

ON AIR

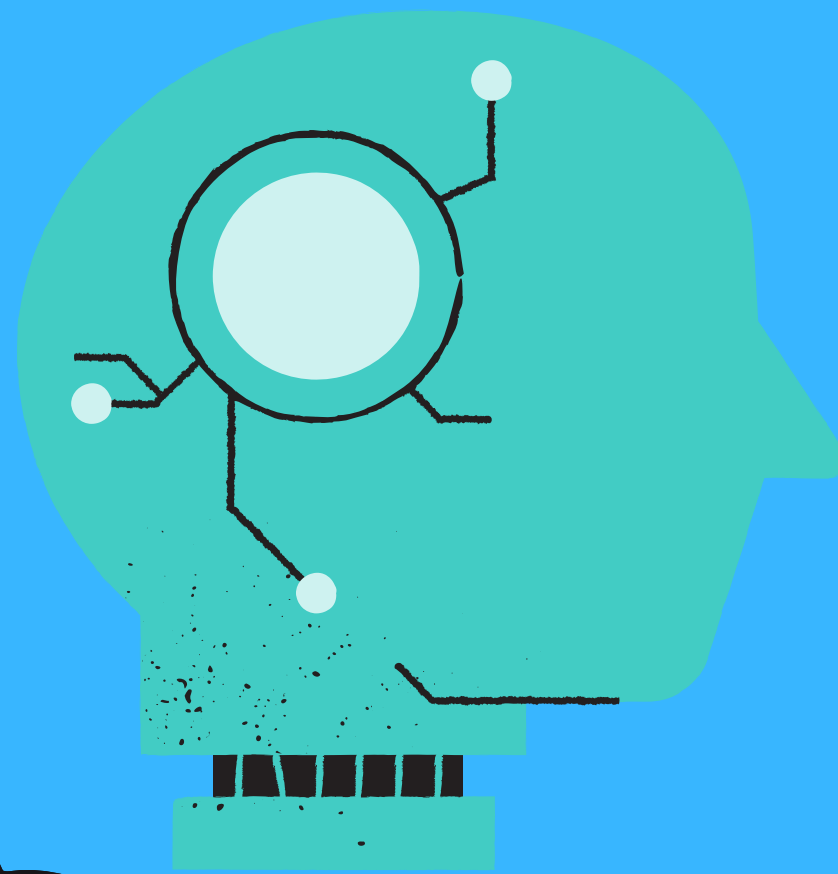
Work Smart Journalism



TABLE OF CONTENT

- ChatGPT
- TEXT to IMAGE Ai
- TEXT to SPEECH Ai
- TEXT to Video Ai
- Press Tools to generate image and template
- Conclusion

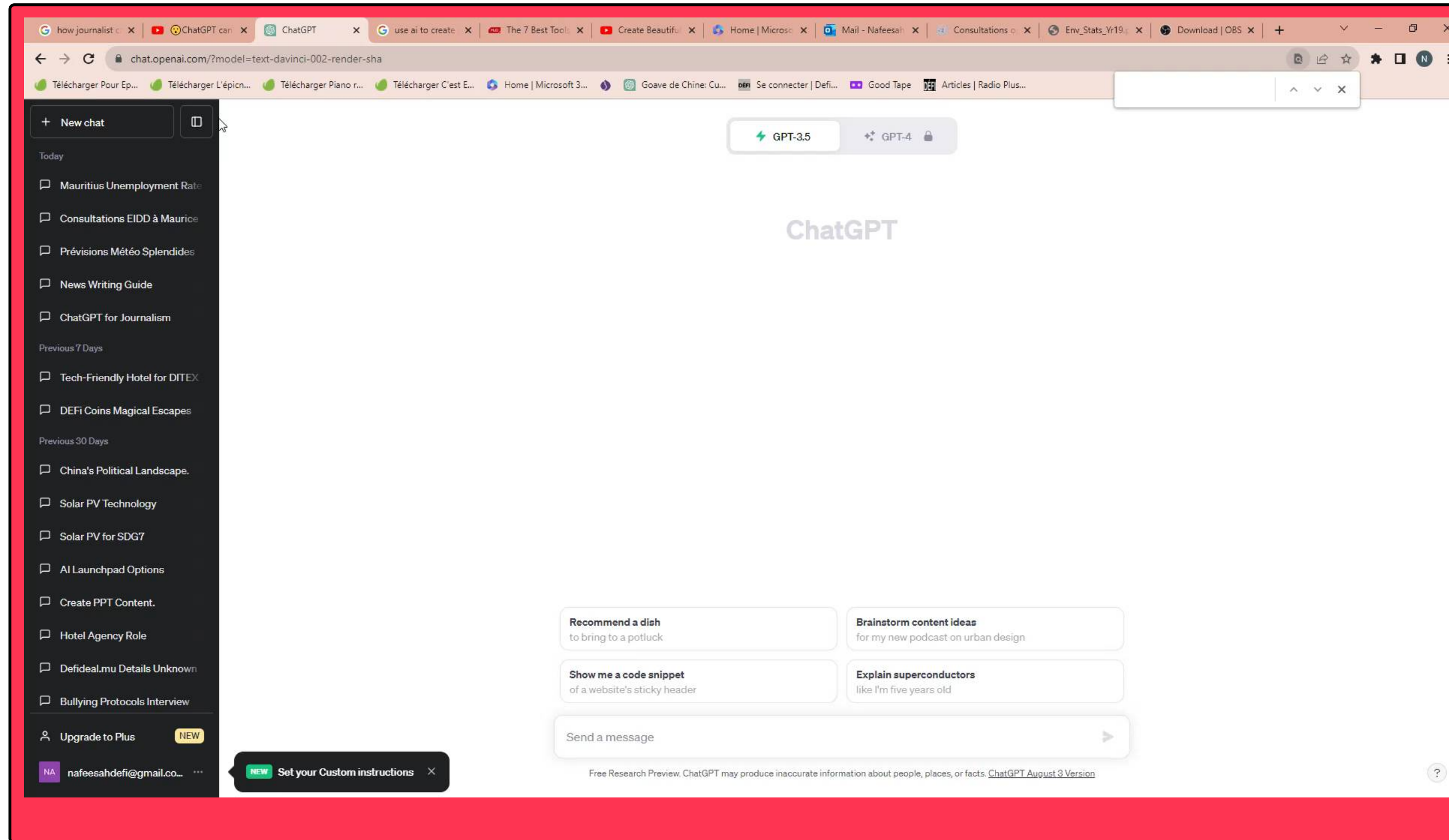




Chat GPT (Generative Pre-trained Transformers) **BOOST in Journalism!**

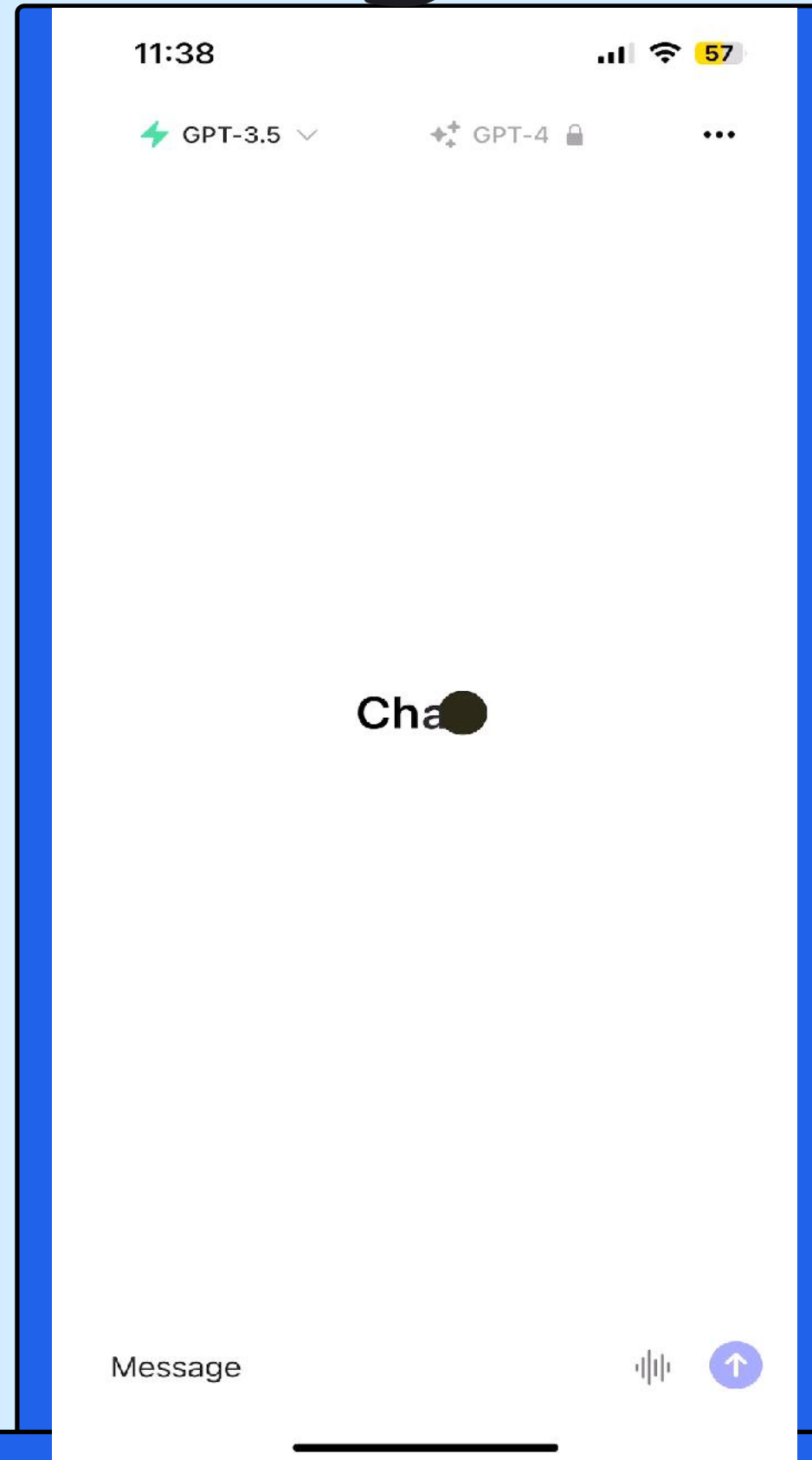
- Rapid Information Gathering
- Drafting and Editing Content
- Brainstorming and Idea Generation
- Language Translation

