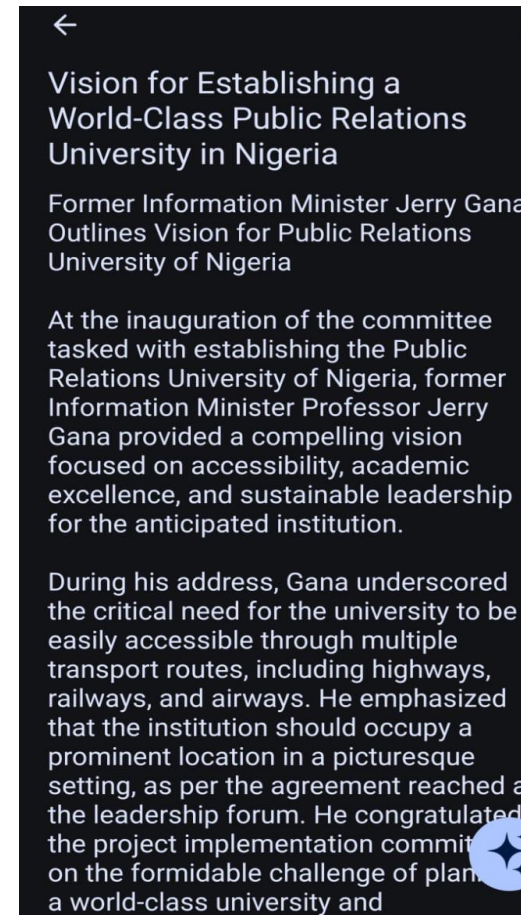
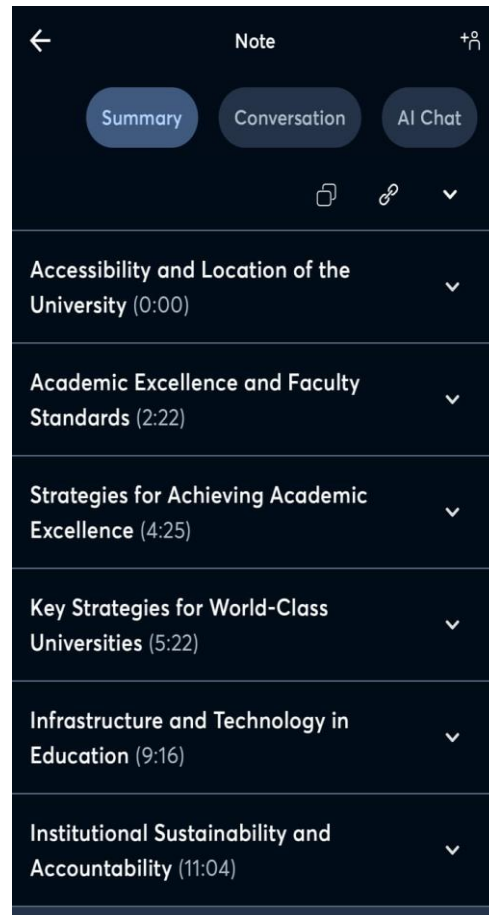
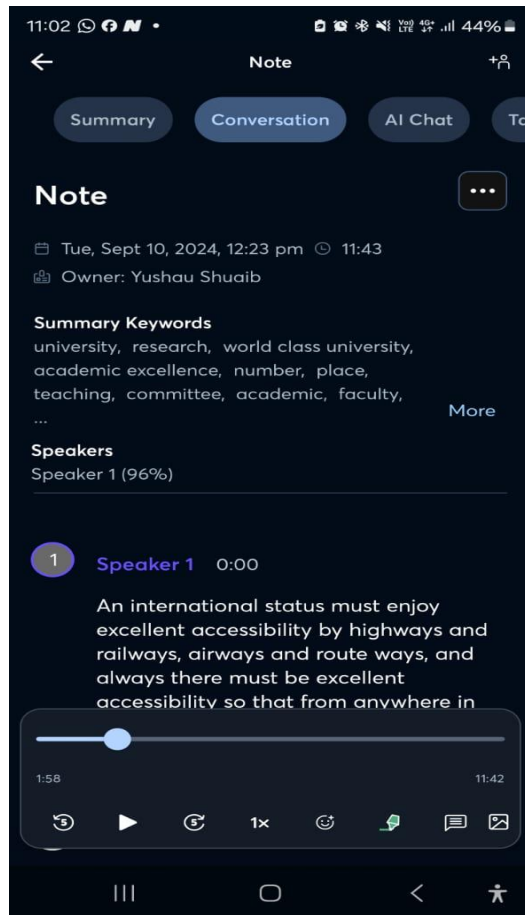


