The Trust Revolution — How Artificial Intelligence Is Reinventing the Public Relations Profession and Building Strategic Communication in the Age of Total Automation

I. Executive Summary

The public relations sector is undergoing a rapidly accelerating professional transformation driven by the global expansion in the adoption of artificial intelligence technologies — particularly generative AI — which has become an integral part of the institutional work ecosystem in content production, data analysis, trend monitoring, message personalization, and communication decision support.

In terms of global market size, estimates from The Business Research Company indicate that the global public relations market was valued at approximately $107 billion in 2023, and is projected to keep growing by around 6% a year through 2030, driven primarily by digital transformation and the integration of AI tools into the institutional communications ecosystem. This figure reflects a profession not in decline, but in a phase of comprehensive redefinition — one that brings together technology and human judgment.

Data from McKinsey & Company's The State of AI 2025 report indicates that 78% of global organizations are using AI in at least one business function, while 71% have adopted generative AI technologies within their operational processes — reflecting the transition of these technologies from an experimental phase to broad institutional integration.

These indicators reinforce the findings of the AI Index Report 2025 published by Stanford University, which noted that private investment in artificial intelligence in the United States exceeded $109 billion in 2024, with continued growth in the adoption of generative applications across knowledge, communications, and professional services sectors — reflecting the transformation of AI from a technological wave into an expansive economic and institutional structure.

In the institutional communications sector specifically, deeper transformations are emerging, as AI tools have become capable of drafting press releases, analyzing audience trends in real time, measuring digital sentiment, and supporting communications teams in building more personalized and faster messages.

Conversely, this transformation raises fundamental challenges related to credibility, trust, and transparency — particularly as concerns mount over synthetic content, misinformation, and deepfake technologies.

The Edelman Trust Barometer 2025 points to continued pressure on public trust in institutions and media, at a time when audiences have become more sensitive to the quality and source of information.

This study proceeds from a central hypothesis: that AI is not merely reshaping the tools of public relations, but is redefining the very essence of the profession itself — in terms of required skills, professional roles, the nature of communication, and trust-building mechanisms.

The study addresses three interconnected dimensions:

- The Technical Dimension: How are AI tools changing the communications work ecosystem?
- The Communicative Dimension: How is AI reshaping messages and institutional narratives?
- The Perceptual Dimension: How does AI affect trust, reputation, and corporate image?

The study also provides an applied reading of the reality of professional transformation, alongside a forward-looking exploration of the future trajectories of public relations in a communications environment that is simultaneously more intelligent and more complex.

II. Introduction

The world is witnessing a fundamental transformation in the nature of institutional communication, led by the rapid surge in artificial intelligence technologies — technologies that have, in a short period of time, become a pivotal component of the global business environment.

Recent indicators reflect the scale of this transformation: the AI Index Report 2025 from Stanford University points to the continued accelerated growth of generative AI capabilities and the growing institutional adoption of these technologies across various business sectors, including communications, marketing, and media.

In the professional context, AI is no longer confined to being a technical tool for improving operational efficiency. It has become an influential factor in redesigning workflows, redistributing professional roles, and elevating reliance on real-time analysis and data-driven decisions.

These transformations take on particular significance in the public relations sector, which is fundamentally built on message management, relationship building, reputation crafting, and leading communications during moments of opportunity and crisis.

The profession has witnessed notable development in recent years in the use of intelligent media monitoring tools, digital public opinion analysis, and audience personalization — while generative AI has introduced a new dimension represented by its ability to produce content, assist in crafting institutional discourse, and analyze communications scenarios.

Conversely, challenges related to information quality, message authenticity, algorithmic bias, and professional responsibility are multiplying — placing the public relations profession at a strategic redefinition juncture.

In the Saudi market, this transformation carries additional significance given the rapid pace of AI technology adoption within digital transformation objectives, the growing investments in the digital economy, and the national initiatives led by the Kingdom to promote innovation and artificial intelligence within Saudi Vision 2030.

The findings of the Government AI Readiness Index 2025 published by Oxford Insights confirmed the Kingdom's continued progress among the highest-readiness economies regionally in adopting AI within both public and institutional sectors, supported by regulatory investments and advanced digital infrastructure, in addition to the national frameworks led by the Saudi Data and AI Authority (SDAIA) in the areas of governance, data, and digital ethics.

In this context, a central professional and analytical question emerges: How is AI reshaping the public relations profession, and what is the impact of this transformation on institutional communication, trust, and reputation?

III. Research Problem

The public relations sector is undergoing a rapidly accelerating professional transformation as AI use grows in institutional communications environments. Intelligent tools are now performing advanced roles that were traditionally associated with human expertise — from content production and data analysis to trend monitoring, risk prediction, and communications decision support.

Professional indicators suggest that this transformation goes beyond improving operational efficiency, raising deeper questions about the nature of the profession itself and the limits of relying on technology in an environment fundamentally built on trust, relationships, and perceptual influence.

In this context, a set of fundamental transformations emerge.

At the technical level, institutions have become capable of producing messages at unprecedented speed, analyzing massive amounts of data in a short time, and personalizing content according to audience behavior.

At the communicative level, institutional content is shifting from unified messages to dynamic, customizable messages — altering the nature of institutional narratives and message-building mechanisms.