Rapid Information Gathering



able information from DATA gathered online

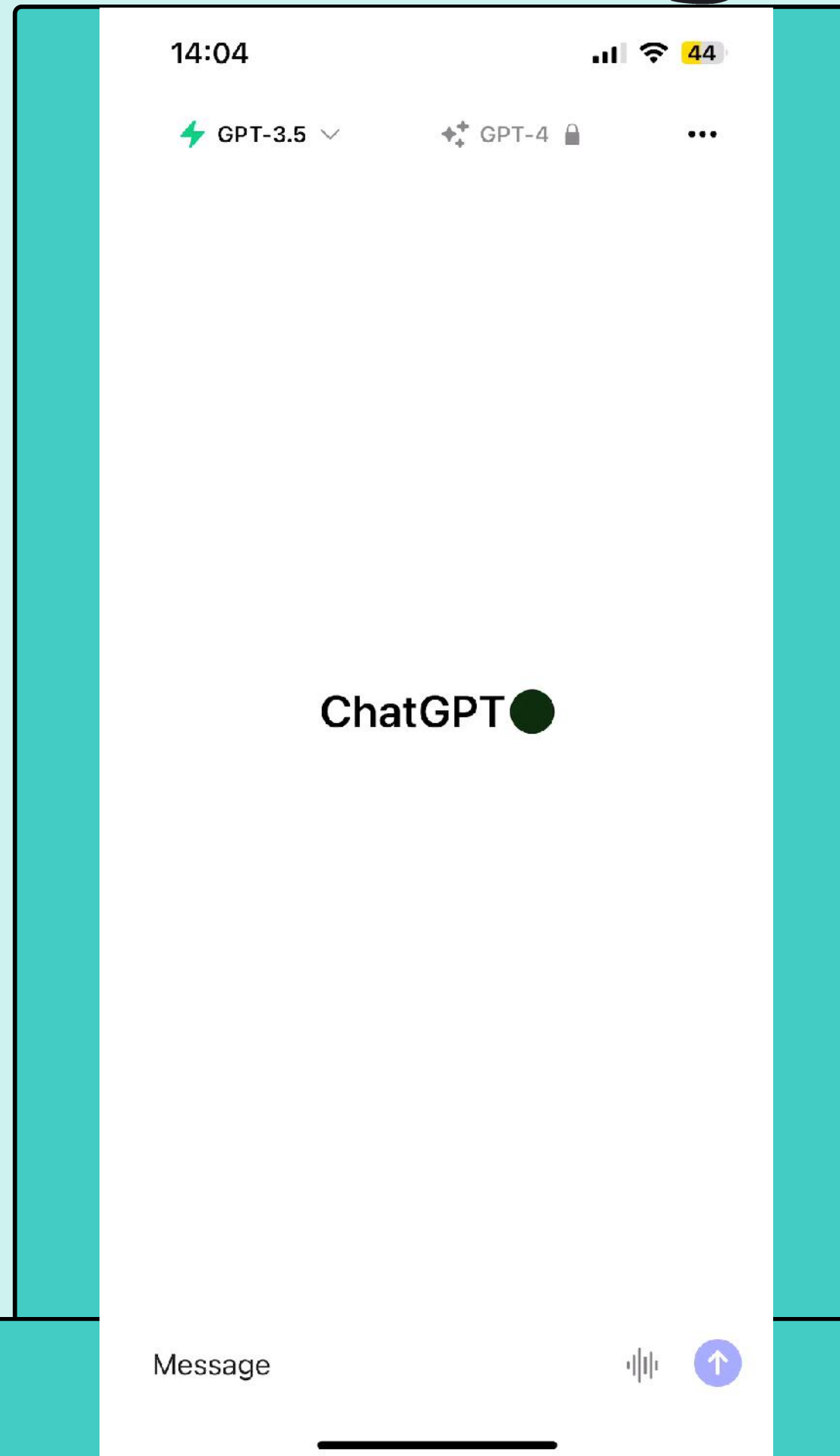
Drafting and Editing Content



Questions:

Hey hi! Could you rewrite the following information in a journalistic text article, the **defimedia style** in french please?

Brainstorming and Idea Generation



Questions:

- Hello! I want to do a journalistic reportage video on bullying in Mauritius. Could you help in defining an angle for my reportage? Also who are the persons that i can consider interviewing?
- What are the questions that i can ask to the potential interviewees?

Disadvantages and Ethical Considerations

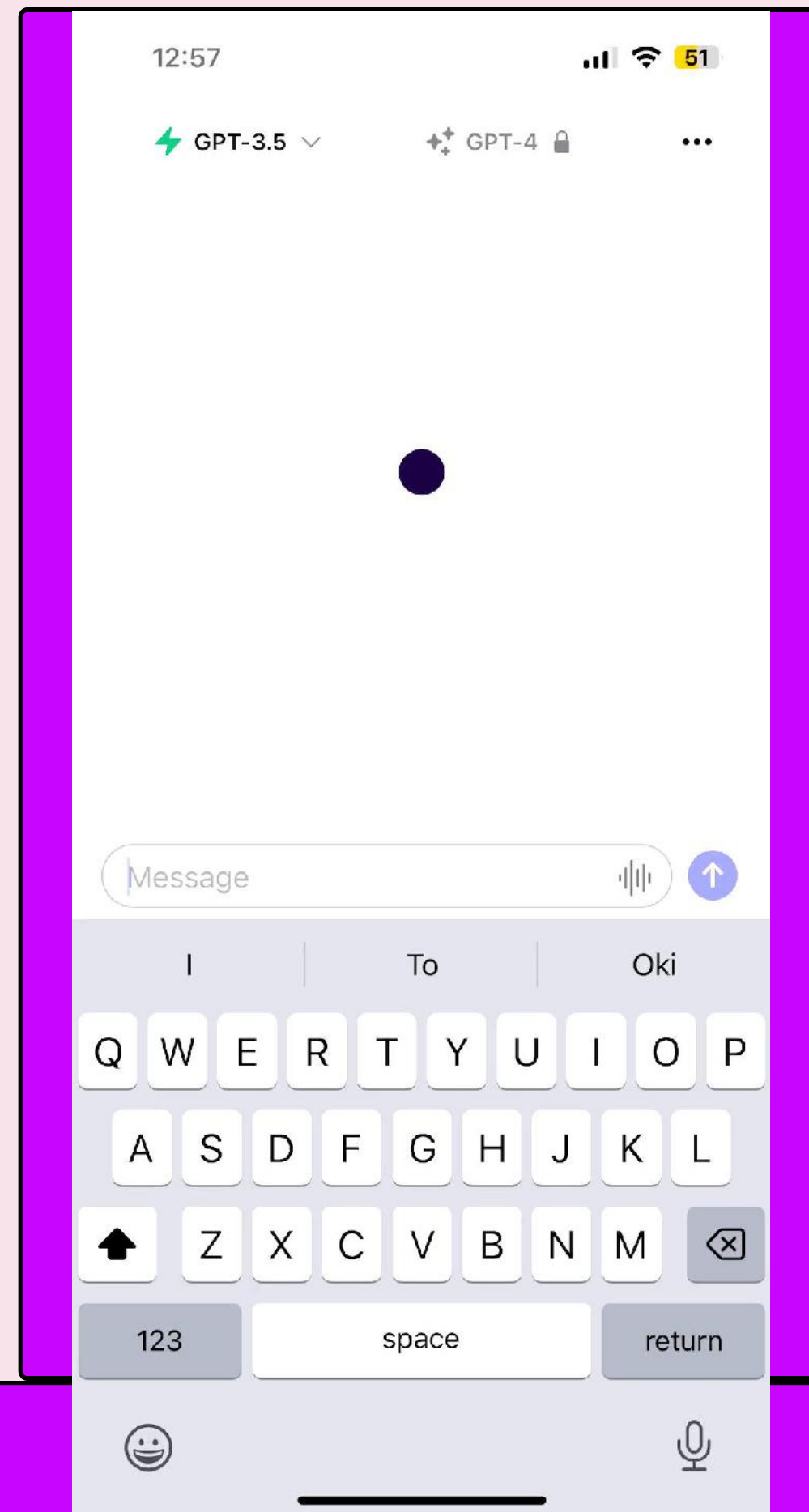


Lack of Editorial Judgment: ChatGPT's biases and content issues require human oversight to ensure accurate and ethical journalism



Plagiarism and Originality: Journalists should use ChatGPT as a supplementary tool to maintain originality and avoid unintentional duplication.

