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MEDIA PRODUCING MODEL INTEGRATING ARTIFICIAL INTELLIGENCE INTO PUBLISHING PROCESSES

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Introduction. Digital transformation and the rapid advancement of artificial intelligence have necessitated a rethinking of publishing workflows and professional roles in the media industry. Traditional content production models are increasingly giving way to algorithmic and hybrid formats.

Relevance and Aim. The relevance of this study lies in the need to design an innovative model of media producing that responds to the challenges of the digital era, particularly the integration of AI into key stages of the production cycle and the related changes in competence requirements for media producers. A special focus is placed on the Ukrainian context, where the profession of media producer is still in the process of formation.

Methodology. The research applied systems, comparative, and content analysis of educational programs and job descriptions; case analysis of practices of global and local publishing and media organizations (Springer Nature, Elsevier, Bloomberg, “#Naukaprosto”); and qualitative analysis of expert survey involving specialists in digital media producing.

Results. The study identified the main directions of transformation associated with AI integration into publishing processes: automation of content creation; optimization of distribution and personalization; and restructuring of the media producer’s role from coordinator to “human-algorithm” integrator. A conceptual model of media producing was characterized, and critical competences of the modern media producer were highlighted: prompt engineering, hybrid team management, AI-based decision-making, and ensuring the ethicality of automation. Based on a SWOT analysis, conclusions were summarized regarding the advantages and limitations of implementing the innovative model of media producing with AI integration into publishing processes. Further research directions were outlined, particularly aimed at minimizing risks and addressing deficiencies.

Conclusions. The proposed model defines the media producer as a strategic integrator of technological, creative, and managerial solutions, ensuring efficiency and responsible use of AI. The findings have both conceptual and practical significance, particularly for the adaptation of educational programs and the development of ethical regulatory mechanisms in Ukraine’s publishing industry.

Keywords: *media production; artificial intelligence; interactive technologies; publishing process transformation; publishing industry.*

Introduction. The integration of artificial intelligence (AI) into publishing and media practices represents not merely a gradual technological advancement but a paradigmatic shift that is transforming the very nature of publishing and communication processes [14]. Traditional, labour-intensive content production workflows – heavily reliant on human input – are rapidly evolving due to the capabilities of intelligent media technologies [6]. AI can effectively perform information retrieval and analysis, automate content generation, enhance its quality, optimize distribution, and detect potential errors before publication [8, 5, 12]. This technological transformation spans the entire publishing pipeline, from content creation and distribution to post-production and quality control, necessitating new organizational frameworks capable of leveraging AI's advantages while mitigating its limitations [1, 13].

Contemporary challenges in the publishing industry are driven by swiftly shifting audience preferences, accelerated news cycles, and the growing demand for personalized, visually optimized, and linguistically adaptive content. In such conditions, technological implementation alone is insufficient – it requires a fundamental rethinking of the nature of publishing itself, particularly concerning media production functions. Within modern publishing and media environments, the media producer is no longer merely a process coordinator but is increasingly positioned as a strategic curator, who combines creativity, analytical reasoning, organizational and managerial capabilities, technological literacy, and the ability to integrate algorithmic tools into editorial and production workflows. In Ukraine, the role of the media producer remains in the process of formation, with its functional boundaries yet to be fully defined. In practice, a single individual often fulfils responsibilities once distributed among multiple professionals – editor, designer, copywriter, and content manager [12].

To address this shift, a Ukrainian academic team of T. Krainikova, O. Ryzhko, S. Vodolazka, O. Pohorielova, and O. Sytnyk works on developing a standardized occupational profile of the media producer, aiming to define core competencies and formalize the profession in light of current transformations in media production. This includes not only the full-cycle coordination of publishing processes but also the management of specific stages or media subprojects. The feasibility of such functional convergence is rooted in the emergence of automation tools and AI technologies that now enable a single professional to perform what were once multiple specialized roles.

Consequently, there is an urgent need to revise approaches to the training and retraining of professionals in the media and publishing industries. The emergence of new professional roles, such as media producers, newsroom data analysts, adaptive content engineers, and prompt engineers, signifies the gradual formation of hybrid media professions, necessitating interdisciplinary competencies. The educational system must respond to these shifts with adaptive programs which integrate knowledge of content creation, technology, and management.