At the perceptual level, challenges related to credibility, trust, and transparency are intensifying — especially with growing global concern over synthetic content, misinformation, and deepfakes.

From a professional perspective, the question is no longer about whether AI can be used in public relations, but how to manage this transformation without undermining the profession's core value: building trust, managing reputation, and creating impactful communication.

The central research problem is therefore to analyze the professional and strategic impact of AI on the public relations profession, and to understand whether this transformation represents an evolution of professional tools or a comprehensive redefinition of the profession itself.

Main Research Question

How is artificial intelligence reshaping the public relations profession in terms of tools, messages, and institutional trust?

Sub-Questions

- How have AI technologies changed working tools in public relations?
- What is the impact of AI on message creation and institutional narratives?
- How does AI-supported content affect trust and credibility?
- What new professional skills do these transformations demand?

- What are the limits of the human role in a communications environment reliant on automation?
- How can institutions achieve a balance between technical efficiency and communicative trust?

IV. Study Objectives

This study aims to provide a professional analytical reading of the transformations the public relations sector is undergoing due to AI, through:

- Analyzing the technical transformations the public relations sector is experiencing as a result of adopting AI tools.
- Understanding the impact of AI on message creation and institutional communication narratives.
- Evaluating the implications of AI for digital trust, credibility, and corporate image.
- Analyzing professional transformations related to functional roles and skills required in public relations.
- Exploring the future of the official spokesperson in an AI-supported communications environment.
- Studying the ethical and regulatory challenges associated with the use of AI in institutional communication.
- Developing an analytical framework that institutions and public relations teams can leverage in managing professional and technical transformation.

V. Study Methodology

This study adopts the “Descriptive-Analytical Approach,” which combines the analysis of recent quantitative data, reading professional trends, and analyzing practical applications in the public relations and institutional communications sector.

This approach aims to build a comprehensive understanding of ongoing transformations by combining quantitative indicators with professional and strategic analysis.

Study Design

The study relies on a multidimensional analytical design that includes:

- Review and analysis of recent international reports published during 2025–2026
- Analysis of AI adoption trends in the business and communications environment
- Applied reading of AI uses in public relations
- Analysis of the implications of transformation on reputation and professional trust

Adopted Analytical Framework

The study relies on three interconnected dimensions:

1) The Technical Dimension

Focuses on AI tools used in public relations, their capabilities, and their impact on workflows and operational efficiency.

2) The Communicative Dimension

Focuses on the impact of AI in message creation, institutional narratives, personalization, and communication speed.

3) The Perceptual Dimension

Focuses on the implications of AI for trust, credibility, corporate image, and institutional reputation.

Unit of Analysis

The study encompasses a set of professional elements related to the practice of public relations, including: press releases — institutional content — executive messages — digital content — media monitoring — audience analysis — digital reputation management — crisis communication.

Study Scope

The study focuses on:

- The professional impact of AI on public relations
- Transformations related to institutional communication
- Issues related to trust and reputation
- Applications relevant to the business and institutional communications environment

VI. Definition of Key Concepts

1) Artificial Intelligence (AI)

Refers to technical systems capable of simulating certain human abilities, such as learning, analysis, prediction, language processing, and data-driven decision-making.

2) Generative AI

Refers to a category of AI technologies capable of producing new content — such as texts, images, video, and audio — based on the patterns in the data they were trained on.

3) Modern Public Relations

Represents a strategic communication system aimed at building trust, managing reputation, crafting institutional messages, and enhancing the relationship between an institution and its internal and external audiences.

4) Strategic Communication

Refers to the integrated management of messages and communication activities in service of the institution's long-term objectives, enhancing its image and institutional standing.

5) Corporate Reputation

Refers to the cumulative perception of an institution among its audiences, shaped through actual performance, communications messages, and associated experiences.

6) Digital Trust

Refers to the level of audience confidence in information, messages, and interactions within the digital environment, including trust in the source of content and the mechanisms of its production.

7) Automated Communication

Refers to the use of intelligent systems to execute certain communications tasks automatically, such as content scheduling, automated responses, or real-time personalization.

8) Predictive Communication

Refers to the use of AI and data analysis to anticipate audience trends, monitor potential risks, and support proactive communications decision-making.

VII. Theoretical Framework

This study relies on a set of theoretical frameworks that explain the ongoing transformations in the public relations profession and help understand the relationship between AI, institutional communication, trust, and reputation.

This framework constitutes an interpretive basis for analyzing the professional transformation the sector is witnessing — not only from the perspective of technical tools, but from the angle of strategic and perceptual impact.

1) Strategic Communication Theory

Strategic Communication Theory is one of the most important interpretive frameworks for understanding the role of public relations within institutions. It views communication as a strategic function linked to achieving organizational objectives, managing messages, building relationships, and enhancing reputation.

In the context of AI, this theory takes on special importance because the current transformation is not only about changing implementation tools, but about reshaping the mechanisms of planning, message production, and managing the institutional communications cycle.

This theory helps explain the shift from manually executed communication to data-driven, analytical, personalized, and predictive communication.

2) Corporate Reputation Theory

This theory explains how corporate reputation forms as a long-term strategic asset, built through performance, messages, experiences, and cumulative impressions.

In an AI-dependent communications environment, this theory takes on doubled importance, as message quality, content transparency, and interaction credibility all directly affect reputation.

