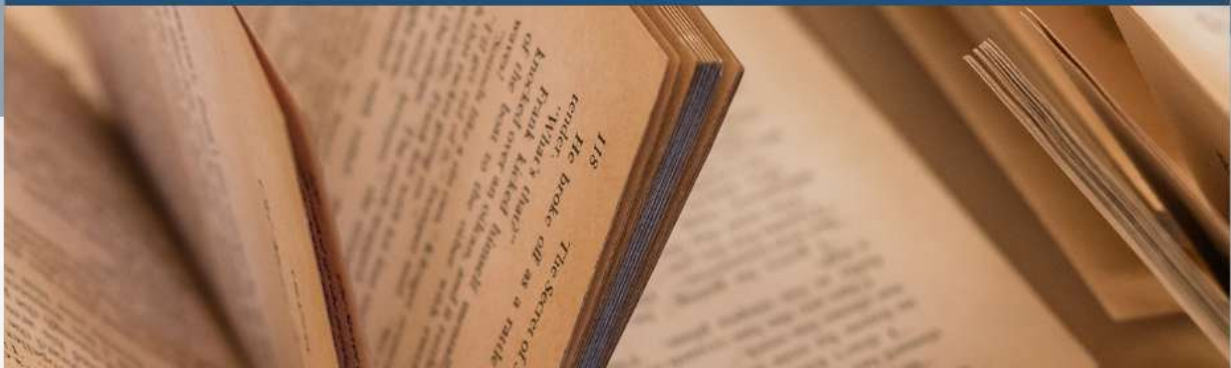# CALL FOR CHAPTERS

Artificial Intelligence in Media, Law, and Marketing

BLOOMSBURY PUBLISHING

CALL FOR BOOK CHAPTERS

ARTIFICIAL INTELLIGENCE IN MEDIA, LAW, AND MARKETING

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SCOPE OF THE BOOK

Artificial Intelligence (AI) will be the key driver of growth in the coming years as the world leans heavily on cutting-edge technology to ensure that companies stay firmly in the black. The book focuses on this aspect and is further divided into three themes: Marketing, Law and Media.

Market analytics powered by algorithms and codes to track and transform not just the existing world, but to go hitch-hiking through hitherto unexplored markets – a move that is expected to improve the bottom line in the long run. AI is expected to be a powerful tool in the Indian subcontinent, as well as the rest of the world. With a lot of Indian brands foraying into the AI world, it will not be wrong to say that AI is the future of Marketing. Can AI empower consumers? Would Deep Learning and Machine Learning prove to be a turning point in marketing? How will AI go on to shape marketing? Do marketing professionals now have to be technologists, or technologists will make better marketing professionals? This edited volume does a deep dive into the key role of Artificial Intelligence in marketing, as it attempts to put into sharp focus how technology can make a world of difference in the highly competitive and result-oriented world of marketing.

From routine tasks to workplaces, from court rooms to war zones, technology has become a game changer. While AI brings several benefits, it also poses challenges that are not really catered to in the existing laws. It has become essential today to understand the relationship of Artificial Intelligence and law since it impacts all the stakeholders involved in a justice delivery mechanism. What is the relationship between AI and law? Can AI empower the litigants? Will AI make the justice system fair and transparent? Would it change the way a judicial process is conducted? Would it change the way a war takes place? What are the latest regulatory developments in the field of AI? What will be the rights and liabilities of an AI based machine? How would AI impact the personal laws of a country?

Artificial Intelligence is increasingly playing a significant role in mass media, bringing about tonal and granular shifts in journalism. How will AI go on to shape mass media? Would journalism continue to follow the widely practiced tenets of 5Ws and 1H as AI plays a bigger role? Can AI empower the readers and viewers? Would Deep Learning and Machine Learning prove to be a turning point in journalism? Can Natural Language Processing improve efficiency in the newsroom workflow? Would the use of AI be a game changer for small media set ups? This edited volume does a deep dive into the key role of Artificial Intelligence in mass media in the context of the larger questions that will ultimately go on to shape journalism in the country.

This edited volume will delve into many other questions pertaining to issues and challenges surrounding the interface of Media, Law, Marketing, and Artificial Intelligence.

SUGGESTED THEMES, NOT LIMITED TO THE FOLLOWING:

MARKETING	LAW	MEDIA
• Modern trends in tech-intensive marketing • Subterranean impact of AI on marketing • Dynamics of technology on marketing • Artificial Intelligence and its impact on marketing • Metaverse and Marketing • Artificial Intelligence, Brands and Social Media Marketing • Social and Digital Media Marketing	• Impact of Technology on Law • Artificial intelligence and justice system • Legal tech innovations • Artificial Intelligence, War and Law • Cyber Security and Data Protection • Commercialization of AI and Liability • AI, Surveillance and Privacy • Jurisprudential Analysis of Tech regulations	• Computation and journalism • Trends in modern tech-intensive journalism • Subterranean impact of AI on mass media • Dynamics of technology on mass communication • AI and its impact on journalism • Nascent AI based mass media eco-system

GUIDELINES

1. Abstract submission: An abstract of around 500 words (and 100 words brief bio of author) is invited.
2. The selected abstracts will be shortlisted after review and the authors will be informed about the full chapter (4000 to 6000 words including references) submission as per guidelines.
3. Co-authorship is allowed. However, there can be a maximum of three authors.
4. The title of the chapter/paper should be appropriate and relevant to the topic.
5. The chapter should be original and unpublished.
6. The submission should be accompanied with author's name, designation, institution, contact number and email id.
7. Manuscript should be in MS Word format (Times New Roman, font size 12, 1.5 line spacing). Referencing format should be APA.

IMPORTANT DATES

- **Abstract submission:** 15th April 2023
- **Abstract acceptance:** 31st May 2023
- **Final Chapter submission:** 31st July 2023

PUBLICATION: Book will be published with BLOOMSBURY. Authors are required to pay Book Processing Charge. The charges for single author will be Rs 1000. If there are multiple authors, each author is required to pay Rs 1000 to get a copy of the book. No e-book will be provided.

All enquiries and submission can be emailed to submissions.ai.book@gmail.com and interested contributors may fill the following google form: https://t.ly/ae-su or scan the QR code:

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