

**STATEMENT OF PURPOSE DELIVERED BY HEAD OF PUBLIC
RELATIONS COORDINATING DIVISION, MRS. ETHEL CODJOE
AMISSAH, AT THE OPENING CEREMONY OF THE TRAINING
WORKSHOP FOR ISD PUBLIC RELATIONS OFFICERS (PROs) OF
MDAs ON TUESDAY, 14TH MAY, 2024 AT THE COCONUT GROVE
BEACH RESORT, ELMINA**

Hon. Minister

Resource Persons

Public Relations Officers

Members of the Media

Distinguished Ladies and Gentlemen

Good Morning

Welcome to this important training which is focused on artificial intelligence (AI), digital communication and curbing information disorders. Today, we gather with a shared purpose: to confront the challenges posed by these information disorders in our digital age and to explore the transformative potential of artificial intelligence in shaping the future of communication.

The purpose of our meeting is threefold:

Firstly, we aim to deepen our understanding of information disorders and their impact on society. In an era where information spreads at unprecedented speeds and scales, misinformation, disinformation, and mal-information have become pervasive threats to trust, democracy, and social cohesion. By delving into the root causes, mechanisms, and consequences of information disorders, we seek to equip ourselves with the knowledge necessary to combat them effectively.

Secondly, we aspire to explore the role of artificial intelligence in mitigating information disorders and enhancing digital communication. AI presents us with powerful tools and technologies that hold the potential to revolutionize how we

access, analyze, and disseminate information. From automated fact-checking systems to algorithmic content moderation, AI offers innovative solutions for addressing the challenges posed by the various information disorders and fostering a more trustworthy and inclusive digital environment.

However, with all these good attributes of AI, we cannot overlook the difficulties it presents to life. One of the biggest disadvantages of AI is lack of creativity. Though AI has been tasked with creating everything from computer code to visual art, it lacks original thought. It can only know what it knows. AI cannot think outside the box like how human can quickly improvise when our initial plans go wrong but works only with what has been imputed in the systems. Job loss and displacement are many more ways that human life will be affected. This calls for a holistic discussion into the future so not to create a culture of mediocre and laziness.

Lastly, we endeavor to foster dialogue, collaboration, and collective action in our efforts to curb information disorders and harness the power of AI for positive change. As individuals and organizations committed to promoting truth, integrity, and transparency, we recognize the importance of working together to tackle shared challenges. By exchanging ideas, sharing best practices, and forging partnerships, we can amplify our impact and accelerate progress towards a healthier information ecosystem.

Dear colleagues,

Let us approach this training with open minds, a spirit of collaboration, and a shared commitment to combating information disorders, harnessing the potential of artificial intelligence, and advancing digital communication for the benefit of all. Together, let us chart a course towards a future where technology serves the common good, and where communication empowers, enlightens, and unites us.

Thank you and let us begin our deliberations with determination and optimism.