This theory also helps explain the relationship between the responsible use of AI and the preservation of institutional trust.

3) Trust Theory

Trust is a pivotal element in institutional communication and public relations, linked to the credibility of messages, the transparency of the institution, and the consistency of its communications performance.

In the AI context, this theory expands to include new questions:

- Do audiences trust content produced by intelligent systems?
- What is the impact of the absence of transparency?
- How does synthetic content affect the credibility of institutions?

This theory is used to understand the perceptual dimension of the current transformation.

4) Human-AI Collaboration Theory

This theory is one of the modern frameworks that explains the relationship between human capabilities and intelligent technologies.

In the public relations sector, this theory presents an important perspective: that AI is not viewed as a complete replacement for the human, but as a tool that enhances certain professional capabilities — such as analysis, speed, and personalization — while the human retains roles related to professional judgment, relationship management, and communication in sensitive contexts.

Theoretical Integration

Through the integration of these frameworks, the transformation in the public relations profession can be explained across interconnected levels:

- AI as an operational and analytical tool
- Communication as a shifting strategic system
- Trust as a sensitive perceptual asset
- Reputation as a cumulative result of communication and performance
- The human as the element of governance and professional judgment

This integration forms the analytical foundation for the following sections.

VIII. Analysis Sections

Section One: Technical Transformation and the Reshaping of Public Relations Tools

The public relations sector is witnessing a wide-scale technical transformation, driven by the global expansion in the adoption of AI tools within institutions.

This transformation manifests in the transition of AI from being a limited operational support tool to a technical infrastructure that influences the entire communications work cycle — from data collection, audience analysis, and message production, to reputation management and risk monitoring.

First: The Global Acceleration in Institutional AI Adoption

Data from McKinsey & Company's The State of AI 2025 report indicates that 78% of global organizations use AI in at least one business function, compared to much lower rates just a few years ago — reflecting the accelerating institutional integration of these technologies.

The report also notes that 71% of organizations have adopted generative AI in at least one business function.

These figures carry important implications for the public relations sector, reflecting the shift of AI from an experimental tool to an operational component within the business environment.

Second: Automation of Communications Content Production

Content production is among the areas most affected by AI within institutional communication.

Data from the Salesforce State of Marketing 2025 indicates that a significant proportion of marketing and communications teams are using generative AI tools in content creation, message development, and campaign optimization.

Data from HubSpot's State of Marketing 2025 also indicates that AI has become part of the content production cycle in modern institutions, particularly in:

- Draft writing
- Idea generation
- Text improvement
- Social content production
- Corporate email support

In public relations specifically, applications extend to:

- Press releases
- Executive statements
- Internal messages
- Talking points

- Media FAQs
- Crisis management statements

This transformation reflects the transition of the content function from full manual production to AI-supported content management.

As a clear applied example of this transformation, Edelman — one of the world's largest PR agencies — announced in 2024 the formal integration of generative AI tools into its content production cycle, including the use of ChatGPT, Jasper, and Copy.ai in drafting press releases, while maintaining mandatory human review before each publication. The agency noted achieving savings of between 30% and 40% in the time allocated to the initial drafting phase, allowing its teams to focus on strategic analysis and relationship management with journalists and influencers.

Third: Intelligent Media Monitoring and Reputation Analysis

The field of media monitoring is witnessing notable development with the adoption of AI tools in analyzing coverage, measuring sentiment, and tracking trends.

Platforms such as:

- Meltwater
- Cision
- Brandwatch
- TalkWalker
- Sprinklr

utilize AI capabilities to analyze:

- Media mentions
- Sentiment
- Influencer activity
- Emerging narratives
- Crisis signals

This development grants PR teams greater capacity for:

- Real-time monitoring
- Trend discovery
- Reputation analysis
- Accelerated response

Fourth: Predictive AI and Crisis Management

One of the most impactful transformations is the shift from reactive communication to predictive communication.

Applications from companies such as Dataminr and Signal AI indicate the possibility of using AI to monitor early risk indicators, analyze digital signals, and anticipate media escalation.

This transformation carries great significance for public relations, particularly in crisis and reputation management.

Fifth: Audience Analysis and Intelligent Personalization

McKinsey 2025 data indicates that AI-supported personalization has become one of the most prominent drivers of institutional growth.

AI is used in:

- Audience segmentation
- Behavior analysis
- Personalization
- Journey optimization

This means that communication is no longer directed at a unified audience, but at multiple audiences with adaptable messages.

Analytical Reading of Section One

These transformations reveal that AI has not only changed the tools of public relations, but has redefined the very structure of the communications work itself.

Instead of relying on long operational cycles, institutions have become capable of working faster, analyzing more deeply, and responding more flexibly.

But this evolution also raises an important professional question: If tools have become more intelligent, where does the professional value of the PR expert lie?

Section Two: AI and the Reshaping of Messages and Communication Narratives

Institutional communication is witnessing a fundamental transformation in the nature of messages and the mechanisms of their construction, with AI entering as a direct actor in content production, audience analysis, message personalization, and communication flow management.

This transformation is not limited to accelerating message production, but extends to reshaping the logic of communication itself — in terms of narrative nature, interaction speed, level of personalization, and content dynamism.

