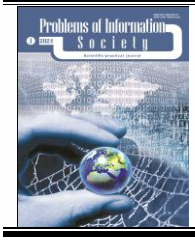

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15 (1)
2024

Applying artificial intelligence technologies to inclusive journalism

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ARTICLE INFO

http://doi.org/10.25045/jpis.v15.i1.07

Article history:
Received 22 September 2023
Received in revised form
24 November 2023
Accepted 25 January 2024

Keywords:

Artificial intelligence technology
NLG technology
Inclusive journalism
Information Communication
Technology
Application
Concept

ABSTRACT

The article highlights the integration of technology into journalism, and new emerging media trends. It studies the current situation regarding the application of artificial intelligence technologies to journalism, the problems encountered in this field. Examples of artificial intelligence journalism widely used in international media are indicated. Study provides information about companies offering AI services to global news organizations. It also emphasizes the need for journalism education to be constantly modern and keep up with the development of technology. The article explains the concept of inclusive journalism, the main task of inclusive journalism, the opportunities it can create, and the application of artificial intelligence to inclusive journalism. Academic research on inclusivity is reviewed. Moreover, the activities of inclusive journalism in Azerbaijan are studied and the current situation is evaluated. The study indicates that the application of information communication technology (ICT) to journalism will serve to provide information to people with physical disabilities. Also, the article explores the prospects of applying ICT to journalism and the problems it can pose. It notes that the application of artificial intelligence technologies to journalism can provide a new form of information collection, preparation and dissemination.

1. Introduction

In modern times, the application of technology development to different fields and the impact of ICT on journalism have led to the emergence of new journalistic trends. "Internet journalism" (social media, citizen journalism, corporate media, etc.), "Robot journalism", "Journalism based on artificial intelligence technologies", "Drone journalism", etc. penetrated all areas of life (Zalova, et al., 2020). Various approaches to artificial intelligence software are available now. In 2022, the Global Investigative Journalism Network (an international association of non-profit organizations that support, promote and produce investigative journalism) named currently existing artificial intelligence as narrow artificial intelligence. The network rated currently available artificial intelligence as computer programs that do a single task better than humans. It evaluated general artificial intelligence as scientific fantasy of the idea of machines thinking and making decisions like humans. Currently, the rapid development of artificial intelligence indicates that its work is fantastically realistic. Preparation of audio texts, translation and preparation of research presentation, etc. are possible through artificial intelligence. In the context of journalism, artificial intelligence initially performed boring and repetitive tasks (such as reporting and statistics). As artificial intelligence programs improve, the role of these technologies in journalism is growing. Artificial intelligence depends on human intelligence, and humans decide what to demand from them. In order to successfully use artificial intelligence technologies, it is important to learn and apply how it works through direct experience. Bavarian Radio in Germany set up a

special lab, the AI and Automation Lab, to understand the risks and potential consequences of artificial intelligence. In 2019, the first global survey on how newsrooms use artificial intelligence was conducted. Between April and July 2023, the survey on news organizations' engagement with artificial intelligence and related technologies was expanded and conducted among 105 news agencies from 46 countries. Approximately three-quarters (73%) of news organizations surveyed noted that they believe in generative AI applications like Bard or ChatGPT to offer new opportunities for journalism. (Beckett at al., 2023) Regarding to the evolution of ICT and natural language, traditional news production gained new opportunities. With the help of software, it is now possible to automatically convert text into natural language using database information. It had already become a tradition to prepare news using automatic, multimedia resources. Artificial intelligence technologies are widely applied to all areas of modern journalism. Artificial intelligence technologies are of great importance in intelligent analysis of text-type data, automatic detection, collection, bringing to a certain format and other optimization issues of multimedia resources (Zalova, et al., 2020). The main characteristic of this journalism is the absence of traces of bias, advertising and personal sympathy in the news prepared on the basis of artificial intelligence technologies. Journalism based on artificial intelligence technologies has the potential to serve the public interest, creating great opportunities for information security, including data privacy, news transparency and accountability issues. Robot programs (bots) are widely applied in news acquisition, editing, broadcasting, in short, news production and reading of reports. For instance, special analytical systems collecting and processing text are used in the automatic summarization of texts, in the preparation of weather forecasts, in the advertising market (mainly in the collection of report type data) (Zalova, et al., 2020). Since 1990, these systems have been widely used in sports, medicine, and financial reports. At present, news prepared with the help of software becomes an integral part of the news production system, and as a result, the fields of journalism, computer science and statistics are working together.

