

Reimagining Communication, Where AI meets human Connection

AI in Communication

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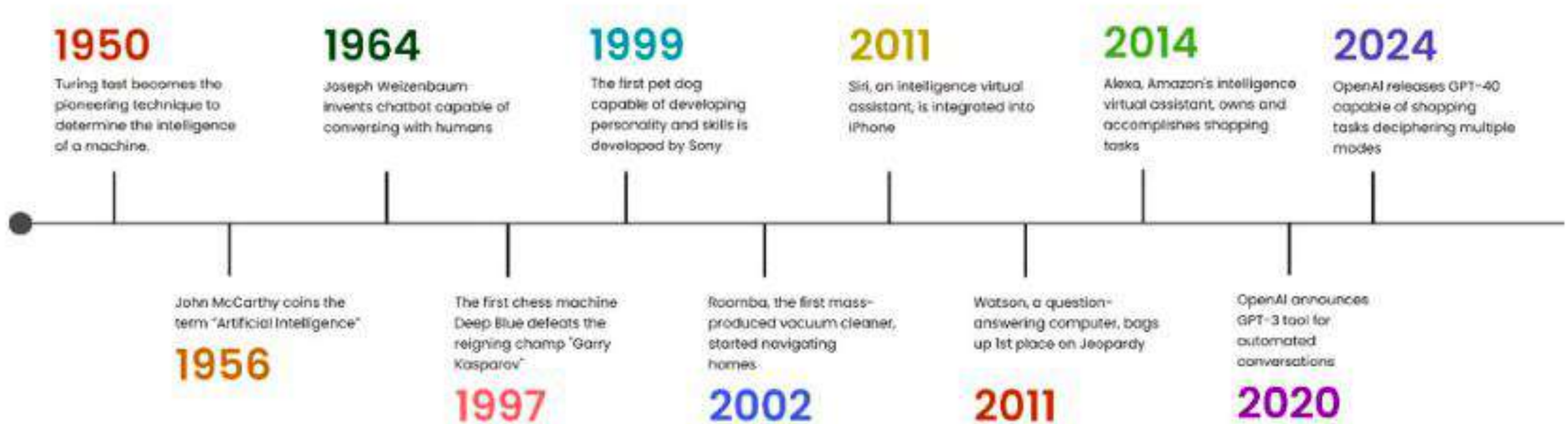
OUTLINE

- What is AI
- Why Communications Needs AI
- Core AI Technologies
- Real-World Use Cases
- Voice & Tone in Brand Communication
- Ethics Consideration
- Namibia AI Landscape
- Future Trends
- Q&A

WHAT IS = AI

AI is the simulation of human intelligence in machines that are programmed to think, learn and make decisions

TIMELINES



WHAT IS = AI

AI is the simulation of human intelligence in machines that are programmed to think, learn and make decisions

GENERATIVE AI
(creates content - text, images

NARROW AI
(performs specific tasks - chatbots)