Information available up until September 2021



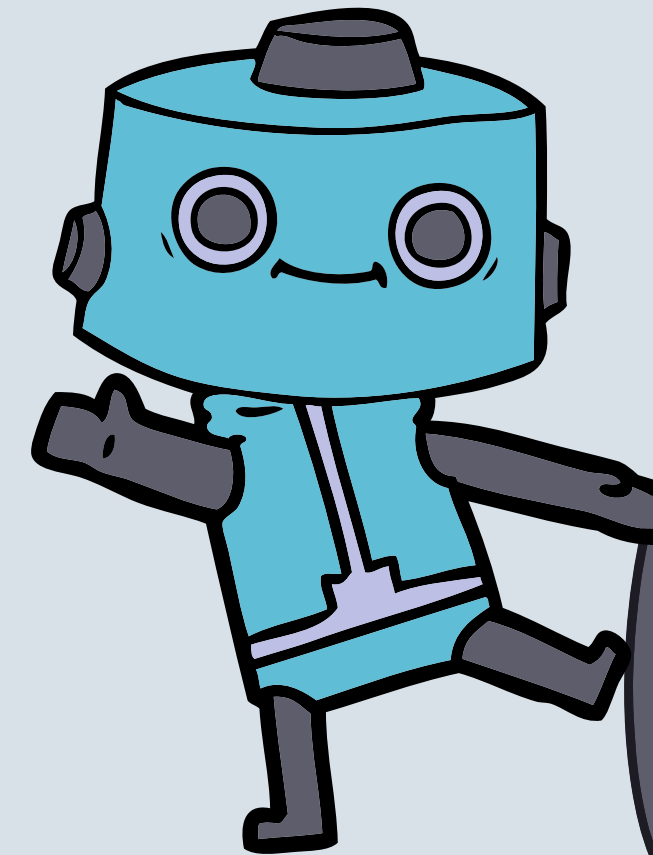
Questions:
Hello! Could you give me the employment
rate in Mauritius?



ChatGPT anyone can use it !

Do you have a news story?

For quicker results, consider downloading Chatgpt mobile app!



Follow the 4WS +1H approach:

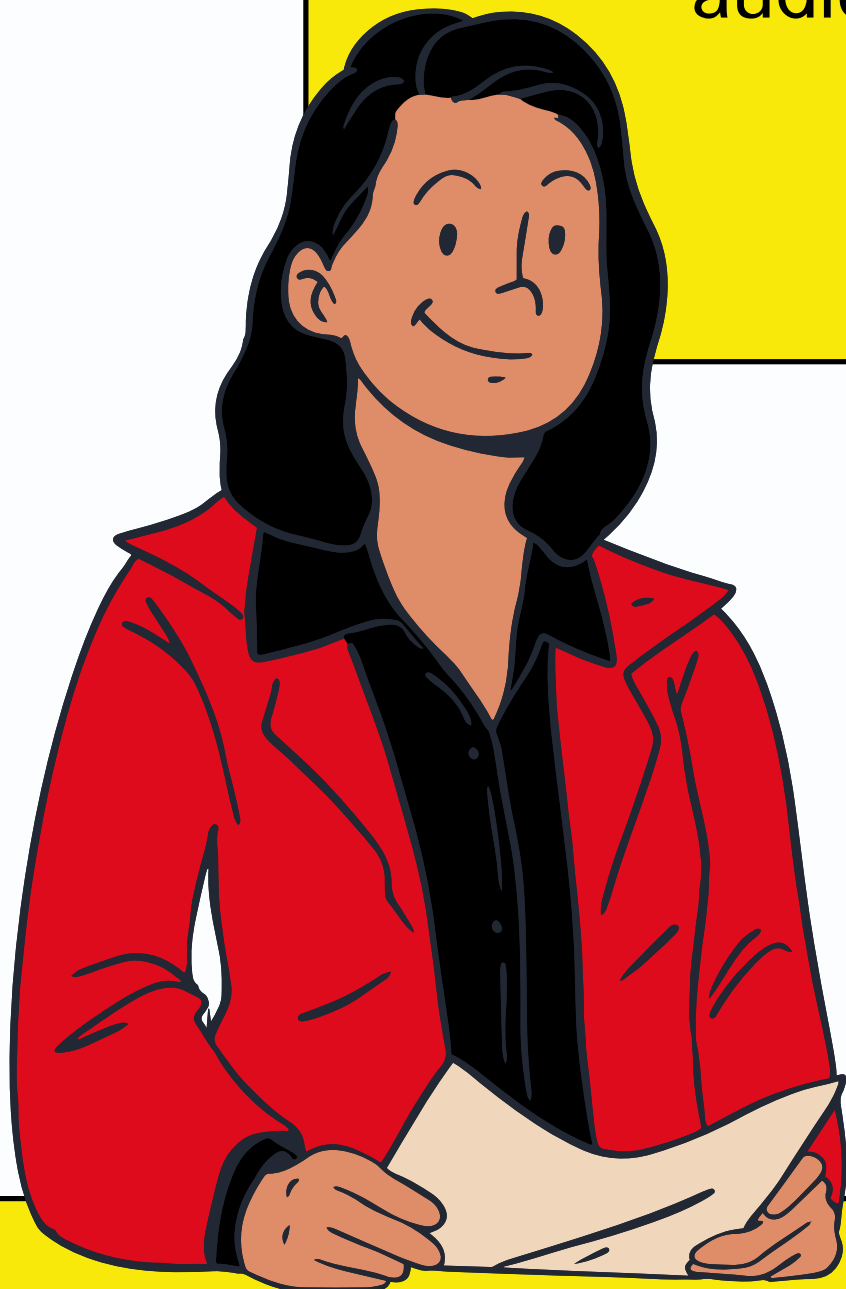
- Who is involved?
- What is the main story?
- Where did it happen?
- When did it take place?
- Why did it happen?
- How did it occur?

Once you have gathered all the necessary information, engage Chat Gpt to rephrase the story in the style of Defimedia, with a few tips to guide you towards the Defimedia text style.

Lastly, ensure that the final version undergoes a thorough review by an authorized individual – this step is **COMPULSORY**.

TEXT TO SPEECH

Efficient Content Creation: Journalists can convert written content into spoken words quickly, enabling them to create audio versions of articles, interviews, and reports without the need for recording traditional voiceovers



Cloudpolly AI

The screenshot displays the CloudPolly AI web application interface. The browser address bar shows the URL <https://cloudpolly2.berkine.space/user/tts>. The interface is divided into a left sidebar and a main content area.

Left Sidebar:

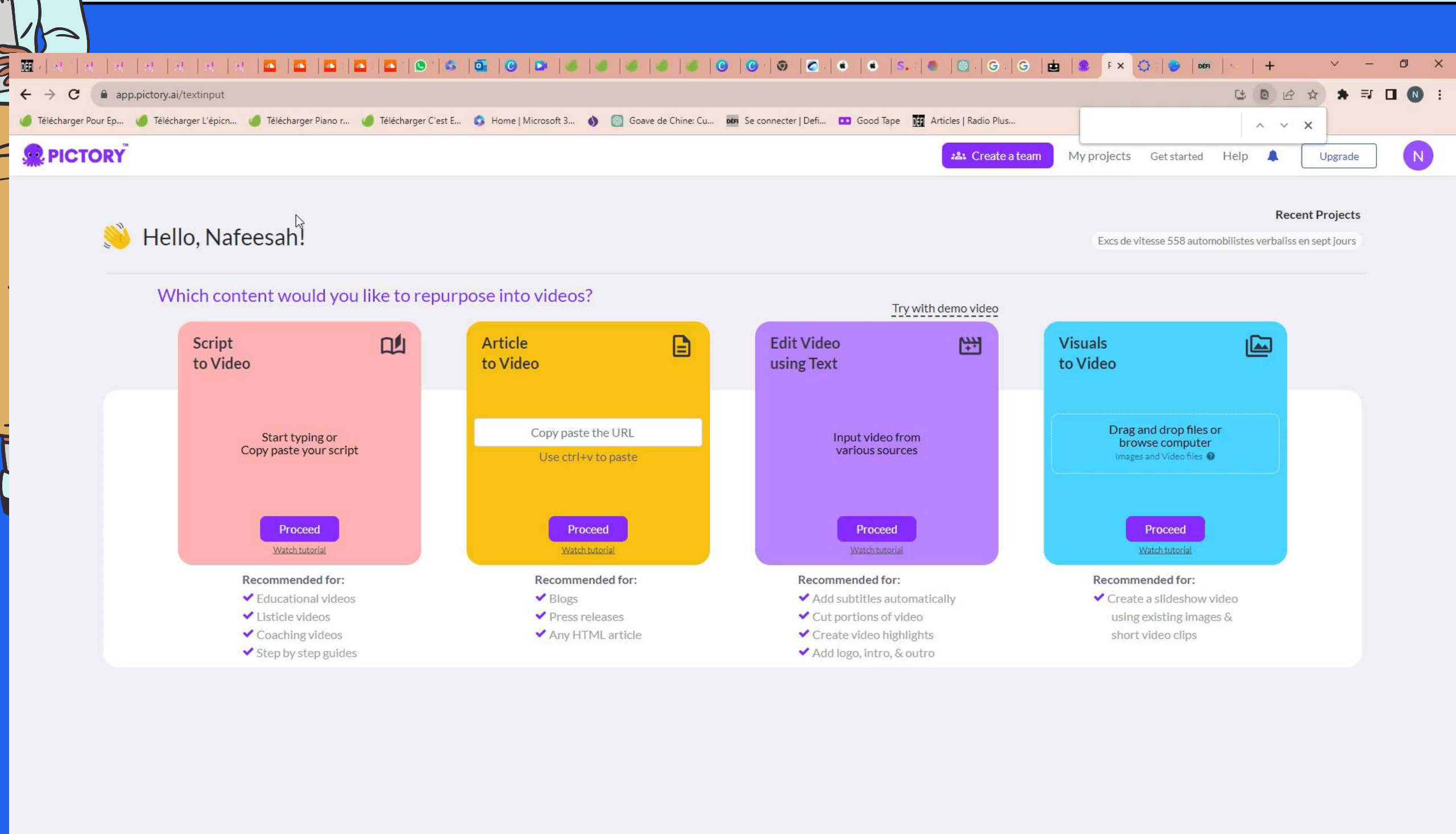
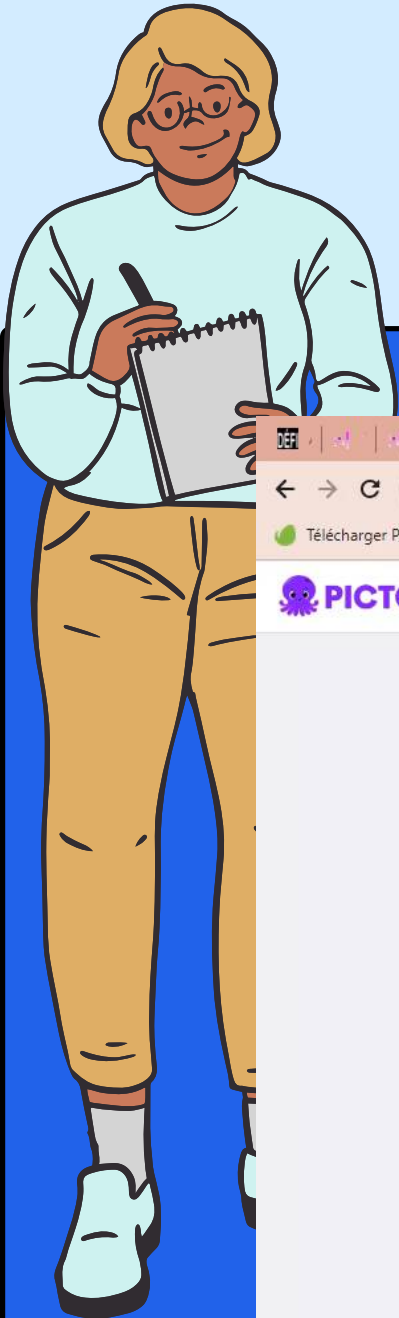
- ADMIN DASHBOARD**
 - Dashboard
- ADMIN PANEL**
 - TTS Management
 - User Management
 - Finance Management
 - Support Requests
 - Notifications
 - Frontend Management
 - General Settings
- USER PANEL**
 - Text to Speech** (highlighted)
 - My TTS Audio Results
 - My TTS Projects
 - Sound Studio
 - All TTS Voices

Main Content Area:

- Language:** French (France)
- Voice:** Lea (Female) (Neural)
- Character:** Dacian
- Text Title (Optional):** (empty field)
- Format:** MP3 (selected), WAV, OGG, WEBM
- Effects:** Voice Effects, Say as, Emphasis, Volume, Speed, Pitch, Pauses
- Upload File:** (button)
- Text to Speech:** A text input field containing "Selon les premières indications, l'une des victimes est décédée sur le coup". Below the input is a character count: "76 characters, 1 line".
- Audio Preview:** A waveform visualization of the synthesized audio.
- Controls:** Play, Stop, and Download buttons.
- Buttons:** LISTEN and SYNTHESIZE (highlighted).



TEXT TO VIDEO- PICTORY AI SOFTWARE



It can easily transform our website article from text to video.

Advantages aesthetically text animation and transition is correct.

Disadvantage is that image might need to be change manually as it might not be relatable to the article.

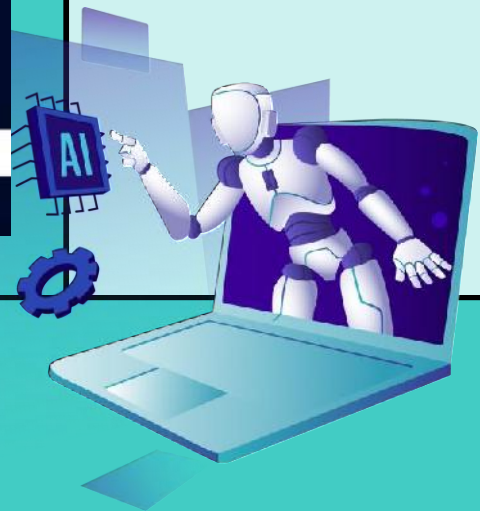
Music as well might need to be change.

AI News VIDEO presenter

Powered by | elai.