First: From Unified Messages to Dynamic Communication

Public relations traditionally relied on a unified message model, where the core institutional message was crafted and then adapted to varying degrees to suit different communications channels.

Today, AI technologies enable the construction of multiple, variable messages — customizable in real time based on audience characteristics and behaviors.

McKinsey 2025 analyses on AI-supported personalization indicate that institutions have become more capable of developing targeted messages that respond to user preferences and achieve higher levels of relevance.

This transformation represents a shift from mass communication to precise, data-driven communication.

Second: Redefining Institutional Narrative Production

The institutional narrative is one of the core assets in public relations, where institutions rely on cohesive stories and messages to build identity, enhance image, and articulate institutional positions.

AI has notably changed this process. Instead of narrative construction beginning with a relatively slow human drafting process, AI tools have become capable of:

- Proposing multiple message angles
- Reformulating messages in different tones
- Producing multiple versions of the same message
- Supporting message testing before publication

This transformation enhances production speed and content flexibility, but also opens a professional discussion about the consistency of institutional narratives and the preservation of the institution's communications identity.

Third: The Accelerating Institutional Communications Cycle

One of the most notable effects of AI on public relations is the acceleration of the communications cycle.

In the traditional environment, the communications cycle passed through sequential stages including:

- Information gathering
- Situation analysis
- Message preparation
- Review
- Publication
- Monitoring
- Adjustment

Today, many of these stages occur simultaneously or near-instantaneously.

The Microsoft Work Trend Index 2025 report indicates increasing reliance on AI in supporting professional productivity and accelerating the completion of knowledge tasks, including communications and content creation.

This means that PR teams are now working in a much faster environment, where the time gaps between an event, its analysis, and the response have significantly shortened.

Fourth: Predictive Communication

Among the most advanced transformations in public relations is the transition of AI from supporting reactive communication to supporting predictive communication.

This model is based on analyzing historical data, audience behavior, and digital trends, with the aim of predicting opportunities or risks before they materialize into actual events.

This includes:

- Anticipating emerging issues
- Analyzing crisis escalation probabilities
- Monitoring changes in digital sentiment
- Predicting potential reactions

This development represents a strategic leap for public relations, where communication becomes more proactive.

Fifth: The Challenge of Preserving the Institutional Voice

Despite the significant capabilities of AI in producing messages, clear challenges emerge regarding the preservation of the institution's voice.

Successful institutions rely not only on message speed, but on the consistency of their tone, the clarity of their identity, and the coherence of their institutional discourse.

This challenge becomes apparent when institutions rely excessively on synthetic content that is not subject to editorial governance.

The risks include:

- Generic and undifferentiated messages
- Loss of institutional character
- Decline in authenticity
- Weakened emotional connection

Analytical Reading of Section Two

These transformations reveal that AI is not only reshaping the “form” of messages, but is redefining the architecture of institutional communication itself.

Added to these transformations is a new and highly dangerous challenge: deepfake technologies, which are now being used to fabricate video content of executive and institutional figures. In 2024, Ferrari was targeted in a sophisticated fraud attempt using an AI-generated voice that impersonated its CEO. According to the World Economic Forum, the volume of deepfake content online grew by 900% between 2019 and 2020 alone, making the protection of the institutional voice and the verification of message authenticity one of the foremost priorities for public relations in the coming phase.

Messages have become:

- Faster

- More personalized
- More dynamic
- More testable and adjustable

But this evolution places public relations before a precise equation. The higher the efficiency of communication, the greater the need to preserve meaning, consistency, and identity. And thus the question shifts from “How do we produce messages?” to a deeper question: How do we preserve trust in messages that are now produced partly by machine?

Section Three: Digital Trust as the Greatest Challenge Facing the Public Relations Profession

Trust is the foundational pillar of the public relations profession. The ability of institutions to exert influence is tied to the credibility of their messages, the consistency of their behavior, and the transparency of their communication.

In a digital environment that is increasingly reliant on AI, trust has become more sensitive and more vulnerable to erosion — due to the changing nature of content production, the ease of fabricating information, and the accelerating spread of messages.

First: The Decline of Trust in the Information Environment

The Edelman Trust Barometer 2025 indicates continued challenges related to trust in institutions and media, with growing concerns about misinformation, polarization, and content quality.

In this context, a survey conducted by the Reuters Institute for the Study of Journalism in 2024 found that 63% of respondents in the United Kingdom and 52% in the United States would be uncomfortable with news produced mostly by AI — deepening the trust crisis in the information environment. This places a doubled responsibility on the public relations profession: not only to produce high-quality content, but to prove the authenticity and source transparency of that content to an audience that has become more skeptical and less trusting of digital information.

These indicators carry great significance for public relations, because any shift in the trust environment directly reflects on the effectiveness of institutional communication.

Second: The Rise of Synthetic Content and Associated Risks

With the expansion of generative AI, institutions have become capable of producing content in large quantities and at high speeds.

But these same capabilities open the door to professional risks, including:

- Inflation of low-quality content
- Generic, indistinguishable messages
- Misleading content
- Informational errors

- Deepfakes

This represents a direct challenge to the public relations profession, which relies on accuracy and credibility.