The concept of inclusive journalism has always existed. The novelty of the research is to analyze the advantages created by the application of artificial intelligence technologies to inclusive journalism. Although many studies provide information about the concept of inclusive journalism, they do not provide information about how the application of AI technologies can bring advantages to this journalism.

2. Related works

Many scientific articles and books are available on the application of artificial intelligence technologies in journalism.

"Futures of journalism" investigates how technologies are evolving and how they may change the relationship between news media. The book highlights how new technologies can fundamentally impact the way news media interact with the wider society. The book consists of four thematic parts. The first part focuses on the impact of technological developments on the news media business, examining how new technologies are used to improve the sustainability of the news media. The second part considers the ethical dilemmas arisen during the transformation of audience-news media relations with technological development. The third part of the book deals with the impact of new technologies on journalism from the point of view of journalists. The fourth part investigates the ways to make the right audience choices with the help of new technologies.

"Artificial intelligence and the media" book provides information on the legal regulation of the application of artificial intelligence technologies to journalism, ethical problems, etc. The articles on the application of artificial intelligence technologies to journalism mainly highlight information about the innovations, advantages and disadvantages of this technology.

The book "Media Management and Artificial Intelligence" was developed as a new textbook. The book examines modern media business models in the context of artificial intelligence and digital transformation. It mentions artificial intelligence as an agent that completely changes the media industry and creates new opportunities. This textbook investigates media in four sections: "Principles" covering business models, "Platforms" covering distribution channels in games, Social Networks, Broadcasting and Digital Publishing. "Producers" covers content creation programs including scripting, entertainment, content marketing, creativity and music. "Pioneers" covers the emerging sectors of "Podcasting", "Esports", "Metaverse" and other AI driven fields. Each chapter then applied a standard value creation model that mapped a single sector of development, production, distribution and finance. Various case

studies from India, Nigeria, South Korea, South Africa, France, Netherlands, USA, UK, Denmark and China are analyzed around creative entrepreneurship, revenue models, profit drivers, rights and emerging AI applications. The book is designed for students and researchers studying the relationship between media, management or entertainment, media and technology.

"AI and the News Industry: Challenges and Opportunities for Journalism" is a one-stop guide to understanding the complex dynamics of the AI revolution in news media. The book provides an overview of artificial intelligence, text automation, and the role of artificial intelligence in combating disinformation and fake news. Ethical issues and reliability in artificial intelligence journalism, the impact of artificial intelligence technologies on the dynamics of work in journalism, its results in the news media, and how AI can advance journalism in the future are examined.

"The Future of Reporting: ChatGPT for Journalists" is a book about the intersection of AI chatbots and journalism. This book highlights how ChatGPT can revolutionize in the field of journalism. It provides detailed information on how to use ChatGPT effectively in journalism.

3. Application of artificial intelligence technologies to journalism

Journalism is a profession that is constantly being formed by taking advantages of the opportunities created by information technologies and information revolutions throughout history. Recently, the rapid growth of ICT has stimulated the creation of new trends in journalism. The introduction of new, innovative technologies such as artificial intelligence and natural language generation plays a major role in the emergence of new media concepts. These technologies have brought significant changes to journalism as they effect the collection, consumption and dissemination of news. The application of ICT to journalism, the expansion of cyber-physical systems being affected by the 4th industrial revolution has formed artificial intelligence-algorithmic journalism (Kotenidis, et al., 2021).

In modern era, artificial intelligence technologies are widely used in the world media. Applying artificial intelligence to journalism has its benefits, along with its problems. One of the benefits of AI is that it can help journalists write stories timely and faster. Journalists can quickly gather information through artificial intelligence programs. These programs can be programmed to gather and analyze information, giving journalists detailed information about complex topics. Along with their countless advantages, there are problems as well. AI applications include artificial intelligence capabilities that simulate human conversation to provide information, answer questions, and perform tasks. By interpreting and analyzing data, they can help journalists stay well-informed of the latest news and trends. This can help reporters save time and energy that could be used to write a better story. However, there are also some concerns about artificial intelligence in journalism, when programs can be used to create fake news and write real-sounding stories that are not true. This can mislead people or make them believe in false information.