ARTIFICIAL INTELLIGENCE, SOCIAL MEDIA FOR PUBLIC COMMUNICATION

Yushau A. Shuaib



COVERAGE OF PIC OF PUBLIC RELATIONS AND LEADERSHIP UNIVERSITY



Here are some caption options for the news report:

1. "Jerry Gana Unveils Vision for Public Relations University of Nigeria: Accessibility, Excellence, and Leadership"
2. "Former Minister Jerry Gana Outlines Ambitious Plan for Public Relations University"
3. "Gana's Blueprint for Success: Establishing a World-Class Public Relations University in Nigeria"
4. "Professor Jerry Gana Shares Compelling Vision for Nigeria's First Public Relations University"
5. "Transforming Education: Jerry Gana's Strategic Plan for Public Relations University of Nigeria"
6. "Gana's Call to Excellence: Establishing a Global Standard for Public Relations Education in Nigeria"
7. "Nigeria's Future in Public Relations Education: Jerry Gana's Visionary Plan Unveiled"
8. "Jerry Gana Sets the Stage for a World-Class Public Relations University in Nigeria"

Choose the one that best captures the essence of the report.

09:33

COVERAGE OF PIC OF PUBLIC RELATIONS AND LEADERSHIP UNIVERSITY

Dr. Ike Neliaku, fnipr. @IkeNeliaku · 2h
It was an exciting moment for me yesterday as I inaugurated the Project Implementation Committee (PIC) of the Public Relations and Leadership University, Nigeria.

#nipr #university

Jake Epelle @epellejake · 11h
Exciting News! 🎉 I'm honored to be appointed by the President of the Nigerian Institute of Public Relations (NIPR) to serve on the committee for establishing the world's foremost Public Relations University. This initiative is a groundbreaking step in elevating the PR profession [Show more](#)

Yetunde Onanuga @beutyful_mek... · 2h
NIPR To Build University In Nasarawa
acadextra.com

Dr. Ike Neliaku, fnipr. @IkeNeliaku · 2h
Replying to @IkeNeliaku
This university is the first of its kind in the world, and as the President of NIPR, along with my Council Members, we are committed to achieving this project.

I sincerely thank all the members of the committee and our partners for accepting to be part of this initiative.

Dr. Ike Neliaku, fnipr. @IkeNeliaku · 2h
It was an exciting moment for me yesterday as I inaugurated the Project Implementation Committee (PIC) of the Public Relations and Leadership University, Nigeria.

#nipr #university

Prof Jerry Gana Unveils Vision for 1 World-Class Public Relations Universi...
Prof Jerry Gana Unveils Vision for 1 World-Cla...
prnigeria.com

Prof Jerry Gana Unveils Vision for 1 World-Class Public Relations University in Nigeria
<https://prnigeria.com/2024/09/11/prof-jerry-gana-unveils-vision/>

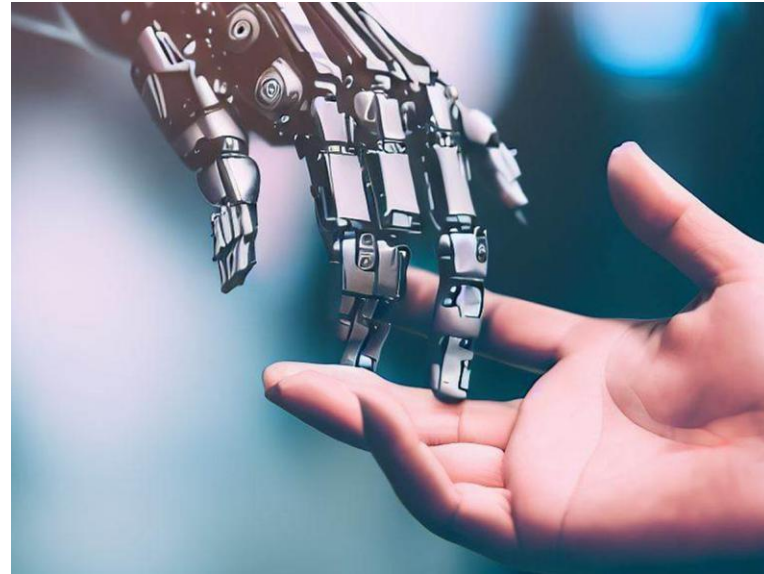
PRNigeria @prnigeria · 9m
Prof Jerry Gana Unveils Vision for NIPR's World-Class Public Relations University in Nigeria
prnigeria.com/2024/09/11/prof-jerry-gana-unveils-vision/
@niprofficial @YAShuaib @IkeNeliaku @APRAtweets