Third: Transparency and Disclosure

One of the most sensitive professional discussions concerns the question of disclosure. Should institutions disclose when content is AI-supported or AI-generated? This question is not only about ethical compliance, but about audience trust. As audience awareness of digital technologies grows, transparency becomes an important element in building credibility.

Findings from a Cornell University study in 2025 indicate that public trust levels in AI-dependent systems rise notably when institutions clearly disclose their use of intelligent tools, compared to undisclosed content — reinforcing the direct relationship between technical transparency and perceptual trust.

Fourth: Reputation in the Age of AI

Today, corporate reputation is no longer affected only by what institutions say, but also by how messages are produced, the speed of their response, and the degree of responsible technology use.

This means that AI has become a new factor in the reputation equation.

Analytical Reading of Section Three

In the age of AI, the central communications question is no longer about reach or speed, but about trust.

The greater the institutional capacity to produce content rapidly, the more important credibility, transparency, and professional judgment become.

Section Four: The Reshaping of Functions and Professional Skills in Public Relations

The public relations sector is witnessing a clear professional transformation with the entry of AI into the daily work cycle — where transformations are no longer limited to tools, but now extend to the nature of roles, the skills required, and the distribution of responsibilities within communications teams.

Global labor market reports indicate that AI is reshaping knowledge-based jobs at an accelerating pace.

The Future of Jobs Report 2025 issued by the World Economic Forum indicates that technical transformation, including AI, will directly affect job structure and the skills required in the coming years, with growing demand for analytical skills, critical thinking, and digital capabilities.

In the public relations profession, this transformation carries clear professional implications.

First: Tasks Most Subject to Transformation

Some traditional public relations tasks have become more automatable, particularly those relying on repetition, textual processing, or routine analysis.

The most notable include:

- Preparing initial drafts of press releases
- Writing standard content
- Preparing recurring responses
- Initial media coverage analysis
- Routine media monitoring
- Report summarization
- Data sorting
- Basic trend tracking

This does not mean the complete disappearance of these functions, but rather a redefinition of their professional value.

Second: The Rise of New Roles within Public Relations

Every major technical transformation creates new roles.

In the AI environment, new professional needs emerge within PR teams, including:

Prompt Strategist

A specialist in directing AI tools to obtain more accurate and relevant outputs.

Reputation Intelligence Specialist

A specialist in analyzing data, digital sentiment, and trends, and linking them to communications decisions.

AI Communications Governance Officer

Responsible for establishing professional and ethical controls for AI use.

Institutional Narrative Strategist

Ensures consistency of messages and preservation of institutional identity.

Third: Most In-Demand Skills

Analyses from LinkedIn Skills Trends and global labor market reports indicate that professional skills are changing at an accelerating pace.

In public relations, a set of new skills emerge that directly intersect with the future of public relations and executive communications:

- AI literacy
- Data interpretation

- Prompt engineering
- Crisis judgment
- Strategic storytelling
- Digital reputation management
- Ethical communication
- Audience intelligence
- Scenario analysis
- Executive advisory

Fourth: Skills That Remain Inherently Human

Despite technical advances, some professional capabilities remain clearly tied to human expertise.

The most notable include:

- Professional judgment — Making sensitive decisions in complex situations.
- Crisis management — Responding in high-risk environments.
- Relationship building — Media, institutional, and interpersonal relationships.
- Cultural and contextual awareness — Understanding local and cultural tone and context.
- Executive communication — Crafting sensitive leadership messages.

These transformations reveal that professional value in public relations is moving from operational execution to strategic thinking.

In this context, the concept of “AI Literacy” has become a foundational pillar in redesigning academic curricula for media and public relations disciplines. The University of Southern California (USC Annenberg) and Northwestern University in the United States have announced updates to their curricula to include specialized courses in the use of AI within the institutional communications environment, covering intelligent monitoring tools, data analysis, and the ethics of technology-supported communication. This reflects a growing institutional recognition that the future PR professional will need not only editorial and relational capabilities, but a deep understanding of the logic of algorithms and the working mechanisms of large language models.

Distinction is no longer based on writing speed or information gathering, but on the ability to interpret data, create meaning, and manage trust.

Section Five: The Future of the Official Spokesperson in the Age of AI

The official spokesperson is one of the roles most closely tied to institutional trust, embodying the voice, messages, and positions of the institution before audiences and the media.

With the development of AI, this role has become part of the professional discussion about the future of institutional communication.

First: The Rise of the Digital Spokesperson

AI technologies have enabled the production of digital characters capable of presenting institutional messages in visual and audio formats.

Technologies such as:

- Synthesia
- HeyGen
- ElevenLabs
- AI avatars

are used in producing advanced digital institutional content.

This transformation creates opportunities in:

- Explanatory content
- Training messages
- Multilingual content
- Standard messages

Second: The Limits of Reliance on the AI Spokesperson

Despite technical advancement, clear limits remain.

A notable example of this trend is what Samsung launched in 2023 under the name “Neon” — an AI-generated digital persona designed to present institutional and promotional messages in a human-like manner. Despite the remarkable technical progress demonstrated by this experiment, associated studies indicated that audiences remain more critical and less empathetic toward digital spokespeople in situations involving apologies or crisis announcements — confirming that emotional trust remains conditional on human presence.

Institutional communication does not operate only on information transfer, but on trust, symbolism, representation, and the ability to manage sensitive contexts.