In the news industry, Artificial Intelligence technologies affect many categories such as automated content creation, data mining, news distribution, optimization, selection of news headlines, preparation of interview questions, etc.

The basis of innovations in content production in artificial intelligence journalism is the technology called "natural language generation" or NLG (Konstantin, et al., 2021). Natural language generation is defined as the automatic generation of text from digital structured data. This technology first appeared in the context of machine translation in the 1950s. The news media industry started to use NLG technologies together with artificial intelligence. Currently, AI companies such as "Automated Insights", "Narrative Science" or "Yseop" develop algorithms, chatbots and automated reporting systems and deliver them to news organizations around the world.

At the "Associated Press" (AP) news agency, robotic journalism is used, especially in the preparation of economic news. A significant part of the work of journalists in this news agency (economics and sports news) is transferred to algorithms. One of the applications used for automatic content production is the "Quakebot" program created by the "Los Angeles Times" in 2014. This software is used to create and present disaster and crime news texts. In 2017, a robot journalist was used during a live interview in China's "Xinhua" news agency. Although the robot journalist was welcomed with interest by the audience, it could not go beyond the main questions and had limited movement. Technology-based journalism lacks emotions and commentary. The application of artificial intelligence to journalism can intensify the digital divide and create conditions for

the unauthorized dissemination of personal data, etc. Powerful AI programs such as "ChatGPT" and "Bing" are increasingly entering UK newsrooms as tools for British journalists. The use of AI in journalism poses particular challenges when it comes to diversity, equity and inclusion, and discussions are going on about whether Generative AI can be used ethically and effectively in newsrooms.

However, despite that, spelling errors are not allowed in the news written by artificial intelligence, and it can make the work of journalists easier by preparing statistical data such as report, sports news. For example, using the "Voicedocs" program, it is possible to automatically convert voice and video into text, and using the "Azreco" artificial intelligence program, it is possible to play Azerbaijani text with a voice that cannot be distinguished from the human voice. The system can be adapted to the voice of any person. To this end, several samples of that person's voice is given to the system. The algorithm learns the voice in a very short time and starts speaking with this voice. The program has a wide range of applications. Automatic playback of books, news, and visually impaired people can listen to written sources through this system, making announcements in mass service centers, using this system instead of operators in call centers increases the efficiency of work and can ensure uninterrupted operation of the service 24/7. Correspondingly, the integration of artificial intelligence programs into journalism will facilitate the provision of information to people with physical disabilities.

4. The concept of inclusive journalism

Before talking about inclusive journalism, let's take a look at what inclusive means. The literal meaning of the word inclusive (fr. inclusif — "includes", lat. include — "I include") means one who includes or I include. The Oxford Dictionary defines the word inclusive as "to include in a group or structure". **Inclusive journalism** is often described as "shedding light on voices traditionally left out of the news". Inclusiveness is a practice to be implemented to make people feel belong. Inclusiveness is a choice to make an effort to change behavior and develop a sense of empowerment. It is a commitment. Equality is the process of ensuring processes and programs to be unbiased.

The task of inclusive journalism is to include people with disabilities in society. Inclusive journalism ensures the rights of both healthy and disabled people to receive equal information and creates conditions for the protection of social equality in this society, provision of information and other special needs of disabled citizens (Verica et al., 2017).

According to journalism studies, "even if a journalist can directly observe an event, he/she is reluctant to give his/her own interpretation, preferring to rely on news sources instead" because, for the reporter, the news must base on facts and source. Stating own thoughts on the news depends on "credibility, authority and sincerity" (Brown, Bybee, Wearden & Straughan et al., 1987), and the easiest way to find people who are eligible for these criteria is looking for official sources.

The relationship between the media and the social cohesion of different societies is one of the most discussed issues today. Most people depend on media to get information about the world and daily life.

The main essence of inclusive journalism is to provide information to everyone, regardless of race, color, gender, language, religion, political or other beliefs, national or social origin, property, age or other status. Moreover, it aims to make the problems of people with limited health abilities more relevant and to draw the attention of the society to the solution of such problems. The more the voices of citizens in need of special care are heard, the stronger will be the ability of individual and social representative thinking, the protection of their rights and freedoms. Inclusive journalism is relevant for every country. The relevance of this problem requires a new approach to journalism education.

