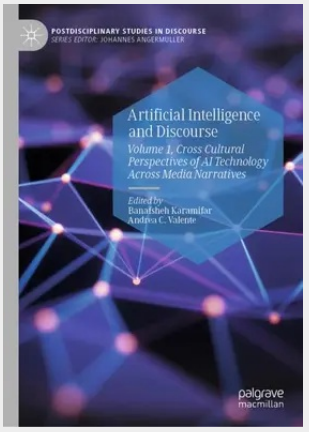
Karamifar / Valente

Artificial Intelligence and Discourse

Volume 1, Cross Cultural Perspectives of AI Technology Across Media Narratives



This book is the first volume in the two-volume set . It examines how Artificial Intelligence (AI) is represented, debated, and imagined across diverse cultural contexts and global media. With contributions from eight countries, it explores how language, images, and stories shape public understanding of AI, professional identities, and visions of the future. Organised into three sections, the chapters move beyond utopian and dystopian views, analysing AI through metaphors, symbolic narratives, and collective imaginaries in news, literature, education, and the job market, while interrogating power, ideology, and governance. Case studies range from Australian moral panics in education to Brazilian radical ideologies, Romanian science-fiction legacies, Irish media framings, and the utopian construction of the “prompt engineer”. Using methods from the humanities and social sciences—critical discourse analysis, multimodal analysis, and comparative studies—this volume offers perspectives for researchers, educators, and students interested in technology, media, culture, and society.

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