This is most apparent in:

- Crises
- Regulatory situations
- Sensitive issues
- Corporate apologies
- Social causes

Third: The Hybrid Spokesperson Model

The most realistic scenario is a hybrid model combining human and technology.

The official spokesperson uses AI in:

- Media preparation
- Analyzing potential questions

- Message review
- Interaction analysis
- Decision support

While the human element retains the appearance, decision, and representation.

These transformations indicate that the future of the official spokesperson is not about replacement, but about development — AI enhances efficiency, while trust remains tied to human representation.

Section Six: AI Ethics and the Governance of Institutional Communication

Every major technical transformation generates new ethical and regulatory questions.

In public relations, these issues take on exceptional importance, because the profession is fundamentally linked to trust, transparency, and credibility.

First: Transparency

Should the use of AI be disclosed? This question has become a fundamental part of global professional discussion.

This discussion gains increasing importance with the entry into force of new regulatory legislation, most notably the EU AI Act, which imposes clear requirements related to disclosure, risk assessment, and transparency in high-impact systems — including applications related to synthetic content and audience interaction.

Transparency here is linked to audience trust, not just ethical compliance.

Second: Algorithmic Bias

AI tools rely on training data that may carry implicit biases. This can be reflected in:

- Language
- Messages
- Representation of groups
- Recommendations
- Audience analysis

Third: Privacy

Many AI tools rely on data. Here challenges emerge regarding:

- Information protection
- Audience privacy
- Data security
- Regulatory compliance

Fourth: Intellectual Property

Who owns content produced by AI? And can training data be reused without risks? These have become fundamental questions in institutional communication.

Fifth: Professional Responsibility

If misleading or erroneous information is published via an AI tool, who is responsible?

- The institution?
- The team?
- The technology provider?

This is a fundamental governance question.

Analytical Reading of Section Six

These challenges reveal that the use of AI in public relations requires clear governance. Speed alone is not sufficient. And technical efficiency always requires professional responsibility.

IX. Applied Reading

Having reviewed the theoretical and analytical dimensions related to the impact of AI on the public relations profession and institutional communication, the applied reading becomes an essential step to understand how these transformations transition from the conceptual level to actual practice within institutions. AI is no longer merely an additional technical tool within the work environment, but has become an influential element in how messages are constructed, reputation managed, audiences analyzed, risks responded to, and institutional trust crafted.

Applied models, whether in Saudi Arabia or in global markets, reveal that the impact of AI within institutional communication does not move in one direction, but takes shape according to the regulatory environment, market maturity, institutional culture, and the nature of the relationship with the audience.

First: Saudi Arabia — An Institutional Transformation Environment Redefining Communication

Saudi Arabia represents one of the most dynamic regional environments in adopting AI — not only from a technology perspective, but as part of a broad economic and institutional transformation led by Saudi Vision 2030.

In this context, AI is not viewed merely as a technology to improve efficiency, but as part of reshaping governmental and private business models — including data management, digital services, decision-making, and audience experience.

From a public relations perspective, this transformation directly reflects on the nature of the profession.

Saudi institutions now operate in a communications environment characterized by:

- An accelerating news cycle

- High digital interaction
- Sensitivity of digital reputation
- Growing audience expectations regarding response speed
- The need for message personalization
- The growing role of data in understanding audiences

This means that public relations is no longer managed through traditional methods alone, but is now dependent on tools capable of real-time analysis, intelligent monitoring, and data-driven response.

PwC estimates indicate that AI could add more than $135 billion to the Saudi economy by 2030 — a figure that reflects not only an economic impact, but a broad institutional transformation that will necessarily extend to institutional communication itself.

Second: SDAIA — Building Institutional Trust Before Building Usage

If AI represents a power tool for institutions, then trust represents the condition for its sustainable use.

Here, the Saudi model appears through the Saudi Data and AI Authority (SDAIA) — not only as a technical institution, but as an influential actor in shaping the ethical and regulatory environment for AI use.

From a public relations perspective, this model carries great strategic importance.

The profession is fundamentally linked to elements such as:

- Credibility
- Trust
- Transparency
- Reputation
- Corporate responsibility

In an environment of increasing reliance on synthetic content, automated analysis, and intelligent communication, governance becomes not merely a technical issue, but a communications issue as well.

The Saudi model reveals an important maturity point: that successful institutions are not only those that adopt AI quickly, but those that build its use within a responsible and clear framework.

For public relations, this means that digital trust has become part of the institution's intangible capital.

The findings of the AI Index published by Stanford University (2025 and 2026 editions) showed the Kingdom's global leadership in some indicators related to the growth of AI competencies, women's empowerment in the sector, and privacy and cybersecurity standards related to digital infrastructure — granting the Saudi communications environment a more mature institutional foundation for adopting responsible smart communication.

Third: Saudi Arabian Airlines — AI as an Operational Tool in a High-Pressure Communications Environment

Saudi Arabian Airlines represents an important applied model because the aviation sector is by nature one of the most exposed to high communications pressure.

Audiences expect:

- Immediate response
- Accurate information
- Fast interaction
- Effective complaint management
- Clarity in messages during crises or operational disruptions

In this type of environment, AI becomes an operational tool with clear value.

