

Narrative AI Strategies for Media, Ethics and Higher Education Impulse Perspectives from Practice Based Media Education

About

This paper presents a conceptual framework for integrating Generative AI (GenAI) into higher education and corporate communication. Drawing on practice-based teaching experiences, it argues that the transformation driven by GenAI requires a threefold competence profile encompassing technical proficiency, narrative design, and ethical reflexivity. The study uses a conceptual approach based on media ethics, AI governance, and narrative theory to bridge the gap between academic theory and real-world business applications.

Problem

The rapid adoption of Generative AI is reshaping fundamental concepts like authorship, narration, and authenticity in media and academia. This presents a significant challenge for educational institutions and businesses, which must move beyond simple technical adoption to address the profound ethical, intellectual, and practical implications. The paper addresses the lack of a structured framework for developing the necessary skills and ethical awareness to navigate this new landscape effectively.

Study Outcome

- The transformation by GenAI demands a threefold competence profile: technical proficiency, narrative design capability, and ethical reflexivity.
- In business, the focus is shifting from direct content production to strategic 'narrative orchestration,' where professionals design and manage coherent narrative worlds using AI tools.
- Three core competencies are essential for the AI-augmented era: 'Worldbuilding' (creating immersive brand stories), 'Prompt Literacy' (skillfully guiding AI), and 'Ethical Framing' (ensuring responsible AI use through governance and stakeholder analysis).
- University curricula should be redesigned to include four developmental dimensions: understanding how GenAI works, practical application, critical reflection on AI outputs, and co-creation with AI tools.
- Key teaching topics must include the ethical and legal aspects of AI, such as sustainability, data privacy, copyright, AI content labelling, and liability.

Keywords

GenAI • narrative creation • media ethics • higher education • corporate communication