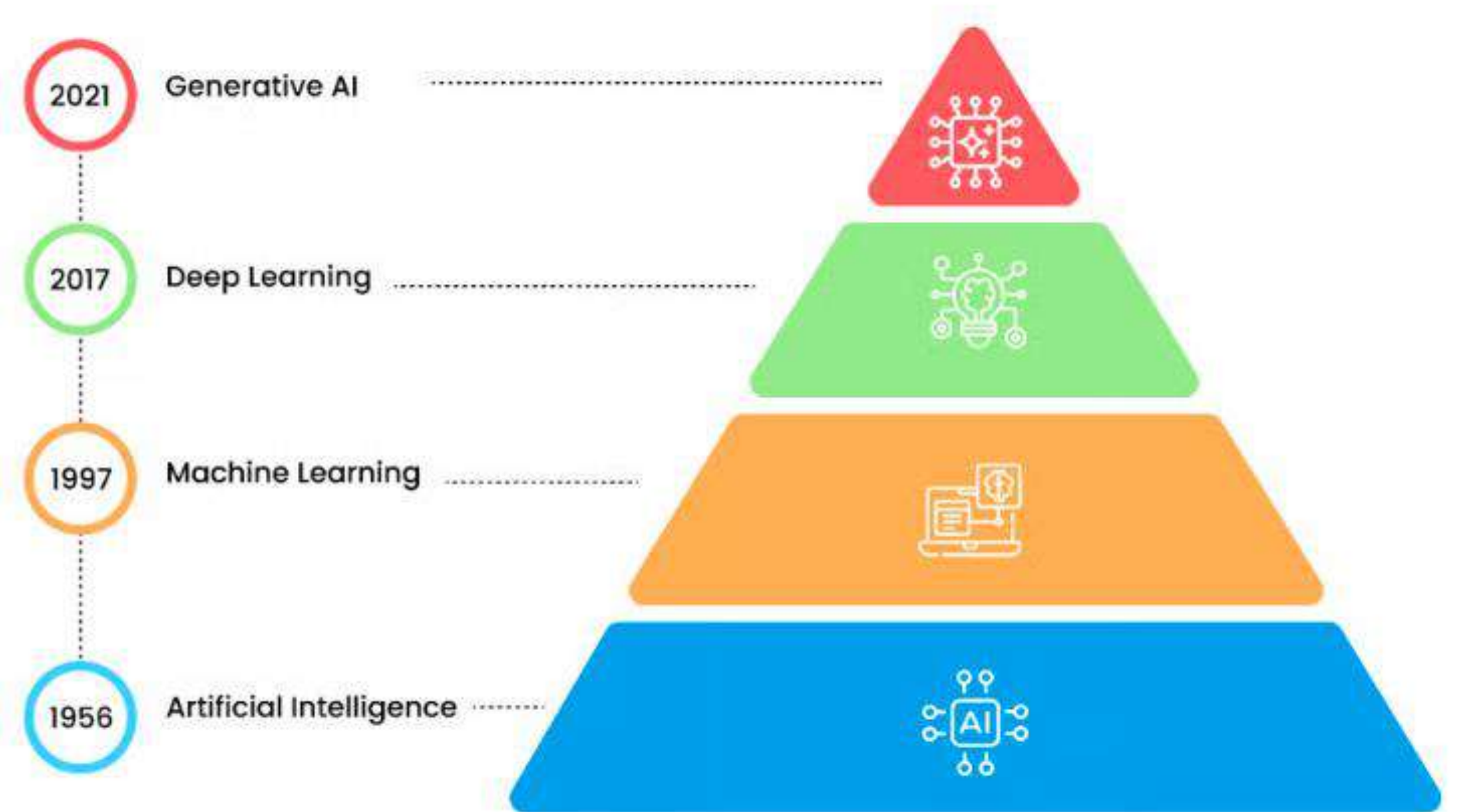
CONVERSATIONAL AI -
enables natural interaction
- voice assistants