In this context, the World Journalism Education Congress (WJEC) held in Singapore in 2007 adopted the "Declaration of Principles in Journalism Education". It said that journalism education is interdisciplinary and an academic field with unique knowledge and theory. In 2019, WJEC member organizations signed the Paris Declaration on Freedom of Journalism.

The media has a special role and responsibility in the formation of an inclusive culture. Academic research on inclusivity indicates that it is traditionally the responsibility of journalism to prevent the spread of bias and hate speech in the study of news sources. These studies ranging from social representation, cultural studies to critical media theory, give a rise to the idea of an *inclusive society*, i.e., a society where every citizen enjoys equal opportunities regardless of origin, racism and ideology, race, ethnicity, faith, religion, language, etc. Social diversification processes and policies, laws

and regulations related to minority rights are the main issues at the background of the idea of an inclusive society (Kymlicka, et al., 2017). Inclusive journalism can be defined as a set of normative discourses, editorial policies and reporting practices designed to ensure diversity of voices in the media. The inclusive journalism based on the idea of inclusive democracy or a political understanding, examines the specific proposals of journalists to solve the inequality of social structures and provide them with information (Rupar, et al., 2012).

The great interest of researchers in this field is the role of the media in social exclusion. For society as a whole, social integration is a part of life experience and activity (Ewart, et al., 2012).

In connection with the development of technology, the media can not only highlight the problems of people with disabilities, but also provide information to people with physical limitations and turn them into a source of information. The relationship between the media and the social cohesion of different societies has become one of the most discussed topics today.

In support of Inclusive Journalism, Dutch journalist Sanna Breimer founded the website https://inclusivejournalism.com/ in 2020 after the global "Black Lives Matter" protests when "Media diversity" became a hot topic (Hyde, et al., 2016). The site operates online regardless of location between Europe and Southeast Asia. "Black Lives Matter" is a decentralized political-social movement that seeks to highlight racism, discrimination and racial inequality experienced by black people, and to promote the fight against racism. Its main concerns are police brutality and incidents of racially motivated violence against black people (Rahman, et al., 2020). The movement and its affiliated organizations advocated for various policy changes commonly considered to be related to black liberation (Eligon, John, et al., 2015).

The movement began in July 2013 with the use of the hashtag #BlackLivesMatter on social media following the acquittal of George Zimmerman in the February 2012 shooting of Trayvon Martin, 17 months earlier. In 2014, the deaths of two more Afro-Americans resulted in protests and riots. In the summer of 2015, Black Lives Matter activists participated in the 2016 US presidential election (Hyde, et al., 2016). The creators of the hashtag and call to action, Alicia Garza, Patrisse Cullors, and Opal Tometi, expanded their project between 2014 and 2016 to a national network of over 30 local chapters (Brignac, Marie, et al., 2016). Approximately 15 million to 26 million people participated in the 2020 "Black Lives Matter" protests in the United States, making it one of the largest movements in the country's history (Brignac, Marie, et al., 2016). The popularity of "Black Lives Matter" has changed over time. In 2023, about 51% of the population in the United States said they supported the movement. The role of artificial intelligence in decolonialism - The central idea of decolonization originates from the understanding that colonialism and its continuing legacy have profoundly affected societies, cultures, economies, and knowledge systems around the world. It emphasizes the need to challenge and dismantle the structures of power, knowledge and cultural dominance perpetuated by colonialism. Decolonialism seeks to restore autonomy to marginalized communities, redress historical injustices, and develop a more just and inclusive global society.

Table 1 shows the advantages brought by artificial intelligence technologies to inclusive journalism. It should be noted that while AI has the potential to contribute positively to decolonial efforts, it can also raise ethical challenges in many areas, including issues related to data privacy, power dynamics, and the reinforcement of existing biases (Friedersdorf, Conor, et al., 2017).

Table 1. Advantages of artificial intelligence in inclusive journalism

Reducing biased materials	Artificial intelligence can serve to detect biased data.
Revival of language	Artificial intelligence can support efforts to preserve and revitalize local languages by creating language learning tools, automatic translation services, and resources that aid communication and cultural exchange.
Protection of knowledge	Artificial intelligence can help digitization and preservation of local knowledge, i.e., historical and moral values of each society.
Digitization of cultural heritage	Artificial intelligence-powered techniques such as image recognition and virtual reality can help to digitally preserve cultural artifacts, artworks, and historic sites, so that they are not lost or misappropriated.
Collaborative research	By facilitating collaboration between researchers, communities and scientists from diverse backgrounds, AI can help solve global problems through diverse perspectives.
Education and enlightenment	AI-powered educational tools encouraging understanding of decolonization, history and cultural diversity of indigenous people, can create greater empathy and awareness.