To maintain the competitiveness of publishing and media products in the digital era, it is essential to develop fundamentally new models of media production that can rapidly adapt to external changes, scale content effectively, and ensure interactivity and personalization in media consumption. Such transformation is unattainable without the implementation of innovative and interactive technologies, with AI occupying a central role. For example, representatives of the publishing conglomerate Elsevier have publicly stated that the exponential increase in publication volumes – approximately 3 million articles per year – has exceeded the editorial capacity of human personnel, necessitating the deployment of automated algorithmic systems and AI [7].

Accordingly, the rapid evolution of intelligent tools calls not for the adaptation of outdated production schemes, but for the development of entirely new media production logic grounded in the synergy between human expertise and computational capabilities. Within this context, the development of an innovative model of media production that fuses managerial, creative, and technical components through AI solutions into a cohesive editorial and production system becomes especially relevant. Such a model not only improves

operational efficiency but also supports the sustainable evolution of the publishing sector amid ongoing technological change.

Research Methodology. This study employed a combination of complementary methods that enabled a comprehensive analysis of the prerequisites, mechanisms, and limitations related to the implementation of an innovative model of media production based on artificial intelligence technologies within the publishing sector.

The core methodological approach was a systems analysis, which allowed the publishing industry to be conceptualized as a dynamic system highly sensitive to the influence of innovative and interactive technologies. This framework facilitated the identification of key elements of the editorial and production process, specifically content creation, editing, visualization, and distribution. These elements are most influenced by algorithmization and interactive technologies, particularly those involving AI.

The analysis of scholarly sources [2, 8, 9, 10, 12, 13, 14...] provided insight into contemporary approaches to the integration of AI into media and publishing workflows, as well as into the evolving role of the media producer in the digital era. A comparative method was used to juxtapose traditional and innovative models of publishing organizations. This included case studies of AI implementation in the operations of leading publishers (e.g., *Springer Nature*, *Elsevier*), media conglomerates (*Forbes*, *Bloomberg*, *The Washington Post*), and both European (*Retresco*) and Ukrainian initiatives (e.g., *Ranok Publishing House*, the science media art project *#Naukaprosto*).

A content analysis method was applied to job descriptions, professional portfolios, and educational curricula to reconstruct the functional model of the media producer in the context of increasing automation. Additionally, over 20 analytical sources were reviewed – including reports from *Publishing Perspectives*, *WIPO Technology Trends*, and *PwC Media Outlook* – to identify global trends in the implementation of AI within the publishing industry.

The generalized findings served as the foundation for the development of a conceptual model of media production, which integrates creative, managerial, and technical components based on algorithmically driven AI solutions.

Research Findings. The results of the study demonstrate that the integration of artificial intelligence (AI) technologies into publishing activities transforms not only the tools used in content production but also reshapes the architecture of editorial and production process management. Three key domains of AI influence on contemporary publishing operations have been identified:

- Automation of content creation;
- Optimization of distribution and personalization;
- Restructuring of professional roles, particularly that of the media producer.

Based on empirical observation and case analysis, the features of an innovative media production model were systematized. This model comprises several interlinked components, conditionally grouped into the following functional blocks: analytical (data gathering and processing, partially enabled by search algorithms and trend forecasting tools); creative (initial ideation, scenario planning, and graphic concept development); editorial-production (a hybrid of human editing and machine assistance, focusing on structural optimization); managerial (timeline coordination, resource allocation, and logistics management using big data and adaptive analytics); audience interaction (feedback collection, format testing, and behavioural pattern-based content adaptation).

It was determined that within this system, the role of the media producer evolves into a coordinating and integrative function serving as the bridge between creative intent, AI capabilities, and distribution logic. Unlike the classical model, where the producer acted primarily as a process organizer, the contemporary AI-integrated model emphasizes active involvement in content planning, algorithmic design, and strategic communication management.

Additionally, content analysis of professional profiles across recruiting platforms enabled the development of a typical functional map for media producers in the age of AI transformation. This map identifies more than 15 core competencies, including:

- Prompt engineering skills for generative models;
- Cross-platform content adaptation;
- Management of hybrid teams (humans + algorithms);
- Orientation toward cyclic integration of audience feedback.

