



Archbishop Ssemogerere (wearing a mitre), Katamba (second-left, front row); keynote speaker Kazibwe (third-right, front row); Centenary Bank executive director Michael Opira (second-right); and clerics who concelebrated Mass marking the 60th World Social Communications Day at Lubaga Cathedral

# BISHOP WARNS MEDIA OVER AI

By Mathias Mazinga

The Archbishop of Kampala Archdiocese, Paul Ssemogerere, has urged Catholic social communicators and media practitioners to use their profession to promote positive human relations, peace and development.

He expressed concern about growing deceit and selfishness in society, saying the trend had eroded public trust in the media profession.

He called on journalists and communicators to uphold ethical values, especially truth and goodwill, describing media work as a divine vocation that must be exercised responsibly for the good of the Church, the country and humanity.

"You are very important to the Church, the country and the world. You give us good news. Sometimes you also give us bad news. You tell us the wrong things we do and advise us accordingly. You are agents of evangelisation. By the way, most of you are young people. We thank you for your commitment," Ssemogerere said. The Archbishop made the remarks while delivering his homily during the pontifical mass marking the 60th World Communications Day at Lubaga Cathedral on Sunday.

Referring to the message of Pope Leo XIV, Ssemogerere urged media workers and influencers to use artificial intelligence prudently and honestly. He warned that despite its benefits, AI could become dangerous if misused.

He cited character assassination and defamation through AI-generated images and voices as some of the

growing abuses affecting social communication.

"Pope Leo XIV appreciated the goodness of artificial intelligence but also cautioned us against its misuse. We must be very careful not to totally rely on it as the omniscient source of knowledge and answers to our problems. As we use it, we must not allow it to replace our human relationships, or lead us to renounce our faith," he said.

Ssemogerere also praised media practitioners for their role during the COVID-19 lockdowns, especially for broadcasting prayers from churches. However, he noted with concern that many Christians had since become accustomed to following prayers on television and mobile phones instead of physically returning to church.

He reminded believers that congregational worship is a Christian obligation despite the availability of virtual services.

In the keynote address, award-winning broadcast journalist, academic and researcher Samuel Kazibwe asked media professionals to return to the traditional ethical values of journalism, including truth, integrity and service to the common good.

Kazibwe said biblical scribes, philosophers such as Socrates and Plato, as well as early Catholic monks who championed social communication, regarded their work as sacred, which earned them society's trust and respect. He warned against pursuing fame and financial gain at the expense of professional integrity, saying such practices could not deliver lasting benefits to journalists, the

profession or the country.

Leadership and strategy consultant Mathias Katamba urged journalists not to fight AI, but instead ensure it does not weaken their creativity and critical thinking. He also

encouraged media practitioners to remain original, authentic and transparent in their work.

During the event, the Director of the Social Communications Department of Kampala Archdiocese, Joseph Mukiibi,

announced plans to establish income-generating projects aimed at making the department self-reliant.

The function was attended by the head of the Laity of Kampala Archdiocese, Emily

Kitto Mwaka, the Secretary of the Social Communications Commission of the Uganda Episcopal Conference, Phillip Odii, and the Executive Director of Centenary Bank, Michael Opira, among others.