Professional studies indicate the deployment of AI applications to support:

- Intelligent responses
- Audience interaction support
- Accelerating access to information
- Customer satisfaction analysis
- Reducing pressure on communications teams

But the most important value here is not automation itself. It is in the redistribution of human effort. Instead of exhausting PR teams in repetitive tasks, human energy can be directed toward:

- Reputation management
- Handling sensitive cases
- Building strategic messages
- Crisis management

This model clearly reflects that AI does not replace public relations, but liberates it from heavy operational work.

Fourth: Microsoft — From Tool to Professional Partner

If some institutions still treat AI as an auxiliary tool, Microsoft presents a more advanced model.

According to Work Trend Index reports, AI is no longer used only to execute specific tasks, but has become part of the daily work environment.

From a public relations perspective, this transformation is fundamental.

Tasks that used to require hours of manual work now take minutes, such as:

- Summarizing reports
- Preparing drafts
- Building executive messages
- Preparing talking points

- Analyzing large amounts of data
- Preparing media summaries

But the real impact goes deeper than time-saving. AI here changes the very nature of the specialist's role. Instead of being an operational executor, the specialist becomes a strategic director who oversees outputs, corrects direction, and makes the final decision. This is the real transition in the profession.

Fifth: Edelman — The Trust Crisis in the Age of Synthetic Content

Edelman represents one of the most important global models because the issue here is not technology, but trust.

In an environment of increasing AI use for content production, the most important question becomes: Does the audience trust what it sees?

This transformation represents a direct challenge to public relations, because trust is the profession's asset.

AI creates enormous opportunities:

- Speed
- Personalization
- Analysis
- Efficiency

But at the same time it creates risks:

- Misinformation
- Content lacking authenticity
- Erosion of trust
- Ambiguity about the source of the message

From a public relations perspective, the Edelman model reveals that the future of the profession will not revolve around producing more messages, but around protecting the credibility of messages themselves.

Sixth: Salesforce — From Mass Communication to Targeted Communication

The Salesforce model represents an important shift in communication philosophy.

Historically, public relations relied on broad-scale messages targeting a large audience with a unified message.

Today, AI allows for a more precise understanding of audiences through:

- Behavior analysis
- Audience segmentation
- Response prediction

- Message personalization
- Timing optimization

This changes the form of institutional communication entirely. Instead of “What do we want to say?”, the question becomes: What is the right message for this audience at this time? This is a fundamental shift in communicative thinking.

Seventh: Global PR Agencies — Institutional Intelligence in Reputation Management

Global agencies show the most direct transformation within the profession itself.

Tools such as:

- Meltwater
- Cision
- Brandwatch
- Talkwalker
- Signal AI

are no longer secondary tools, but have become part of the daily operational infrastructure.

These platforms allow:

- Real-time media monitoring
- Sentiment analysis
- Early crisis detection
- Measuring message impact
- Competitor analysis
- Discovering narrative shifts

This transformation means that public relations has become closer to an intelligence function model rather than merely media relations. Meaning: the profession is transitioning from executing communication to producing institutional knowledge.

Eighth: Coca-Cola and Heinz — AI in Narrative Creation

These models reveal that AI is no longer merely an operational tool within institutions, but has become an element in crafting the communications narrative itself.

In cases such as Coca-Cola and Heinz, AI was used to generate content, stimulate audience participation, and produce spreadable experiences.

But from a public relations perspective, the value is not in the technical spectacle. It is in the following question: Does AI serve the brand identity? When it succeeds at that, it becomes a powerful narrative tool. And when it fails, it becomes mere visual noise.

Applied Summary

These models reveal that AI is not only reshaping tools, but is redefining public relations itself.

The real transformation is not in the use of technology, but in the transition from:

- Slow reactive communication → Instant intelligent communication
- Message management → Trust management
- Traditional monitoring → Intelligence-led communication
- Mass communication → Personalized communication
- Operational work → Strategic thinking

And this is the essence of the true professional transformation.

Advanced Comparative Reading

The comparative reading between the Saudi experience and global models reveals that the AI-led transformation within the public relations profession does not occur along a single path, but takes shape according to market maturity, the regulatory framework, institutional priorities, and the nature of the prevailing communications culture.

In the Saudi context, AI appears as part of a broader national transformation related to digital transformation, economic diversification, and building a knowledge-based economy — which gives this transformation a strategic character that goes beyond limited operational uses. The adoption of AI within Saudi institutions is inseparable from the environment created by Saudi Vision 2030, which has accelerated the pace of institutional transformation and entrenched the importance of data and intelligent technologies in improving institutional efficiency, service quality, and audience experience.

Saudi examples indicate that current use is more concentrated in enhancing operational efficiency, accelerating interaction, improving response, and supporting digital reputation management — as evidenced by institutional applications within sectors such as aviation, telecommunications, and government services. This reflects an important phase of transformation, in which AI becomes a tool for enhancing performance, improving decision-making speed, and raising the quality of daily communications operations.

Global models, by contrast, reflect a more advanced level of usage maturity, where AI has transcended the role of operational tool to become an influential element in redesigning institutional communication itself. In models led by companies such as Microsoft and global PR agencies, AI appears as a partner in message production, data analysis, risk forecasting, and supporting predictive communication — reflecting a transition from operation to strategic impact.

