speaks of AI, and the misinterpretations surrounding AI—like the fear that human replacement by AI is a possibility—form obstacles to acceptance among Sindhi media professionals. Therefore, communication should be directed towards clarifying misconceptions, especially concerning AI capability and use as an aid to Sindhi human journalists, not as a

replacement. The major key in removing this resistance lies in education or public awareness programs specifically adapted to the Sindhi cultural context so as to facilitate acceptance among regional media stakeholders. In Sindh, AI is automating operations, enhancing productivity, and facilitating investigative reporting. A wide range of social influences apply, with peers or leading Sindhi news organizations actively pushing the adoption process, along with organizational support in terms of cash and training

Table 7: Data from Interviews Regarding Sindhi Journalist Perceptions and Concerns

Respondent	Organization	Experience	Interview Response
1	KTN News	22 years	With automation, AI reporters, and improved content creation, AI is beginning to change Sindhi journalism in Pakistan's regional media landscape.
2	KTN News	15 years	AI optimizes Sindhi news output, detects fake news, and provides sources, all of which speed up regional journalism in Sindh.
3	Sindh TV	10 years	AI improves Sindhi journalism by making data extraction, fact-checking, and on-screen visual management more efficient for Sindhi-language news creation.
4	Mehran TV	10 years	Real-time news collection in Sindhi media still depends heavily on human labor, and institutional adoption of AI in Sindhi newsrooms is still minimal.
5	Awaz TV	22 years	With Sindhi news organizations adopting AI sparingly and institutions adopting it slowly, AI's contribution to real-time Sindhi news gathering is still rather small.
6	Time News	12 years	Sindhi media outlets are cautious to fully embrace AI, which mostly helps with story ideas and has little effect on real-time Sindhi news gathering.
7	Sindh TV	10 years	Since Sindhi media outlets are adopting AI slowly, it has not yet had a significant influence on Pakistan's Sindhi-language real-time news gathering.
8	Mehran TV	25 years	In Sindhi media, AI has not yet completely transformed real-time news gathering; instead, it is mostly used as a tool for story creation, and media outlets are adopting it slowly.
9	Awaz TV	26 years	AI has not yet had an influence on Sindhi real-time news gathering; Sindhi media outlets are reluctant to completely use it, thus it mostly helps with story building.

4.2 Limitations

There are a few major limitations faced during the process of this study. In Sindh, AI has been introduced into media but is not used as smartly as it can be; Sindhi media remains far behind international and even national Pakistani standards in AI integration. In the field of Sindhi journalism, AI is used but not on a large scale; journalists use tools for news making and detection but these are not so advanced as to help Sindhi journalists in an expert manner. Moreover, the new generation of Sindhi media professionals is well aware about AI tools and their usage, but experienced practitioners are still committed to traditional ways. Furthermore, AI tools are not sufficiently appreciated by Sindhi journalists because these tools are not advanced enough to tackle Sindhi-language work in an expert manner, and most lack Sindhi language processing capabilities entirely.

5. CONCLUSION

AI is likely to be gradually transforming Sindhi journalism in terms of automation, personalised Sindhi language content creation and fact-checking to be more precise, efficient and reliable for local audiences. But, the implementation is obstructed by several factors such as limited infrastructure, absence of AI training for Sindhi media, ethical issues, and the rural-urban divide in Sindh. Moreover, the impact of AI is also compounded by misinformation in Sindhi language, biased algorithms and uneven access between major Sindhi cities and rural Sindh.

The rising trend of misinformation in Sindhi language media calls for AI-driven detection in local Sindhi media, but misguided policies and lack of resources have constrained this opportunity in terms of media integrity. Privacy concerns, loss of jobs for Sindhi media professionals and algorithmic biases are ethical challenges to be addressed in order to achieve responsible AI within Sindhi media. It is crucial for the Sindhi media industry and policymakers to

build infrastructure, training and regulations for Sindhi journalists, technologists and policymakers to work together. This will help enhance the credibility, accuracy and trustworthiness of the post-digital Sindhi media.

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