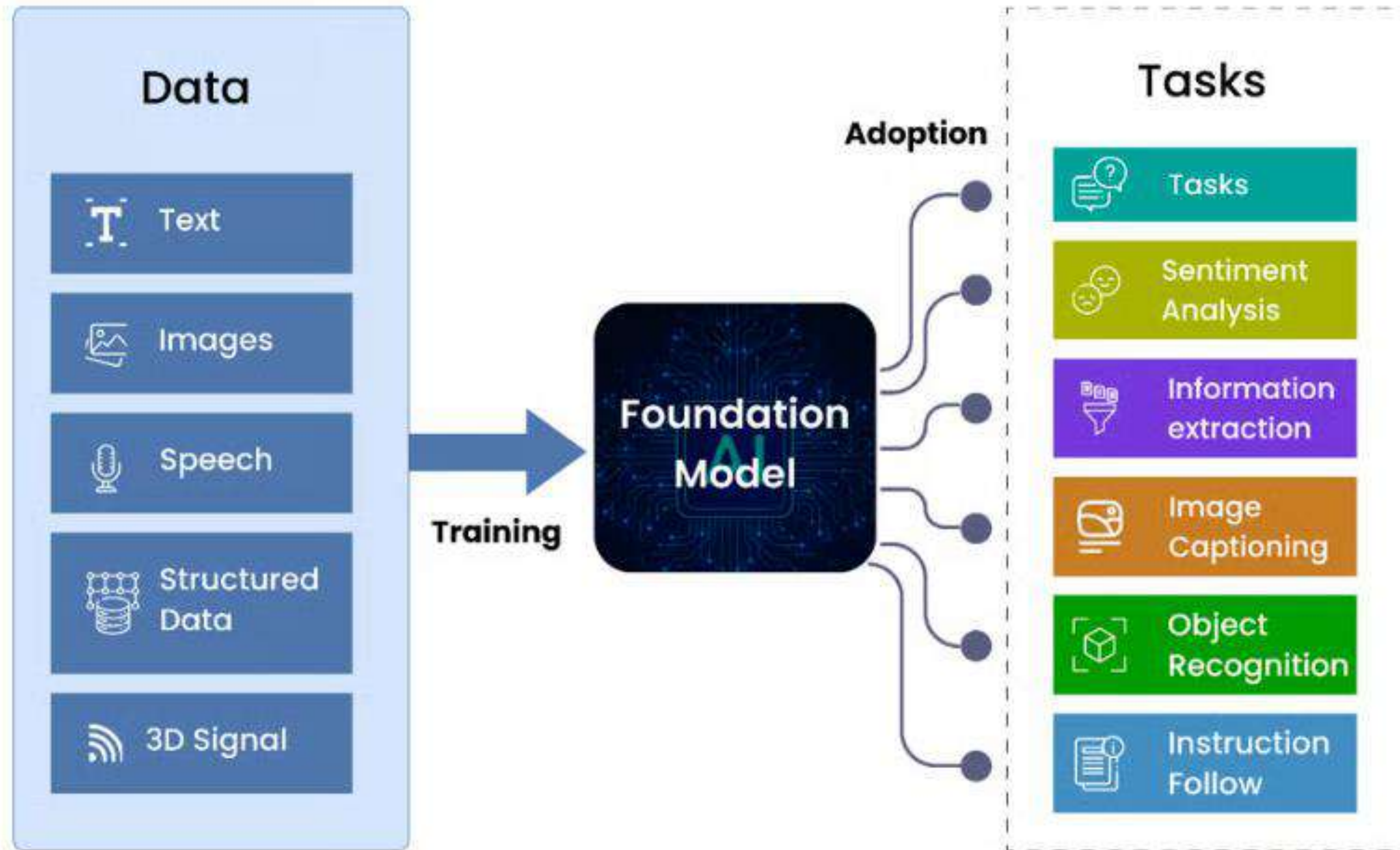
EVOLUTION OF GENERATIVE AI

Generative AI leverages on foundational models and large language models.

- *Foundational models designed for text generating*
- *LLMs produces various outputs, including text, images, audio and video.*



HOW DOES GENERATIVE AI WORKS



AI USE CASE IN COMMUNICATION/MARKETING



Hyper-Personalized
Storytelling



Interactive Virtual
Influencers



Dynamic Video Content
Creation



AI-Driven Social Media
Takeovers



Customizable Product
Design Previews



Real-Time Event
Coverage



Smart Content
Repurposing

WHY COMMUNICATION NEEDS AI

SCALE & SPEED: Billions of daily messages

PERSONALIZATION: Tailored Content = better engagement

AUTOMATION: Reduce human workload

ANALYTICS: Insights from massive datasets

CONTENT MODERATION: Filter harmful material

WHY?

When?

What?

WHO ?

HOW?

USE CASE - CUSTOMER SERVICE

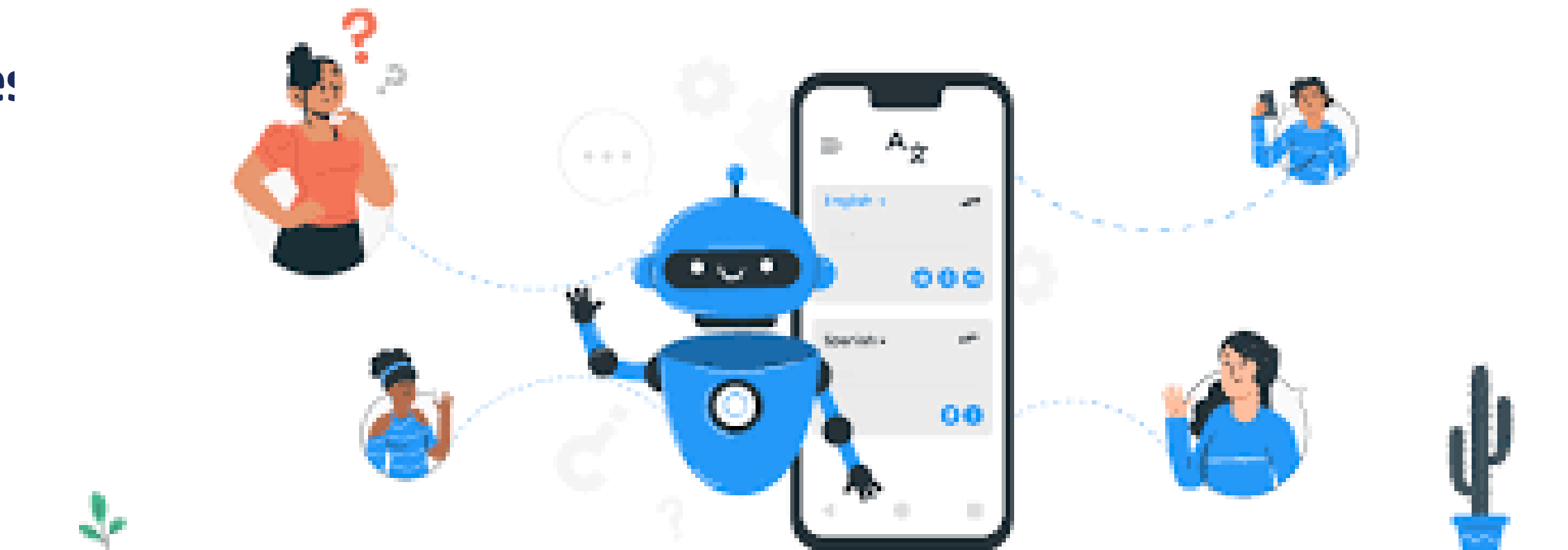
Problem: Long wait times, inconsistent support