The synthesis of these findings led to the development of a conceptual model of innovative media production, combining creative, managerial, and technological mechanisms aimed at enhancing the efficiency of editorial and publishing practices in the digital era.

To further illustrate the study's conclusions, Table 1 presents a comparative view of the media producer's roles before and after the integration of AI. This comparison highlights changes across editorial organization, content workflows, analytics, creativity, distribution, and the use of technology.

Table 1

Aspect	Traditional functions of a producer or equivalent specialist (pre-AI)	Contemporary functions of a producer (with AI integration and practical cases)
Organization	Coordination of team workflows, scheduling production, and project management are primarily performed manually. The producer acts as a communicator between creative and technical specialists, ensures deadlines and budgets are met, and responds to client or audience demands.	Integration of digital tools and AI for optimized project planning and management. The producer coordinates not only people but also algorithms (e.g., automation systems) and monitors their proper operation. AI implementation requires interdisciplinary cooperation (IT specialists, analysts) and additional adaptation time. The producer assumes the role of overseeing the implementation of interactive technologies, including AI, ensuring their ethical and editorial alignment.
Content	Content creation (text, visuals, audio) is done manually: text by journalists, visuals by designers, audio by technical staff. The producer coordinates these stages.	Automated generation of text, visuals, video, and audio using AI (e.g., Cyborg at Bloomberg, Heliograf at WP, Retresco – text; DALL·E, Midjourney – visuals; Runway, Synthesia – video; ElevenLabs – audio). The producer acts as curator, editor, and integrator of AI-generated multimedia content, ensuring alignment with editorial tasks. In some cases, interactive AI technologies can fully substitute human teams.
Analytics	Audience analysis and performance evaluation are done manually or with basic metrics (circulation, reach, ratings, reader feedback). Monetization metrics (subscriptions, advertising) are tracked separately. Content strategies are based on producer expertise, surveys, and traditional market research.	Data-driven analytics: the producer relies on AI tools for in-depth behavioural data analysis (visits, reading time, engagement, clicks, subscriptions). Algorithms not only aggregate data but also generate recommendations on content types, formats, and distribution channels. Integrated editorial platforms offer optimization scenarios, with producers making the final decisions (e.g., «Constructive Score» at Focus Online). The producer takes on the role of content analyst, navigating both factual insights and algorithmic forecasts.
Creativity	The generation of ideas, formats, and concepts relies on human creativity and professional experience. The producer oversees the creative side of the project: from concept development to execution, based on brainstorming, intuition, feasibility, and resource availability.	Co-creation with AI: the producer uses AI as a tool to extend and refine creative decisions. Generative models can propose ideas, and generate draft texts or visuals (e.g., GPT-4, DALL·E). Media companies are already experimenting with AI-generated materials (e.g., CNET), despite early challenges (e.g., errors, plagiarism). The producer now curates the creative process involving AI, from selecting algorithm-generated concepts to final editing, combining machine speed with human creativity.

Distribution	Producers organize publications through traditional channels: print, broadcast, and websites. Distribution is scheduled and non-personalized. Performance data (sales, feedback) is delayed, complicating timely responses to market demands.	The producer operates in a multichannel, personalized distribution environment managed by AI algorithms. Systems analyze user preferences and behaviour patterns, tailoring content delivery (recommendation feeds, push notifications, on-demand platforms). AI-driven voice synthesis and translation break language barriers (e.g., Bloomberg dubbing, BBC local forecasts). The producer integrates and manages distribution logic, selecting platforms, formats, timing, and adjusting algorithms based on real-time market shifts.
Technology use	The producer uses basic media technologies (editing tools, cameras, design, and audio software), without AI elements. The technological aspect focuses on classical production workflows, template-based design (e.g., print or video layouts), and a static vision of final results. The producer relies on stable team structures and linear production logic, avoiding experimental tech.	The modern media producer actively uses AI-integrated editorial platforms for visualization, editing, content generation, and format transformation (text – audio/video). These tools allow producers to verify content quality against baseline standards. AI enables producers to independently manage key production steps – from content drafts and storyboards to final layouts and publication. Tools such as GPT, DALL·E, Runway, ElevenLabs help producers test hypotheses, tailor content to audience segments, and ensure cohesion between creative, technical, and analytical components. Thus, the producer becomes a multi-role media operator managing the digital production cycle in real time with high autonomy.