Dr. Ike Neliaku, fnipr. @IkeNeliaku · 3h
It was an exciting moment for me yesterday as I inaugurated the Project Implementation Committee (PIC) of the Public Relations and Leadership University, Nigeria.

Between Artificial Intelligence and Human Communication

Artificial Intelligence

- Artificial intelligence (AI) refers to machines that can perceive intelligence, synthesize and infer information



AI leverages on algorithms and machine to analyse data, automate tasks, and support strategic decision-making.

Human Creativity

- Effective Communication (EC) refers to the human activity of receiving, processing and sending information
- .

Human leverages on sense organs to do everything

DAILY LIFE

Calculator

Search Engine

GoogleMap

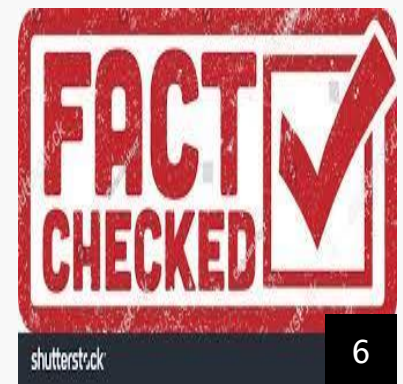
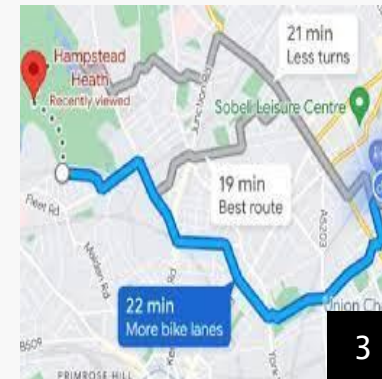
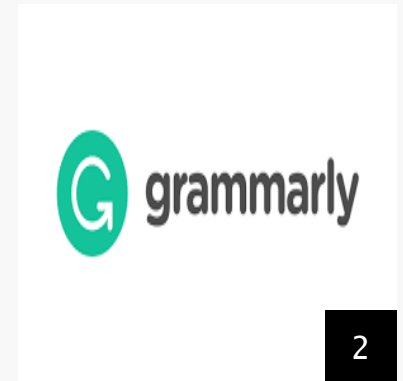
Grammarly

Reverse Image

Mailinglist

Cartoon Network

Computer Games/Films



AI provides information through complex algorithms and techniques

- **Natural Language Processing (NLP):** AI uses NLP to interpret human language, enabling it to read, understand and generate text.
- **Machine Learning (ML):** AI employs ML to learn from large datasets, enabling it to identify patterns, and make predictions or decisions.
- **Knowledge Graphs:** AI uses knowledge graphs to store and organize information, enabling it to retrieve and provide data.
- **Information Retrieval:** AI utilizes retrieval techniques enabling to quickly locate and fetch specific information from databases/internet .
- **Question Answering:** AI's question-answering capabilities allow it to understand and respond to queries accurately and timely.
- **Text Generation:** AI generates text based on the input it receives, allowing it to create human-like responses, articles, or even books.
- **Data Analysis:** AI analyzes large datasets to identify trends, and insights, providing valuable information for decision-making.
- **Ontologies:** AI uses ontologies (metaphysics study of existence) to represent knowledge and relationships, enabling it to understand complex concepts.
- **Neural Networks:** AI's neural networks (computer system modelled n the human brain and nervous system) mimic the human brain to learn, reason, and provide information in a human-like way.
- **Continuous Learning:** AI continually learns from new data, updating its knowledge and improving its ability for accuracy.

