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COURSE BROCHURE

AI Media Sentiment and Misinformation Response Training Course

28 February – 4 March 2027
Doha

AI Media Sentiment and Misinformation Response Training Course

Ref: 902_34052 **Date:** 28 February – 4 March 2027 **Location:** Doha **Fees:** 6500 GBP

AI Media Sentiment and Misinformation Response is a 1-week training course for communications directors, PR managers and public engagement officers who build a narrative risk response playbook for their organisation. Machine-generated rumours, synthetic images and fast-moving social threads now shape public trust within hours, so listening and correction need firmer method. Jupiter Prime Training sets AI Media Sentiment and Misinformation Response within responsible, human-led communication practice.

Why AI Media Sentiment and Misinformation Response Matters Now

Three forces shape this field. Generative models let anyone produce persuasive text, audio and imagery at almost no cost, so false narratives travel faster than press offices can verify them. Audiences increasingly expect organisations to say when content was drafted or edited by machines. Boards and regulators treat reputational harm from a mishandled falsehood as an enterprise risk. Teams that read stance shifts early and respond with evidence protect credibility; those that react late amplify the claim. The course draws on ISO/IEC 42001 for AI management systems and the NIST AI Risk Management Framework AI RMF for mapping and measuring model risk.

Who Gains Most from AI Media Sentiment and Misinformation Response

- Leaders accountable for corporate reputation and crisis spokesperson readiness
- Specialists running social listening dashboards and media intelligence feeds
- Officers responsible for citizen, customer or community engagement channels
- Editors approving machine-assisted drafts before public release
- Analysts who brief executives on emerging narratives and audience stance

A press office or public affairs unit gains most when its listening analysts, editors and spokespeople attend together and agree one escalation language.

AI Media Sentiment and Misinformation Response Capabilities

Participants move from raw mention counts to calibrated judgements about which narratives deserve a reply, a prebunk or silence.

- Assess sentiment and stance classifier output against hand-coded samples — trust in the listening dashboard
- Design audience segments from engagement and stance signals — message targeting for each public
- Test message variants with controlled A/B panels — choice of spokesperson wording
- Apply a human-in-the-loop editing gate to generative drafts — sign-off by the communications director
- Specify an AI disclosure label policy — audience trust and editorial transparency
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Build a tiered falsehood triage and response matrix — escalation to executives and legal counsel

Key AI Media Sentiment and Misinformation Response Terms

- Social listening — continuous collection and classification of public online conversation about an organisation, topic or spokesperson.
- Stance detection — model-based labelling of whether a post supports, opposes or questions a specific claim, beyond positive or negative tone.
- Narrative clustering — grouping many posts into recurring storylines so analysts track how a claim mutates and spreads.
- Prebunking — warning audiences in advance about a likely false claim or manipulation technique before it reaches them.
- AI disclosure label — a visible note telling audiences that content was generated or substantially edited by an AI system.
- Coordinated inauthentic behaviour — networks of accounts acting together, often automated, to make a narrative look more popular than it is.

AI Media Sentiment and Misinformation Response Day by Day

Day 1: The Synthetic Information Landscape

- Synthetic Media Typology — Which Fabrications Threaten Organisational Credibility Most
- Narrative Lifecycle Mapping — When a Rumour Becomes a Reputational Event
- Stakeholder Trust Mapping — Which Publics Shape Licence to Operate
- NIST AI RMF Map Function — Framing Risks of Listening and Drafting Models
- ISO/IEC 42001 Controls — Assigning Ownership of Communication AI Systems

Day 2: Listening and Stance Signals

- Social Listening Query Design — Coverage Versus Noise in Monitoring Feeds
- Stance Detection Classifiers — Separating Hostility From Genuine Questions
- Hand-Coded Validation Samples — Calibrating Trust in Sentiment Scores
- Narrative Clustering With Embeddings — Spotting Mutating Storylines Early
- Bot and Inauthentic Network Indicators — Discounting Manufactured Volume

Day 3: Audiences, Messages and Generative Drafting

- Engagement-Based Audience Segmentation — Matching Channels to Distinct Publics
- Message A/B Testing Panels — Selecting Wording Before Public Release
- Prompt Libraries for Statements — Consistent Tone Across Spokespeople
- Human-in-the-Loop Editing Gate — Fact Checks Before Sign-Off
- AI Disclosure Label Policy — When Machine Assistance Must Be Declared

Day 4: Countering Falsehoods and Reputation Risk

- Falsehood Triage Matrix — Ignore, Monitor, Correct or Escalate
- Prebunking and Debunking Formats — Choosing Evidence Over Repetition
- Deepfake Verification Workflow — Provenance Checks on Suspect Audio and Video
- Reputation Risk Register Entries — Linking Narratives to Business Impact
- Platform Reporting and Takedown Requests — Working With Trust and Safety Teams

Day 5: Practising the Narrative Risk Response Playbook

- Live Listening Simulation — Applying Stance and Cluster Signals Under Time Pressure
- Segment-Specific Correction Drafting — Applying Tested Messages and Editing Gates
- Executive Escalation Briefing — Applying the Triage Matrix to a Hospital Rumour
- After-Action Review — Lessons From a Utility Outage Falsehood Exercise
- Narrative Risk Response Playbook — Roles, Thresholds and Approved Templates

Applying AI Media Sentiment and Misinformation Response After the Course

- Validate the listening dashboard against a hand-coded sample of recent posts and recalibrate stance thresholds.
- Pilot the AI disclosure label and editing gate on one month of press statements, then report reviewer findings.

AI Media Sentiment and Misinformation Response Questions FAQ

What is AI media sentiment and misinformation response, and why does it matter now?

It is the practice of using AI to read public stance and to answer false claims with evidence. It matters now because generative tools make fabricated stories cheap and fast, and late or clumsy replies can amplify them.

Which roles gain most from AI media sentiment and misinformation response skills?

Communications directors, PR managers and public engagement officers gain most. Media analysts and editors approving machine-assisted drafts also benefit.

How does AI media sentiment and misinformation response differ from general public relations training?

It focuses on model-based listening, stance validation and falsehood triage rather than media relations or campaign planning.

What do you bring back from AI media sentiment and misinformation response training?

You bring back a tested response playbook with escalation thresholds, correction templates, a drafting gate and a disclosure label policy.

AI Media Sentiment and Misinformation Response: The Way Forward

The narrative risk response playbook first informs which emerging claim deserves a public correction and which merits quiet monitoring. Spokespeople, listening analysts and executive sponsors use it during live incidents. After its first real use, the stance thresholds and prebunking formats deserve another look, because synthetic content techniques and audience expectations of disclosure keep shifting.