It should be noted that the position of producer or media producer has long lacked a clear definition within the publishing and media domain and was predominantly associated with the entertainment industry or film production. Within editorial structures, many of its functions were historically fulfilled by other professionals – such as executive editors, editors, literary agents, coordinators, content managers, or production specialists. Only over the past decade has a new vision of the media producer profession emerged as an interdisciplinary specialization that combines creative, managerial, technological, financial, marketing, and analytical components. A modern producer must possess not only content creation tools, but also skills in strategic planning, budgeting, team and brand management, and overseeing the media product’s entire lifecycle.

Given that the traditional media producer model has been fragmented, our study partially extrapolated contemporary areas of influence onto conditionally analogous traditional functions, allowing for a relevant comparison. This approach enabled us to trace the evolution of the producer’s professional logic – from coordinating stable processes to managing dynamic, AI-enhanced systems in which technical, managerial, and content-related decisions are integrally intertwined.

Thus, the role of the media producer is shifting from a coordinator of individual stages to a strategic leader of hybrid content production – operating at the intersection of technology, creativity, business logic, and algorithmic analytics.

The conducted comparison confirms a fundamental shift in the professional profile of the media producer under the influence of artificial intelligence technologies. The modern professional increasingly assumes the functions of analyst, curator, and integrator, capable of interacting not only with the creative team, but also with digital tools, automated platforms, and algorithmic systems. AI technologies allow producers to independently perform a range of key production stages – from content generation to its adaptation, distribution, analytical evaluation, and subsequent optimization.

To visualize the complexity of the modern producer’s role in the publishing and media field, we developed an analytical model that illustrates the interconnections between key

competencies and functional zones of responsibility in the context of AI integration. The diagram reflects a generalized expert assessment based on the results of content analysis of job descriptions on recruitment platforms, analytical reports of leading media organizations (including Publishing Perspectives, WIPO Technology Trends, and PwC Media Outlook), as well as expert evaluation methods involving professionals and educators in the field of digital media production.

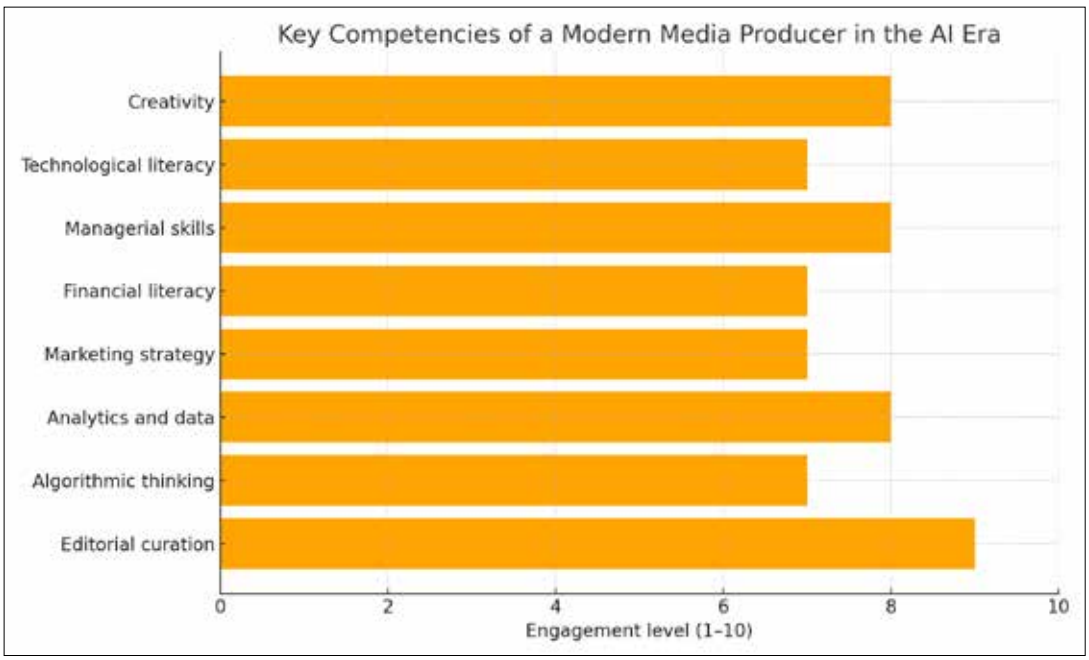

Fig. 1.