CONTENT CREATION

1. **Transformation of Contents** across written, visual and audio formats



2. **Democratisation of creativity** with limited resources for accessibility and Marketability



3. **Consideration on Ethics** of authenticity, originality and copyright (Intellectual property)



BENEFITS

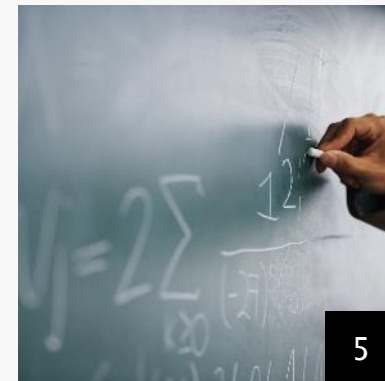
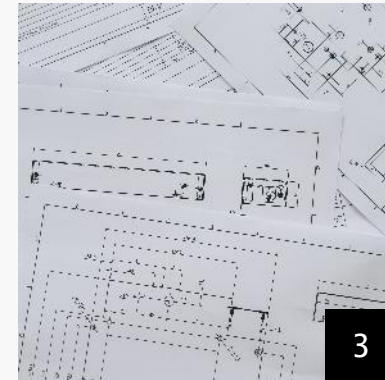
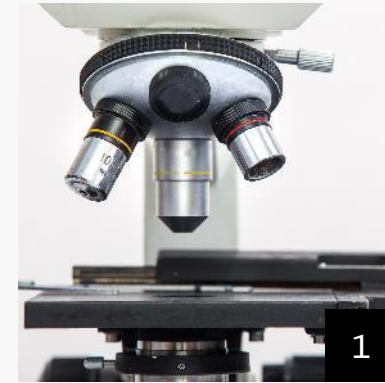
Save Time

Increase efficiency

Improve accuracy

Expand capacity

Enhance Competitive advantage



PR SPECIFIC

- Perception Index
- Data and Content Analysis
- Audience Targeting
- Crisis Communication
- Content Generation
- Media Engagement
- Online Reputation Management



TOOLS

- Predictive analytics
- Media monitoring
- Speech-to-text
- Video Production
- Social Media Management
- Budgeting



Some AI Tools for Strategic Communicators

1. Tools for Automated Writing and Content Generation

Rytr: www.rytr.me Jasper: www.jasper.ai

Writesonic: www.writesonic.com

2. Editing and Rewriting Content

Wordtune: www.wordtune.com Word.ai: www.wordai.com

Grammarly: www.grammarly.com AI-Writer: www.ai-writer.com/

3. Tools for Video Creation and Editing; text to voiceover

Synthesia: www.synthesia.io Narakeet: www.narakeet.com

Lumen5: www.lumen5.com

4. Tools for Image Editing and Quality Improvement

Generated Photos: www.kattem.com Let's Enhance:

www.letsenhance.io AI Image Enlarger: www.imglarger.com

5. Tools for Creating Anime:

Image-to-Cartoon: www.imagetocartoon.com/ VanceAI

Image Enhance: www.vanceai.com

6. Voice Recording, Note Taking, Automated Editing

Podcastle: www.podcastle.ai Otter.ai: www.otter.ai

7 AI Music Composition Tools for soundtracks and synchronizing

MatchTune: www.matchtune.com AcapelaBox: www.acapela-box.com

8. Social Media Automated system

IFTTT: www.ifttt.com Social Mention: www.social-mention.com

Cortex: www.meetcortex.com

9. Email Marketing and Customer Service

Seventh Sense: www.theseventhsense.com Smartwriter ai:

www.smartwriter.ai Chatbot: www.chatbot.com

Exceed.AI: www.exceed.ai

10. Tools for Fact-Checking and Identifying Misinformation and Fake Identities

Logically: www.logically.ai Sensity AI:

www.sensity.ai The Factual: www.thefactual.com Foto

Forensics: www.fotoforensics.com MAPCHECKING:

www.mapchecking.com



Augmenting human intelligence

CANT replace

- *Creativity,
- *Human interaction
- *Natural instinct

(fallen in love with Robots???)

YAShuaib Social Media Profile

- YAShuaib
 - www.yashuaib.com
 - www.flickr.com/yashuaib
 - www.twitter.com/yashuaib
 - www.youtube.com/yashuaib
 - www.facebook.com/yashuaib
 - www.instagram.com/yashuaib
 - www.linkedin.com/in/yashuaib