BREAKING NEWS BREAKING NEWS BREAKING NEWS BREAKING NEWS BREAKING NEWS

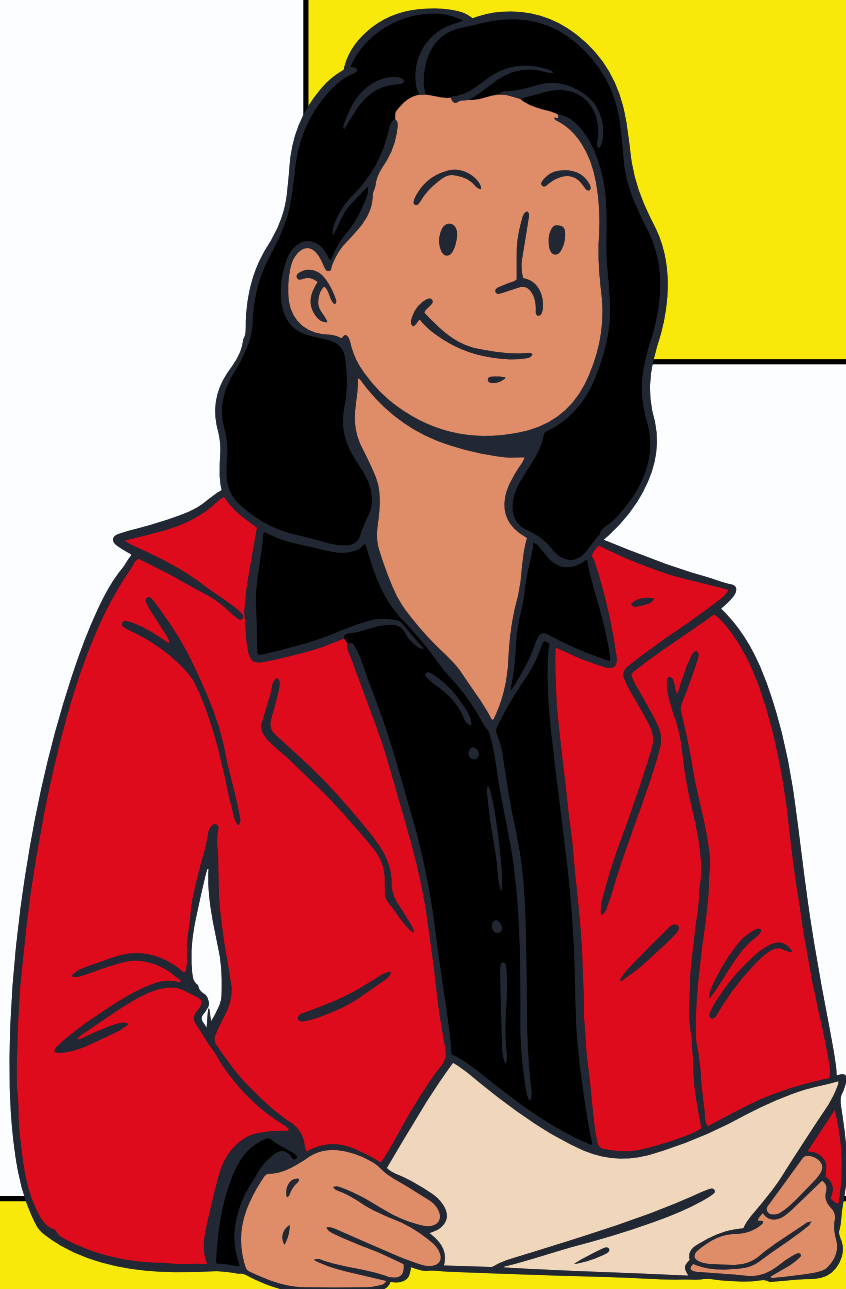


TEXT TO IMAGES

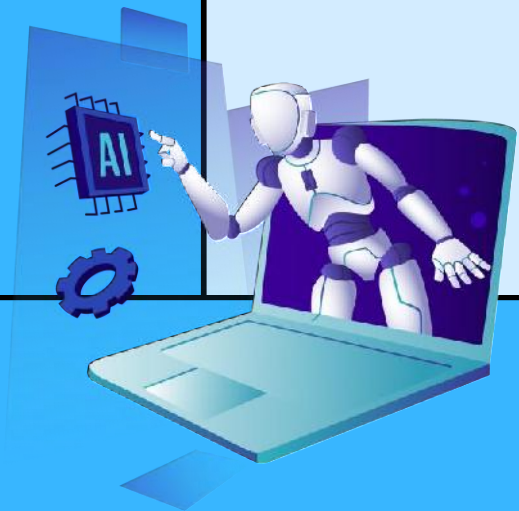
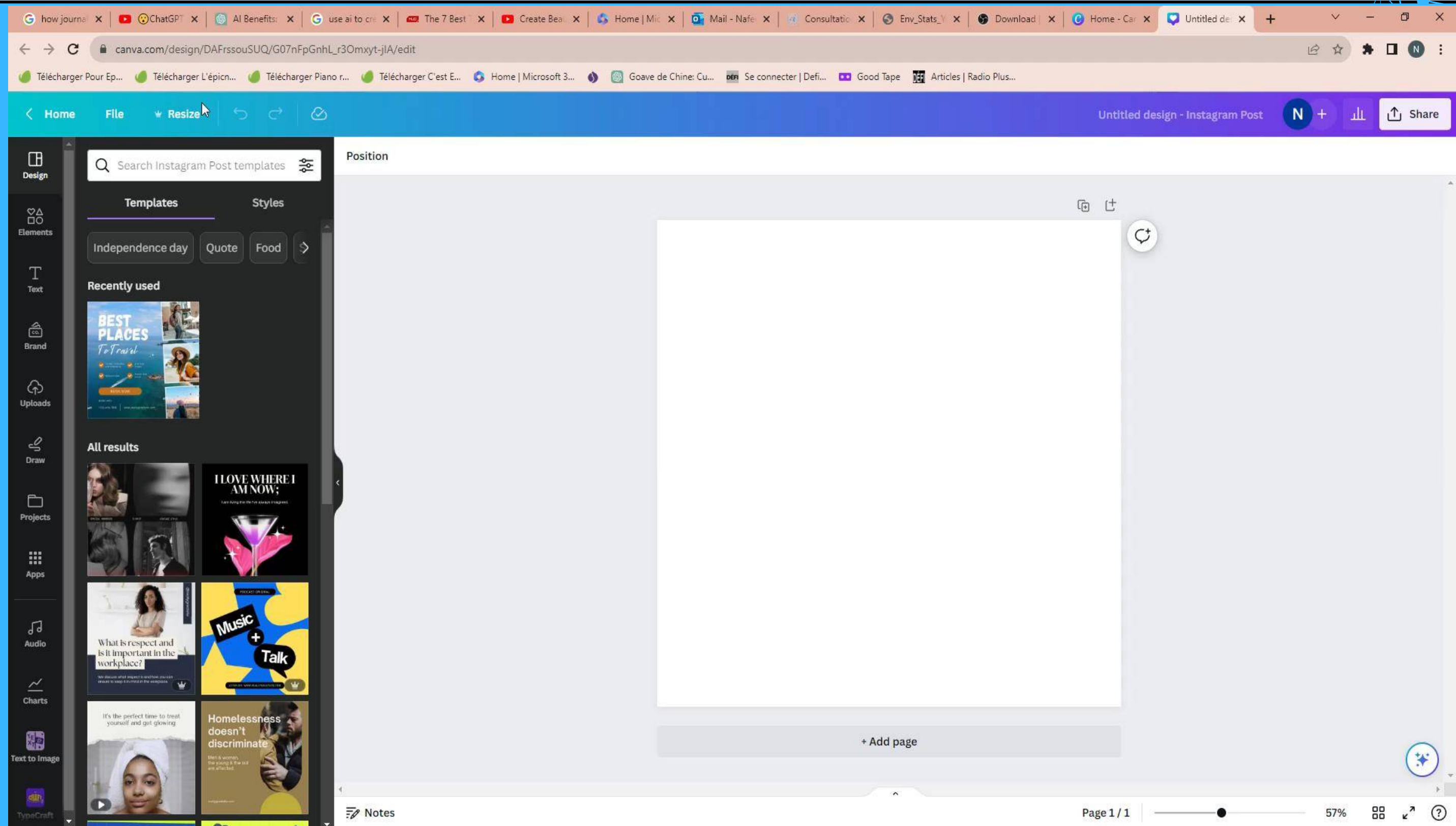
Creativity Boost: AI-generated images can inspire journalists' creativity by suggesting visual interpretations they might not have considered, sparking new angles for their stories.

Reduced Copyright Concerns: AI-generated images can alleviate concerns about copyright violations, as the images are not sourced from existing copyrighted materials.

Customization: AI allows for tailoring images to match the specific context and tone of an article, ensuring that visuals align with the intended message and storytelling style.



Canva new feature – text to image



Intranet – Rewrite Article

PreJSOAirStShcAO50DiscSeaLAFreYouYouRacRacAdc

QuNeis cGo(1)+

officialmauritius.com/wp-admin/post.php?post=1792&action=edit

OFFICIAL MAURITIUS

+

Edit with Elementor

Save draftPublish

Update

The backup of this post in your browser is different from the version below.

Restore the backup

Quatre-Bornes : incendie dans un bâtiment

Un incendie a éclaté dans un bâtiment situé dans le centre de Quatre-Bornes vers 17 heures, dimanche. Les sapeurs-pompiers ont reçu l'alerte et une équipe a été dépêchée sur les lieux. Des déchets et de vieux meubles ont été la proie des flammes, selon les Fire Services.

Hemmant Gunnasya, Assistant Chief Fire Officer, a expliqué que des meubles abandonnés ont été ravagés par l'incendie. Aucun blessé n'est à déplorer. Les sapeurs-pompiers ont maîtrisé le feu vers 19 h 30. La police de Quatre Bornes a initié une enquête.

5

+

Yoast SEO Premium

Swift Box - Media Field

Post

PostBlock

Summary

VisibilityPublic

PublishImmediately

TemplateDefault template

URLofficialmauritius.com/?p=1792

☐ Stick to the top of the blog

☐ Pending review

AUTHORadmin

Copy to a new draft

Move to trash

MonsterInsights

Yoast SEO

Readability analysis: Good

Premium SEO analysis: Needs improvement

Improve your post with Yoast SEO

A stylized illustration of a white robot with a blue visor sitting at a laptop. To the left of the robot is a blue square icon with a white 'AI' chip and a gear. The background is a dark blue gradient with some light blue geometric shapes.

Intranet – Generate Ideas

Pre: JSC Air St Shc AO 50 Dis Sea LA Fre You You Rac Rac Adc X DEFI Qu is c Go Wh List +

officialmauritius.com/wp-admin/post.php?post=1792&action=edit

Update

OFFICIAL MAURITIUS

+

Edit with Elementor

Save draft Publish

Bullying

Type / to choose a block

Post Block

Paragraph

Start with the basic building block of all narrative.

Color

Text

Background

Typography

SIZE

S

M

L

XL

Advanced

Yoast SEO Premium

Swift Box - Media Field

Post > Paragraph

A stylized illustration of a white robot with a blue visor sitting at a laptop. The laptop screen shows a blue background with a white 'AI' chip icon. A blue gear is visible next to the robot. The background is a light blue gradient with a network of blue lines and dots in the top right corner.

Intranet – More Explicit

Pre

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officialmauritius.com/wp-admin/post.php?post=1792&action=edit

Update

OFFICIAL MAURITIUS

+

Edit with Elementor

Save draft

Publish

Bullying

✓

Le bullying à Maurice est un problème qui affecte de nombreux enfants et adolescents. Que ce soit à l'école, dans les quartiers ou sur les réseaux sociaux, les victimes de harcèlement sont souvent confrontées à des moqueries, des insultes ou des violences physiques. Malheureusement, ce phénomène est souvent minimisé ou ignoré par les adultes et les autorités, ce qui rend la situation encore plus difficile pour les victimes. Il est essentiel de sensibiliser la population mauricienne sur les conséquences néfastes du bullying et de mettre en place des actions concrètes pour combattre ce fléau.

✓

+

Yoast SEO Premium

Swift Box - Media Field

Post

Post

Block

×

Summary

⌵

Visibility

Public

Publish

Immediately

Template

Default template

URL

officialmauritius.com/bullying/

☐ Stick to the top of the blog

☐ Pending review

AUTHOR

admin

▼

Copy to a new draft

Move to trash

MonsterInsights

▼

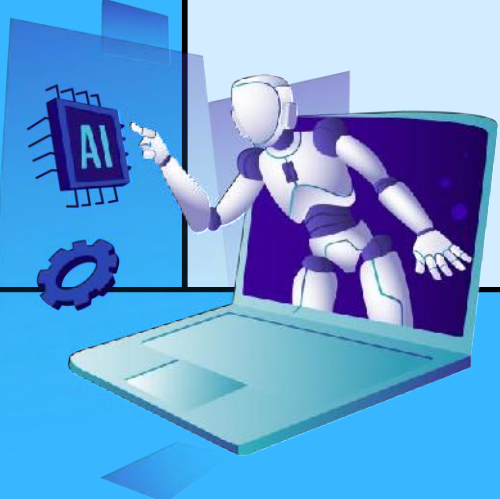
Yoast SEO

⌵

🟡 Readability analysis: OK

🔴 Premium SEO analysis: Needs improvement

Improve your post with Yoast SEO



Intranet – Write Article

PreJSCAirStShcAO50DisSeaLAFreYouYouRacRacAdQuisclGoWhList

officialmauritius.com/wp-admin/post.php?post=1792&action=edit

Update

OFFICIAL MAURITIUS

+

Edit with Elementor

Save draft

Publish

Bullying

Le bullying à Maurice

1

+

Yoast SEO Premium

Swift Box - Media Field

Post

PostBlock

Summary

VisibilityPublic

PublishImmediately

TemplateDefault template

URLofficialmauritius.com/bullying/

☐ Stick to the top of the blog

☐ Pending review

AUTHOR

admin

Copy to a new draft

Move to trash

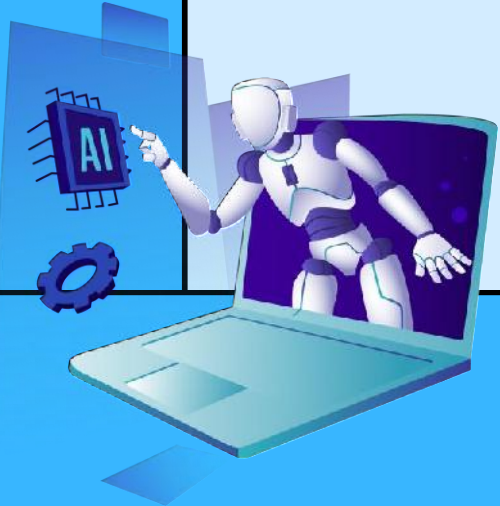
MonsterInsights

Yoast SEO

Readability analysis:

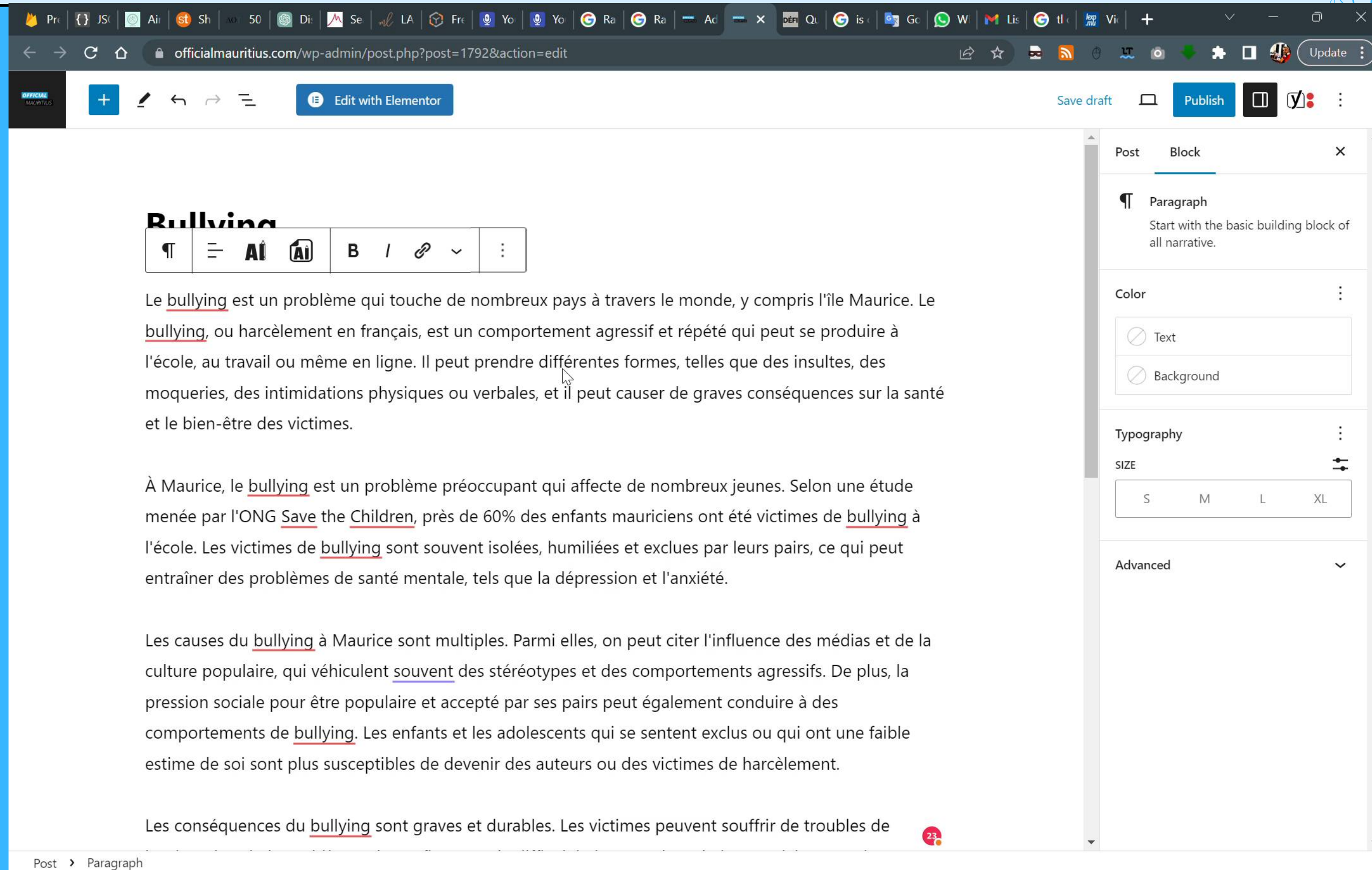
Premium SEO analysis: Needs improvement

Improve your post with Yoast SEO



A blue network diagram with nodes and connecting lines, overlaid on a blurred background of a web browser interface.

Intranet – Resume Bullet Point



officialmauritius.com/wp-admin/post.php?post=1792&action=edit

OFFICIAL MAURITIUS

Edit with Elementor

Save draft Publish

Bullying

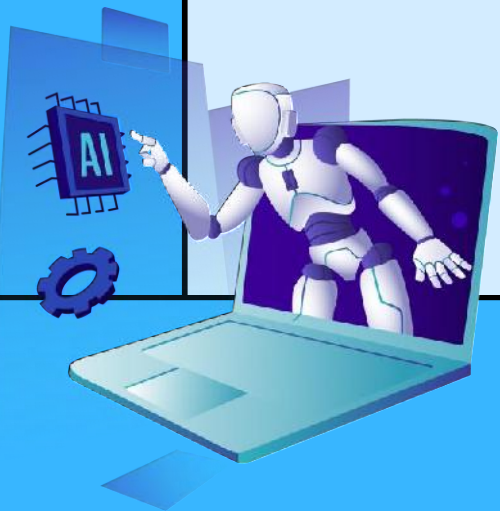
Le bullying est un problème qui touche de nombreux pays à travers le monde, y compris l'île Maurice. Le bullying, ou harcèlement en français, est un comportement agressif et répété qui peut se produire à l'école, au travail ou même en ligne. Il peut prendre différentes formes, telles que des insultes, des moqueries, des intimidations physiques ou verbales, et il peut causer de graves conséquences sur la santé et le bien-être des victimes.

À Maurice, le bullying est un problème préoccupant qui affecte de nombreux jeunes. Selon une étude menée par l'ONG Save the Children, près de 60% des enfants mauriciens ont été victimes de bullying à l'école. Les victimes de bullying sont souvent isolées, humiliées et exclues par leurs pairs, ce qui peut entraîner des problèmes de santé mentale, tels que la dépression et l'anxiété.

Les causes du bullying à Maurice sont multiples. Parmi elles, on peut citer l'influence des médias et de la culture populaire, qui véhiculent souvent des stéréotypes et des comportements agressifs. De plus, la pression sociale pour être populaire et accepté par ses pairs peut également conduire à des comportements de bullying. Les enfants et les adolescents qui se sentent exclus ou qui ont une faible estime de soi sont plus susceptibles de devenir des auteurs ou des victimes de harcèlement.

Les conséquences du bullying sont graves et durables. Les victimes peuvent souffrir de troubles de