The diagram represents the multifunctionality of the emerging role of the media producer, which encompasses not only creative and editorial dimensions but also algorithmic management, audience analytics, digital distribution, financial planning, marketing, and strategic content positioning. Thus, in contrast to the traditional specialization model, the contemporary producer acts as a multi-agent professional who coordinates interactions between human resources and algorithmic systems within the publishing ecosystem.

It should be noted that the presented diagram (Fig. 1) is not a statistical chart, but rather a representation of the logical structure of a competency-based model. It was developed based on current shifts in professional practices, automation trends, and the growing role of artificial intelligence in the field of media production at the time of the analysis described in this study.

To more deeply assess the potential, limitations, and practical implications of AI integration into editorial and publishing processes, we conducted a SWOT analysis (Table 2). The aim was not only to identify the strengths and weaknesses of technological transformation, but also to define the strategic conditions necessary for constructing a new professional framework for media producers. The analysis enabled the correlation of external opportunities and threats with internal resources and challenges of the publishing sector, which is currently undergoing profound adaptation to algorithmized processes. Based on this, we outlined the prerequisites for further development of an innovative model of media production that integrates managerial, creative, and digital competencies and meets the demands of today's media landscape.

Table 2.

Strengths	Weaknesses
• Automation of routine processes (news aggregation, transcription, content duplication), freeing up resources for strategic and creative tasks. • Speed and scalability of content creation thanks to intelligent tools. • Opportunities for personalization and adaptation of materials to specific audience segments (recommendation algorithms, adaptive translation, multimedia formats). • Integration of AI into decision-making and deep analytics (audience behaviour analysis, content performance forecasting, strategic planning support). • Integration with partner ecosystems and platforms (via APIs enables fast connection to external services such as distribution platforms, advertising networks, and learning systems). • Increased transparency of workflows (action journaling, change tracking). • Increased resilience to staffing ‘challenges’ (AI can take over some duties during personnel shortages).	• Dependence on manual verification, editing, and fact-checking of machine-generated content; potential errors and templated outputs require additional resources. • Risk of low quality, uniformity, or standardization of AI content, especially in non-standard or culturally sensitive formats. • Need for staff retraining: lack of interdisciplinary expertise combining technological, managerial, and creative skills for effective AI use. • Technophobia (rejection or resistance to working with AI, lack of tool proficiency). • Organizational inertia and cultural shift (transition to a ‘human–algorithm’ hybrid environment requires not only technical solutions but also team mindset changes). • High implementation costs (technology acquisition, licenses, infrastructure, training), which may be a barrier for small organizations.
Opportunities	**Threats**
• Creation of new product formats and distribution channels (personalized news feeds, interactive visualizations, automated podcasts, voice assistants, etc.). • Formation of hybrid newsrooms with human–AI synergy, where machine models support creative processes and accelerate production, while producers provide curation and control. • Deeper audience interaction through adaptive formats and transparency: content responds to user requests and builds trust through feedback. • Opportunity to enter new markets and language audiences via automatic translation, dubbing, and multimedia adaptation. • New business models and data monetization (AI-driven audience analytics enables demand forecasting and premium services like personalized subscriptions, and custom content). • Partnerships with tech companies (collaboration with AI startups, research centres, or universities provides access to innovation and enhances media reputation). • Development of educational initiatives and training (internal or external AI training programs for producers, editors, and managers can address staffing gaps and offer new business lines, e.g., online courses).	• Ethical risks: transparency of algorithms, copyright violations in model training, lack of clear AI-content labelling standards. • Displacement of specific professions due to automation of routine tasks, potentially leading to job reductions and labour market restructuring. • Instability of trust in automated content: errors or poor quality can reduce media loyalty and reputation. • Unresolved legal issues around accountability for AI errors, data use, and security; dependency on technology providers and risk of service monopolization. • Competition from new players and platforms (availability of AI tools to non-professionals, growing competition from individual creators or agile small teams). • Cybersecurity and intellectual property protection (use of cloud-based AI and external APIs raises data security concerns). • Burnout and psycho-emotional stress (constant AI interaction, need for rapid adaptation, and high responsibility for automated content can cause stress and burnout)