5. The role of ICT technologies in the formation of an inclusive society

ICT covers a wide range of technologies related to information acquisition, storage, processing, reuse and protection simultaneously. Modern technologies are even more important for people with disabilities to live, to be able to access the same information as healthy people and to be an individual in society, and to improve the quality of life.

International organizations indicate ICT as one of the most important means of increasing the inclusiveness level in society. It is no coincidence that in our modern era artificial intelligence, cloud technologies, Internet of things, etc., are global development trends of ICT. The development of new technologies are of great importance in improving the quality of life of society (Aliyev, et al., 2019).

With the help of ICT, people with physical disabilities can be more easily integrated into the society and economic environment. Different platforms are available in foreign countries. For example, The Canadian Association of Speech Language Pathologists and Audiologists communicates with its professional members, as well as with people who have difficulties in communicating, their loved ones through social media, share their company's events and news with their followers by social networks such as Facebook and Twitter (Khetarpall, et, al., 2014).

There are various ways to involve people with physical disabilities in labor activities through ICT. For instance, in India, websites are developed to enable people with physical disabilities to find jobs more easily. Companies registered on such sites can effortlessly find the workers they are looking for if they are interested in hiring a disabled employee.

Table 2. Solutions of inclusive journalism problems

Response	A response to a social problem focuses on how that response works or why it doesn't.
Concepts	It presents what can be learned from the response and why it is important to the editor's audience.
Proof	Provides data or qualitative results that demonstrate effectiveness (or its lack).
Restrictions	Puts answers in context; does not hesitate to reveal faults.

Several programs used in the online environment or internet environment to help people with physical limitations are available. One of them is "Mind Machine Interface" (MMI) or "Brain-Computer Interface" (BCI). With the help of this program, people can control robots with their thoughts. In 2016, during research conducted at the Massachusetts Institute of Technology a new discovery was made so that people with hearing problems can communicate with others through their thoughts. According to the new invention, a hearing-impaired person wears gloves that can transmit data via bluetooth, the device transmits the person's hand movements to a computer connected to it. The computer converts this information into sound, so that people can better understand the disabled person. Apparently, in the future, this invention will play a extremely vital role in the process of integrating people with hearing impairments into society (Mammadova, et al., 2016). Fig. 1 presents the application areas of artificial intelligence technologies in inclusive journalism.

It is necessary to analyze and track data to minimize problems like this. But while the threat of AI bias is promoted more (mainly in "The Guardian" research), the main concerns about generative AI identified in an industry survey by WAN-IFRA (World Association of Newspapers and News Broadcasters) are diverse and bias is not highlighted.

Fig. 2 displays the data obtained as a result of the conducted survey.

Currently, more than 500,000 people in Azerbaijan are disabled or have limited abilities (Union of Disabled People Organizations of the Republic of Azerbaijan). Currently, more than 8,000 people with congenital speech and hearing disabilities are registered. According to the law "On obtaining information" adopted by the state, everyone who has accepted the citizenship of the country has the right to receive information. Surdo translation (Sign language) is not widely practiced in many television channels operating in Azerbaijan (practiced in the 19:00 broadcast of ARB).