Post Paragraph



Intranet – Generate Title

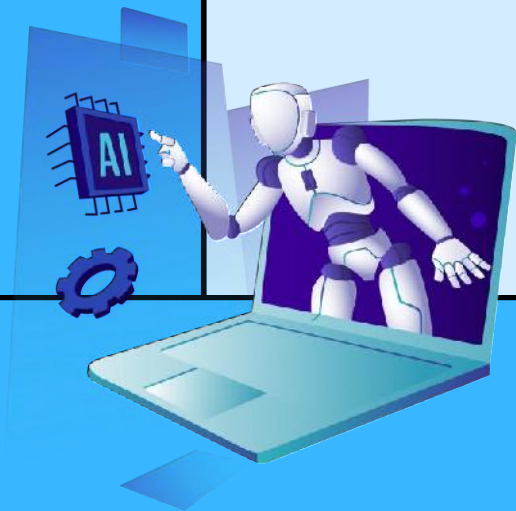
Bullying

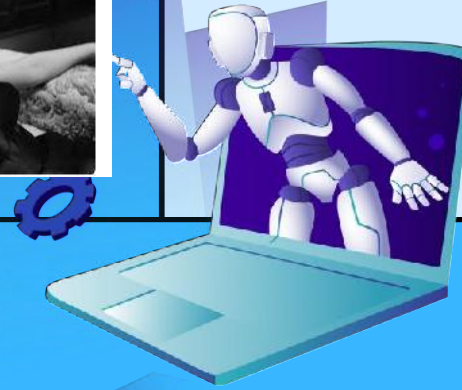
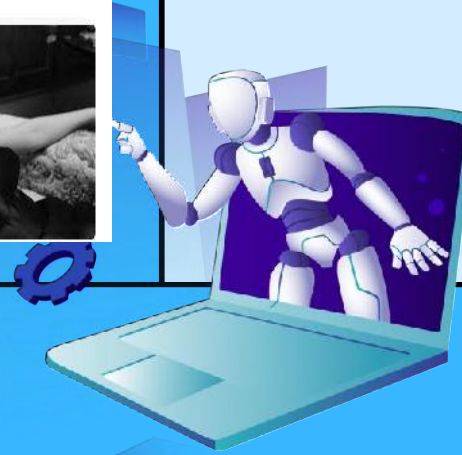
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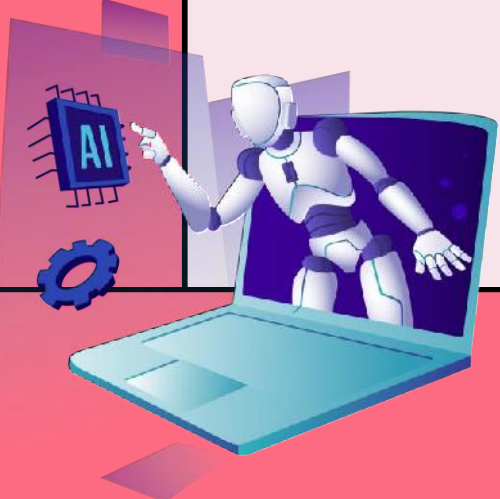
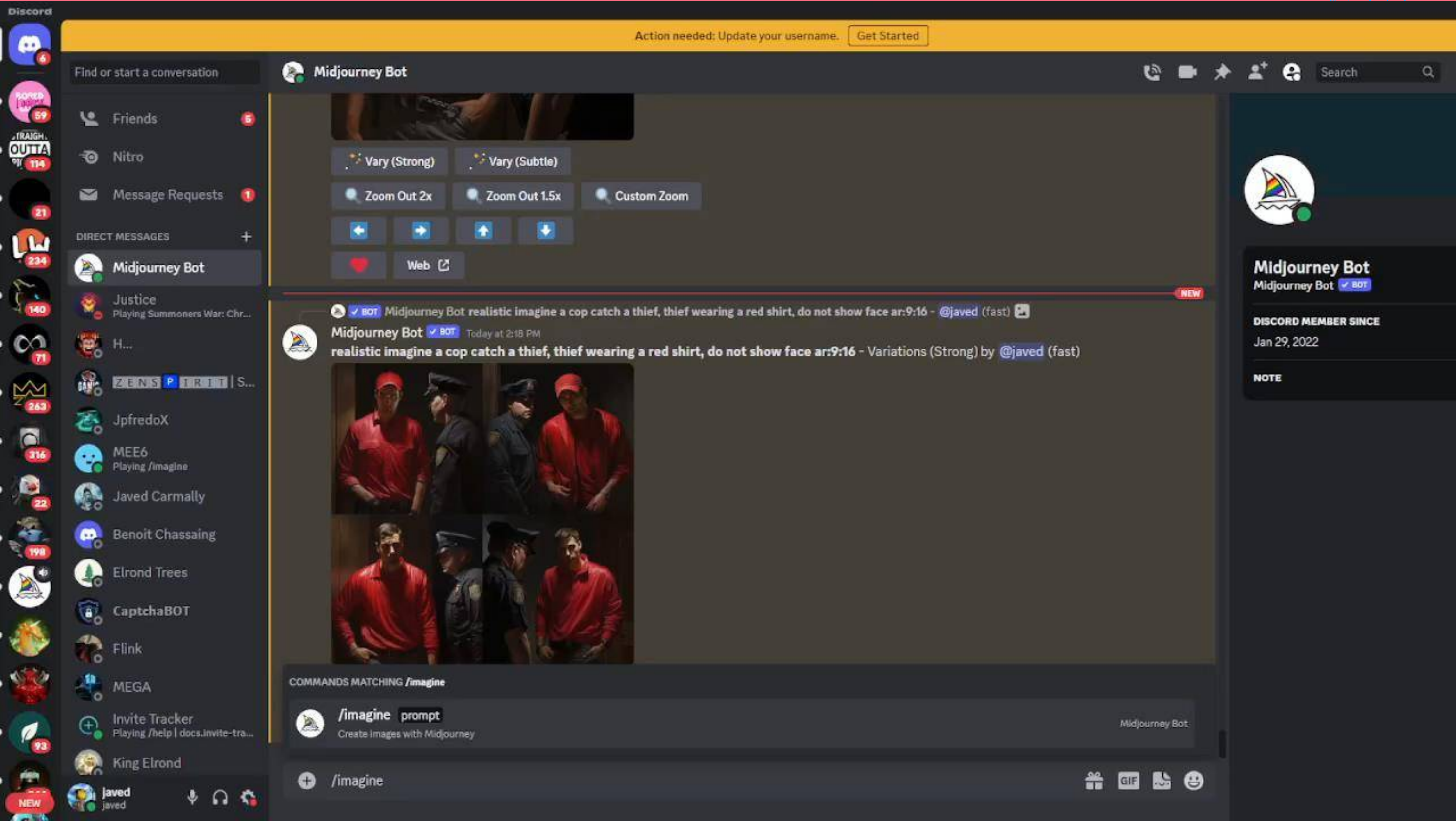
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Les conséquences du bullying sont graves et durables. Les victimes peuvent souffrir de troubles de l'estime de soi, de problèmes de confiance et de difficultés à nouer des relations sociales. Certains peuvent même développer des pensées suicidaires. De plus, le bullying peut également affecter les





CREATE AN IMAGE: •IMAGINE MARILYN MONROE COLORED IMAGE

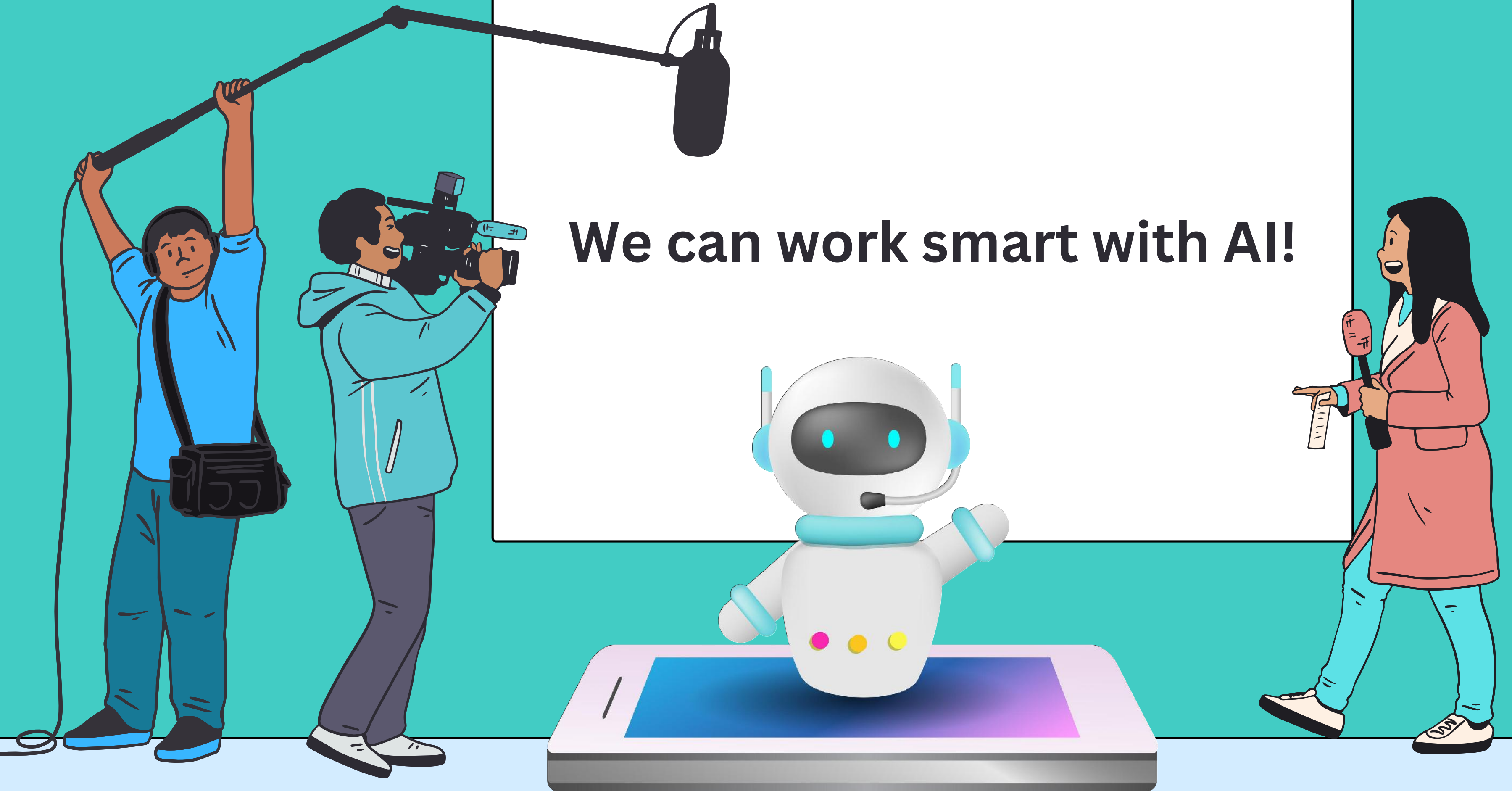






Conclusion !