Against the backdrop of digital transformation in the media sphere, artificial intelligence not only enriches the media producer’s toolkit with new technological instruments but also fundamentally reshapes the architecture of professional activity. The SWOT analysis presented above enables a critical reflection on this transformation by outlining the

framework for developing an innovative model of media production, one in which creative, technological, managerial, and ethical components converge.

The strengths identified in the analysis form the foundation of a technologically enhanced editorial model that facilitates the automation of routine tasks (such as news summarization, transcription, and duplication), thus freeing up resources for creative work and strategic planning. This automation reinforces editorial and production workflows: content is created more rapidly, across multiple platforms, and with embedded audience analysis. At the same time, personalization tools and deep analytics – such as recommendation algorithms and adaptive translation – enhance distribution efficiency, enabling editorial teams to reach new audience segments, including international markets. At the centre of this model stands the media producer as an integrator: not only coordinating creative and logistical elements, but also making technological decisions, ensuring ethical oversight, and shaping long-term strategic vision. The contemporary media producer operates within a hybrid "human–algorithm" interaction, where machine models offer alternatives, and the human fulfils the roles of curation, validation, and creative adaptation.

The weaknesses outlined in the SWOT analysis highlight the limitations of this model, particularly in terms of the quality, reliability, and originality of AI-generated content. Editorial and publishing processes still depend heavily on limited financial resources, manual editing, fact-checking, and genre-specific expertise – especially in non-standard or culturally sensitive formats. This reinforces the need for interdisciplinary training of personnel who can operate AI systems while upholding professional standards. At the same time, organizational challenges such as high implementation costs, team training, and adaptation to new production formats necessitate strategic management and long-term investment. In this context, the media producer becomes not merely a coordinator but a strategic change manager.

The opportunities identified in the SWOT analysis further specify the developmental vectors of the proposed model from the creation of new products (personalized news feeds, visualizations, assistants, etc.) to the expansion of editorial functions (analytical tools, automatic text simplification, multimedia adaptation, and more). Within this logic, a new type of communication process is formed: content not only reaches the audience but interacts with it – responding to user needs, and building trust through transparency and explainability. The emergence of new co-creative formats – such as hybrid editorial teams involving AI (e.g., at BBC or Daily Maverick) – illustrates the viability of a model in which the media producer facilitates creative synergy between humans and machines.

The threats identified in the SWOT matrix point to the necessity of ethical and regulatory scaffolding for this model. To mitigate risks of workforce displacement, copyright infringement, or loss of public trust, the innovative model must incorporate mechanisms for self-regulation, transparency in AI use, content labelling, and the clear distribution of accountability for automated outputs. Within this paradigm, the media producer assumes the role of ethical moderator and guarantor of responsible technological use, contributing to the sustainable development of the industry.

This AI-integrated media production model – substantiated by the SWOT analysis – should be understood as a project-oriented framework for building adaptive, efficient, and ethically responsible media organizations. It reflects the transformation of editorial, organizational, and communication practices toward a new paradigm – one that is human-centred, technologically empowered, and innovation-driven.

Conclusion. The synthesis of this research demonstrates that the emergence of the media producer profession is taking shape as an organic response to the industry's need for integrating innovative technologies and artificial intelligence into editorial and production processes. The demand for such a role arises not only from technological capabilities but also from the market's expectations for fast, personalized, and multiplatform content dissemination. At the theoretical level, this study illustrates, that the media producer is evolving into a strategic integrator capable of combining creative, managerial, financial, and analytical

functions through the lens of algorithmic solutions. At the same time, this transformation is unfolding within a broader restructuring of the industry, where the lack of adequately trained professionals remains a major constraint: interdisciplinary educational programs are still underdeveloped, and clear professional standards are lacking factors that hinder the efficient adoption of innovation and increase the risk of ineffective AI implementation.