The comparison also reveals a difference in focus between the two environments. In Saudi Arabia, the governance and regulatory trust aspect stands out as an influential element in shaping the adoption path — especially given the role played by national authorities in regulating the use of modern technologies and promoting responsible use. In global markets, the challenges revolve more around managing audience trust, misinformation risks, and preserving message authenticity in an environment witnessing intensive production of AI-supported content.

Despite this disparity, the essence of the professional challenge appears similar in both cases. Whether in advanced or emerging markets, the main question remains the same: How can AI be employed to enhance efficiency without weakening trust?

From a public relations perspective, this comparison illustrates that the real differentiator between institutions will not be determined only by the speed of tool adoption, but by their ability to integrate AI within a coherent strategic communications vision that preserves message quality, the consistency of institutional narratives, and credibility before audiences.

The applied reading indicates that the Saudi market holds an important strategic opportunity to rapidly surpass the phase of “operational use” toward more mature models that benefit from global expertise, while developing a local model that reflects the cultural and regulatory specificity of the Kingdom and achieves a balance between technical innovation and institutional trust.

In this context, the coming phase appears less tied to the tools themselves and more tied to how they are managed — because the true value in public relations will not be measured by the institution's ability to use AI, but by its ability to use it in a way that enhances trust, supports reputation, and preserves the human dimension of communication.

The preceding sections reveal that the AI-led transformation within public relations cannot be read as a merely technical transition, but as a transformation in the very “trust economy” itself — where institutions compete not only on message speed or reach, but on their ability to prove the authenticity of content, the transparency of its sources, and the responsibility of technology use in shaping public perception.

X. Study Findings

The findings of the analysis reveal a set of strategic transformations in the public relations profession.

First: AI Is Reshaping the Structure of Communications Work

Data indicates that AI has become part of the daily work cycle within institutions, including content, monitoring, analysis, and response.

Second: Professional Value Is Shifting from Execution to Strategic Oversight

Reliance on traditional operational tasks is declining, while the importance of strategic thinking, analysis, and professional judgment is rising.

Third: Trust Has Become the Most Sensitive Asset

The greater the institutional capacity to rapidly produce content, the more important credibility, transparency, and quality become.

Fourth: Public Relations Is Moving Toward a More Proactive Model

Predictive analytics and intelligent monitoring are reinforcing the profession's transition from reactive response to anticipation and proactivity.

Fifth: Professional Skills Are Undergoing a Radical Transformation

The importance of the following is growing:

- Analysis
- Reputation management
- Data understanding
- Governance
- Executive communication
- Risk management

Sixth: The Human Role Retains Its Value in Sensitive Contexts

Relationships, trust, crises, and executive communication remain areas that require direct human leadership.

XI. Recommendations

In light of the study's findings, a set of strategic recommendations emerge for institutions and communications teams.

- First, develop clear governance frameworks for the use of AI within institutional communication, encompassing responsibilities, human review, transparency, and risk management.
- Second, invest in developing the skills of PR teams — going beyond technical tool use to understanding analytical thinking, digital trust, and the ethics of AI-supported communication.
- Third, maintain human review of sensitive messages and high-risk situations, to ensure quality, context, and credibility.
- Fourth, build verification and review systems for synthetic content to limit errors, bias, and inaccurate information.
- Fifth, integrate AI within the institutional communications strategy, rather than using it as a separate solution or temporary tactical tool.
- Sixth, develop new performance indicators that measure not only operational efficiency, but trust quality, response speed, reputation impact, and monitoring accuracy.
- Seventh, proactively disclose the use of AI in content production, through clear transparency policies announced to audiences, to build cumulative trust that

distinguishes the institution from its competitors in an environment of growing doubts about the source of information.

- Eighth, build mixed response units (human and digital) equipped to monitor deepfake incidents targeting the institution's identity or leadership, with rapid publication protocols to address any fake content before it turns into a widespread reputational crisis.

XII. Company Vision

From a professional and applied perspective, W7Worldwide Strategic Communications Agency, believes that AI represents one of the greatest transformations the public relations

profession has witnessed in recent decades — not only because it accelerates work, but because it redefines the nature of professional value within institutional communication.

Practical experience indicates that the true differentiator between institutions will not be determined by possession of tools, but by their ability to integrate these tools within a strategic communications system that preserves message quality, narrative consistency, and audience trust.

Professional experience also confirms that AI, despite its high capacity to support analysis and automation, cannot replace essential elements such as cultural understanding, communicative intuition, the ability to build relationships, and the management of sensitive contexts.

From this standpoint, the company believes the future is not heading toward the replacement of public relations, but toward reshaping it in an integrative model that combines technical intelligence, human judgment, and professional governance.

XIII. Conclusion

This study reveals that AI does not represent a limited technical evolution within the public relations profession, but a structural transformation that is reshaping tools, skills, messages, and the logic of institutional communication itself.

The profession is moving toward an environment that is faster, more data-dependent, and more capable of prediction and analysis — yet simultaneously more sensitive to issues of trust, credibility, and transparency.

In this context, the future of public relations becomes linked to the ability of institutions to achieve a precise balance between technical efficiency and human value.

In an era where machines can produce messages, humans remain responsible for their meaning, context, and impact. And this is precisely where the true professional value of public relations lies in the future.

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