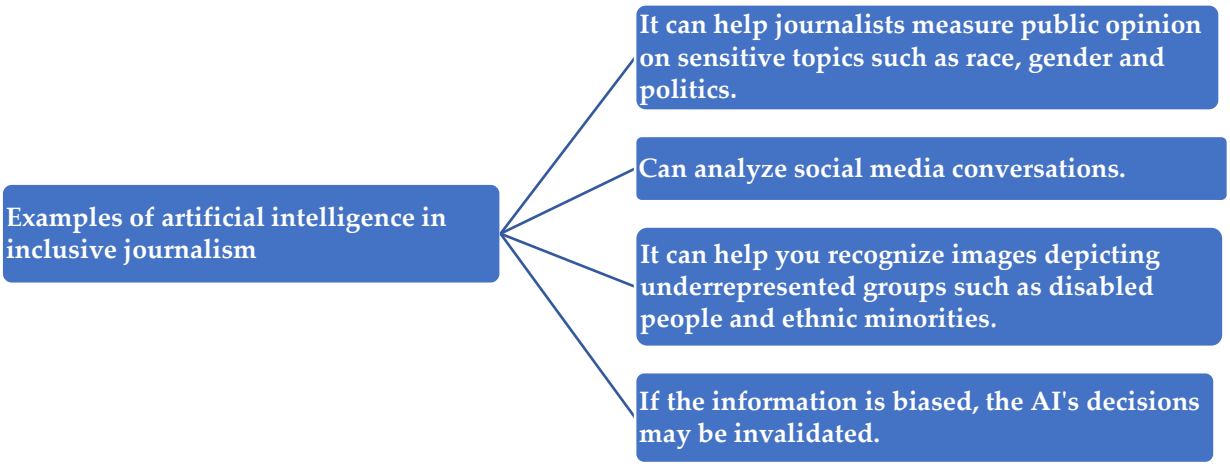

Fig. 1. Areas of artificial intelligence application in inclusive journalism

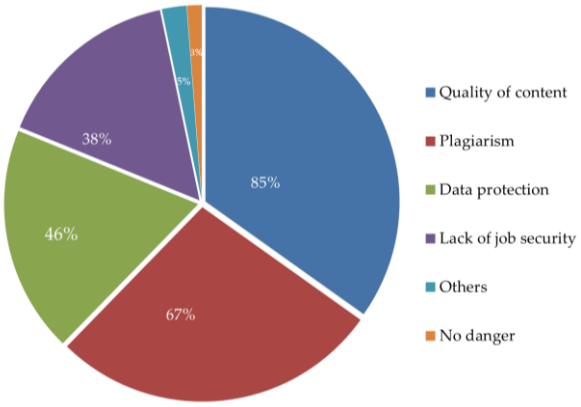

Fig. 2. Problems that artificial intelligence can create in certain fields

This can be considered as a violation of the rights of people with hearing and speech disabilities. Because policies based on social inclusion should aim to empower and participate for all (Mitchell, Shillington, et al., 2002)

Azerbaijan is one of the first countries to sign and ratify the "Convention on the Rights of Persons with Disabilities" (2008) (Law of the Republic of Azerbaijan on Accession to the Convention on the Rights of Persons with Disabilities). The new National Socio-Economic Development Strategy of Azerbaijan for 2022-2026 emphasizes the goals such as improving the accessibility of public infrastructure for persons with disabilities, enhanced social assistance and integration of persons with disabilities into the labor market. . Disability index of the population in Azerbaijan is shown in Fig. 3.

These goals can be achieved faster with the help of technology.

Sign language is used in the global media to present TV news for hearing and speech impaired people.

With the application of ICT, the information barrier of citizens with disabilities can be eliminated.

As an analytical means, inclusive journalism implements the function of media representation in people's social environment.

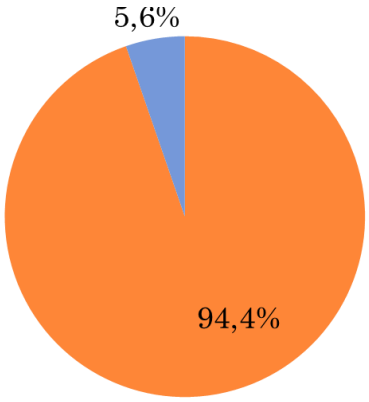

Fig. 3. Disability index of the population in Azerbaijan

The rapid development of technology and its integration into journalism can create new

opportunities, such as the application of artificial intelligence to inclusive journalism. The application of artificial intelligence to journalism can provide automatic conversion of news published on information sites or agencies into voice text, sign language, etc.

6. Conclusion

The results of the research indicated that the application of technology to journalism can create new opportunities. Specialists in the field of media and journalism have to adapt to the technological level of social developments. The integration of technology into journalism plays an important role in the formation of an inclusive society. With the help of technology, citizens with disabilities can be provided with information, and can turn to the source of information and make their problem relevant. Furthermore, artificial intelligence technologies can promote the development of inclusive journalism by combating biased information in journalism. It can help to identify ways to solve problems, to investigate whether the solution has a positive or negative result. ICT will be a means of reintegrating people with physical disabilities into society, restoring their independence and becoming equal people in society. The use of artificial intelligence in journalism presents both opportunities and challenges for promoting inclusive media and strengthening social justice. As technology develops, journalists must carefully consider the data they use.

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