



AS IT IS

AI News Presenter Appears in Kuwait

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A news organization in Kuwait is using a **virtual** news announcer created with **artificial intelligence** (AI). The organization plans for it to present online news reports.

"Fedha" appeared on the Twitter account of the Kuwait News website Saturday. The AI's image was designed as female.

"I'm Fedha, the first presenter in Kuwait who works with artificial intelligence at Kuwait News. What kind of news do you **prefer**? Let's hear your opinions," the AI said in traditional Arabic.

The site is linked to the Kuwait Times, an English-language daily newspaper established in 1961.

Abdullah Boftain is deputy editor-in-chief for both news sites. He said the move is a test of AI's possibility to offer "new and **innovative** content."

In the future Fedha could speak using the Kuwaiti accent, he said. Boftain added that it could soon present news reports on the site's Twitter account, which has 1.2 million followers.

"Fedha is a popular, old Kuwaiti name that refers to silver, the metal. We always imagine robots to be silver and metallic in color, so we combined the two," he said.

The AI presenter has light hair and light-colored eyes, representing the country's **diverse** population of Kuwaitis and foreigners, Boftain said.

"Fedha represents everyone," he said.

The AI's first 13-second video led many people to post about it on social media, including reporters.

The quick rise of AI around the world has raised hopes that the technology can create many **benefits**. But there are also fears AI could help spread disinformation, threaten some kinds of jobs and hurt artistic **integrity**.

Kuwait ranked 158 out of 180 countries and territories in the Reporters Without Borders 2022 Press Freedom Index.

I'm Caty Weaver.

Dan Novak adapted this story for VOA Learning English based on reporting by Agence France-Presse.

Words in This Story

virtual — *adj.* very close to being something without actually being it; something that is not real, but is only on computers or the Internet

artificial intelligence — *adj.* an area of computer science that deals with giving machines the ability to seem like they have human intelligence

prefer — *v.* to like better than someone or something else

innovative — *adj.* introducing or using new ideas or methods

diverse — *adj.* different from each other

benefit — *n.* a good or helpful result or effect

integrity — *n.* the quality of being honest and fair