We can work smart with AI!



ON AIR

Thank
you!





Ai SEO! – Semrush

The main functions of SEMrush for SEO :

- Keyword research
- Competitor analysis
- Backlink analysis
- Site auditing
- On-page SEO optimization
- Rank tracking
- Content analysis
- Local SEO
- Site performance insights
- Social media monitoring

-  Projects
-  SEO 
- SEO Dashboard
- COMPETITIVE RESEARCH
- Domain Overview
- Traffic Analytics
- Organic Research
- Keyword Gap
- Backlink Gap
- KEYWORD RESEARCH
- Keyword Overview
- Keyword Magic Tool
- Keyword Manager
- Position Tracking
- Organic Traffic Insights
- LINK BUILDING
- Backlink Analytics
- Backlink Audit
- Link Building Tool
- Bulk Analysis
- ON PAGE & TECH SEO
- Site Audit
- Listing Management
- SEO Content Template
- On Page SEO Checker

 Root Domain 

Projects > Domain Overview

 User manual  Send feedback

Domain Overview: defimedia.info

 Export to PDF

 Worldwide  US  UK  DE 

 Desktop  Aug 23, 2023  USD

Overview

Compare domains

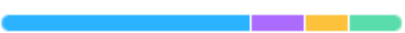
Growth report

Compare by countries

Authority Score 
 51

Organic Search Traffic 
774.3K

Keywords 48.1K 



Paid Search Traffic 

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks 
329.2K

Referring Domains 7.6K

Engagement metrics  July 2023 | Pages/Visits 2.46  Avg. Visit Duration 06:40  Bounce rate 46.18%  | [Show all](#)

Organic

Paid

1M 6M 1Y 2Y All time

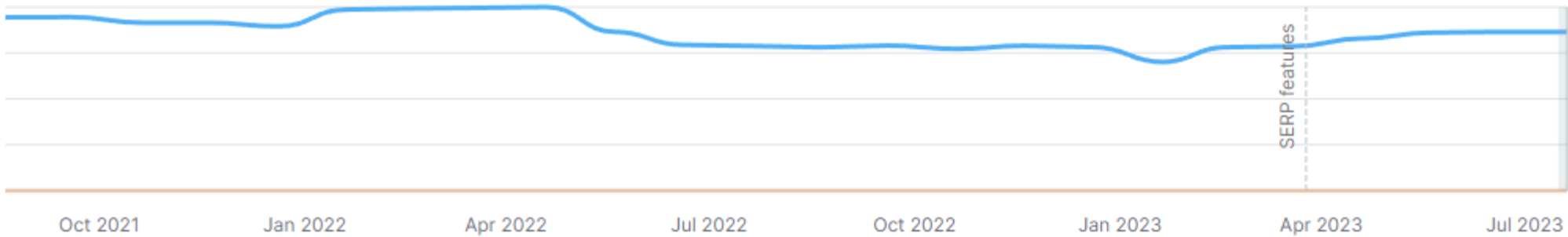
 Export

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	 100%	774.3K	48.1K
 MU	 91%	706.5K	8.6K
 FR	 2.9%	22.2K	24.2K
 US	 <0.1%	1.4K	1.4K
Other	 5.7%	44.3K	13.9K

Organic Traffic 774,324/month

☒ Organic Traffic ☐ Paid Traffic |  Notes 



896.1K
672.1K
448.1K
224K
0

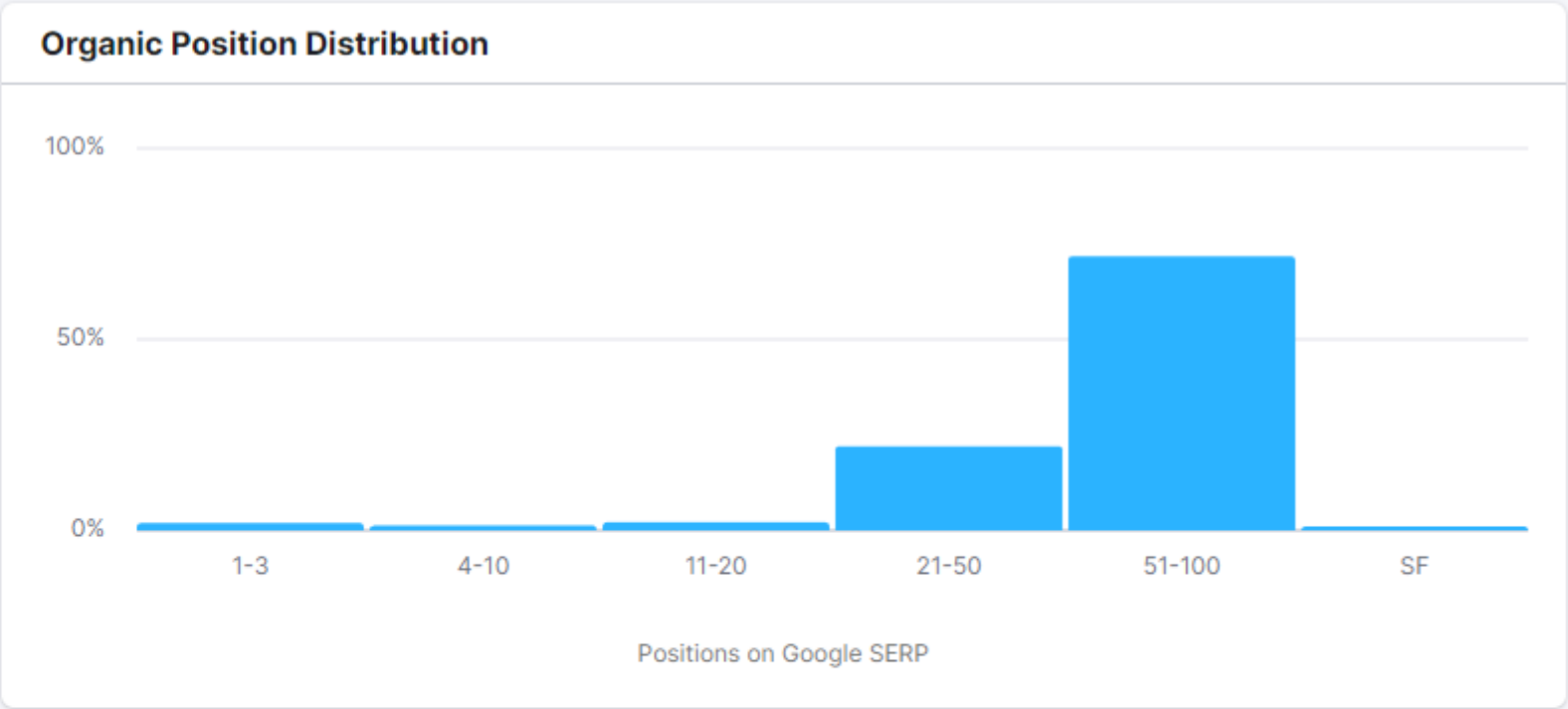
Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023 Apr 2023 Jul 2023

SERP features

Top Organic Keywords 1,367

Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic %
defimedia >>	N	1	320	0	18.53
le defi >>	N	1	260	0	15.06
le defi media >>	N	1	210	0	12.16
mh370 diego garcia >>	I	1	590	0	10.57
ledefi >>	N	1	140	0	8.11

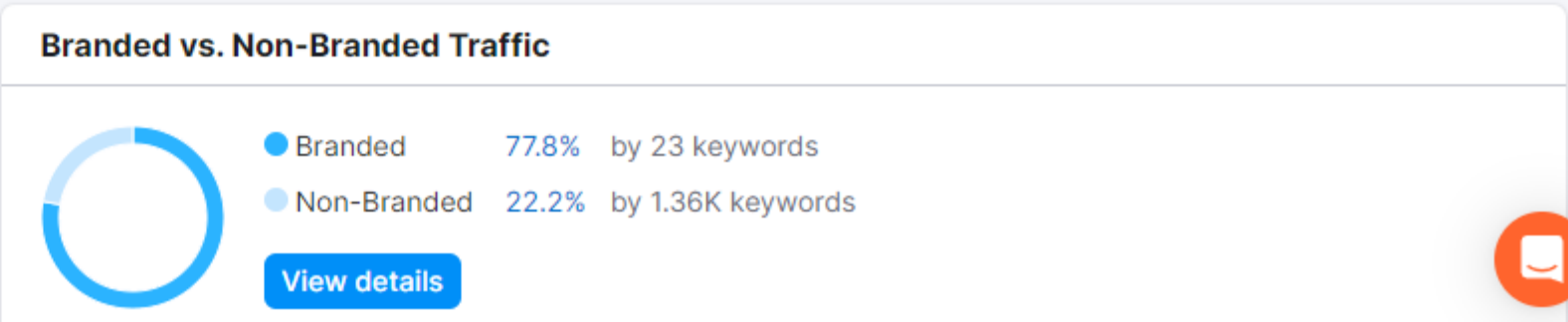
View details



Keywords by Intent

Intent	Keywords	Traffic
Informational	952	293
Navigational	222	1.1K
Commercial	224	36
Transactional	207	24

View details



Main Organic Competitors 604

Competitor	Com. Level	Com. Keywords	SE Keywords
radioplus.mu		3	119
ionnews.mu		4	198
seafarersrights.org		6	349
zeearts.net		2	32
lexpress.mu		6	2,184

View details