From a technical and organizational perspective, the widespread availability of AI tools to non-professional users is contributing to techno-anxiety within the media field fueled by concerns over job displacement, loss of quality control, ethical standards, and content authenticity. This highlights the fact that technology alone is insufficient: systemic mechanisms for training, testing, and moderating the use of AI must be developed. Amidst this uncertainty and potential workforce disruption, the media producer simultaneously becomes both an agent of change and a guarantor of professional standards roles that demand a high level of technological literacy and the capacity to resist both excessive scepticism and blind enthusiasm toward AI.

The findings presented in this study are not exhaustive and require further specification and expansion through in-depth, multidimensional research. This includes the analysis of real-world corporate case studies, quantitative assessments of AI’s impact on productivity and content quality, the development of ethical audit methodologies for algorithmic systems, as well as experimental educational modules for media producer training. This article outlines conceptual foundations and offers a roadmap for further scholarly inquiry. The author intends to continue research aimed at deepening and verifying the proposed innovative model through empirical validation, organizationally oriented recommendations, and the creation of normative and methodological frameworks for the ethical and effective application of AI in media production. The next stage of research will incorporate both quantitative and qualitative methods, contributing to the construction of a resilient, technologically empowered, and socially responsible media ecosystem.

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МОДЕЛЬ МЕДІАПРОДЮСУВАННЯ З ІНТЕГРАЦІЄЮ ШТУЧНОГО ІНТЕЛЕКТУ У ВИДАВНИЧІ ПРОЦЕСИ

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Цитування: *Ситник О. Модель медіапродюсування з інтерпретацією штучного інтелекту у видавничі процеси. Образ. 2025. Вип. 2 (48). С. 126–137. https://doi.org/10.21272/Obraz.2025.2(48)-126–137*

Вступ. Цифрова трансформація та стрімкий розвиток штучного інтелекту зумовили потребу у переосмисленні організації видавничих процесів і професійних ролей у медіаіндустрії. Традиційні моделі продукування контенту дедалі частіше поступаються місцем алгоритмізованим і гібридним форматам.

Актуальність і мета. Актуальність дослідження полягає в необхідності формування інноваційної моделі медіапродюсування з урахуванням викликів цифрової епохи, зокрема щодо інтеграції ШІ на ключових етапах виробничого циклу та відповідних змін у вимогах до компетентності медіапродюсера. Особливо важливою є розробка рекомендацій для українського контексту, де професія медіапродюсера перебуває на етапі становлення.

Методологія. У дослідженні застосовано системний, порівняльний і контент-аналіз освітніх програм та описів професій, кейс-аналіз практик світових і локальних видавців (Springer Nature, Elsevier, Bloomberg, «#Наукапросто»), якісний аналіз результатів експертного опитування фахівців цифрового медіапродюсування.

Результати. Визначено ключові напрями трансформацій, пов’язаних з інтеграцією ШІ у видавничі процеси медіа: автоматизація контентотворення; оптимізація дистрибуції та персоналізації; реструктуризація ролі медіапродюсера від координатора до інтегратора «людина–алгоритм». Охарактеризовано концептуальну модель медіапродюсування та виокремлено відповідні критичні компетентності сучасного медіапродюсера: промт-інжиніринг, управління гібридними командами, прийняття рішень на основі ШІ-аналітики, забезпечення етичності автоматизації. За результатами SWOT-аналізу узагальнено висновки щодо переваг і недоліків впровадження інноваційної моделі медіапродюсування з інтеграцією ШІ у видавничі процеси та охарактеризовано актуальні напрями подальших досліджень, спрямованих на мінімізацію визначених ризиків і подолання недоліків.

Висновки. Запропонована модель характеризує роль медіапродюсера як стратегічного інтегратора технологічних, креативних і управлінських рішень, що забезпечує ефективність та відповідальне використання ШІ. Результати дослідження мають концептуальне і практичне значення, зокрема для адаптації освітніх програм і побудови етичних регуляторних механізмів у видавничій індустрії України.

Ключові слова: *медіапродюсування; штучний інтелект; інтерактивні технології; трансформація видавничих процесів; видавнича справа.*

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