AI Solution:

- Chatbots & virtual agents (24/7 support)
- NLP for intent detection
- ML to route queries to the right agent

IMPACT

- 40-60% reduction in support costs
- 3x faster response time
- 90% + satisfaction with routine inquiries



USE CASE - CONTENT CREATION

APPLICATIONS

- Automated news generations *(e.g Reuters, Bloomberg)*
- AI Copywriting *(Jasper, Copy.ai)*
- Social media scheduling – *(with AI optimization)*

AI GENERATED – CONTENT



ChatGPT >



Hey Chatty - elevate this context for a Media release -

Namibia is hosting for the first time ever, a conference for communication practitioners in Swakopmund.

The three day conference is attended by more than 50 communications practitioners from different government agencies and ministry.



ChatGPT >



Namibia to Host Landmark Communications Conference in Swakopmund

Swakopmund, Namibia – [Insert Date] — In a historic first, Namibia is proudly hosting a national conference dedicated to communications practitioners, taking place in the coastal town of Swakopmund.

The three-day event brings together over 50 communications professionals from various government ministries and agencies, marking a significant milestone in the advancement of public sector communication in the country.

This inaugural gathering aims to foster collaboration, enhance strategic communication efforts, and strengthen the role of communicators in shaping public engagement and trust. Participants will engage in dynamic sessions, knowledge sharing, and skills development led by leading experts in the field.

The conference reflects Namibia's growing commitment to professionalizing communication across all sectors of government and building a more informed, connected, and responsive public service.



USE CASE - TRANSLATION & ACCESSIBILITY

- Real time translation in messaging and video calls
- Live captioning for the hearing impaired
- Localised content for global audiences

Tech used:

Speech-to-text, machine translation, speech synthesis

USE CASE - INTERNAL COMMUNICATIONS

AI Tools at organisational level

- Smart emails assistants
- Meeting summarizers (*Otter.ai*)
- Employee sentiment analysis

Benefit

- Enhanced transparency, reduced friction, better engagement

AI use ...



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BENEFITS OF AI USE

CONSISTENCY

- Unified Brand voice and tone
- Less time spend on repetitive tasks



SCALABILITY

- From 10 to 10 million users
- Real time localization

AI must maintain your brand's identity, not dilute it.

CHALLENGES AND RISKS

CHALLENGES

- Bias in AI language models
- Over-reliance in automation – dehumanization
- Ethical dilemmas in generated content



RISKS

- Privacy and data usage concerns
- Deepfakes and misinformation

Ethical Questions

- Should AI- generated content always be disclosed?
- Can AI speak for marginalized groups accurately?
- Who owns AI- generated content in Namibia? – the user or the tool

Be careful of

- Misinformation: AI can confidently generate false data
- Bias: AI may reflect cultural or racial bias in language models not trained on African data
- Over-automation: Risk of removing the "human touch"
- Tone inconsistency when switching tools
- Supervise AI- generated content before publishing

NAMIBIA AI LANDSCAPE

- AI tools may not be accessible to all – in rural areas
- Low AI literacy – upskill, reskill
- AI can't yet understand local idioms or regional accents – train the data
- Policy vacuum -Namibia is still finishing digital transformation framework

Future trends...



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FUTURE TRENDS - AI IN COMMUNICATION

- AI – powered radio and podcast production
- Real-time public service announcement - multiple languages
- Voice cloning for customer support (careful use)

BEST PRACTICES

- Define your brand voice and train your AI tools on it
- Include human review loops
- Choose tools that support African or multilingual languages
- Avoid **"over-trusting"** AI with critical communications]

TOOLS

BASIC

- Google Translate + Voice Typing (Multilingual input)
- Grammarly - for tone consistency
- Canva - Magic Write (local branding)

ADVANCED

- OPEN AI GPT – localized data API
- Jasper
- WhatsApp Business AI Bots
- African NLPs projects (Masakhane.org, Mozilla Common Voice)
- Grok

“What are your concerns or hopes for AI in Namibia’s Communication Space?”



*AI is not a replacement for communication – it's
a tool to make connection more human, faster
and smarter.*

But only if guided ethically, with a local lens.



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AI in Comms

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