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Egyptian Public Relations Association

Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

Email: jpr@epa.org.eg - ceo@apr.agency

Web: www.apr.agency - www.jpr.epa.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

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Employing Artificial Intelligence (AI) Techniques in the Production of Religious Video Content on YouTube: An Analytical Study ^(*)

Dr. Shimaa Ahmed Mohamed Refaat

shaimaa_refat@azhar.edu.eg

*Assistant Professor of Radio & Television,
Radio & Television Department,
Faculty of Mass Communication - Girls,
Al-Azhar University*

Dr. Mona Ebrahim Abdelhafz Abdrasol

mmotaz151115@gmail.com

*Assistant Professor of Public Relations & Advertising,
Public Relations & Advertising Department,
Faculty of Mass Communication - Girls,
Al-Azhar University*

Abstract

This study aims to examine how artificial intelligence (AI) techniques are employed in the production of religious video content on YouTube, through analyzing the form and content of a sample of Arabic and foreign videos. It seeks to identify patterns of visual and audio processing, communication objectives, levels of audience interaction, and the extent of doctrinal accuracy in the presented religious content.

The study belongs to descriptive research and adopts the survey method using a purposive sample. Content analysis was employed as the primary data collection tool, with the video clip considered the unit of analysis. The analytical sample consisted of 506 AI-processed religious videos, including 147 Arabic and 359 foreign videos published on YouTube channels during the period from December 1, 2024, to December 30, 2025. A comprehensive census was conducted for the content of the “Gama Arabic” channel due to its limited number of videos.

The findings reveal a structural similarity between Arabic and foreign channels in their reliance on AI-based visual and audio techniques, alongside relative differences in topic distribution, communication objectives, and persuasive strategies. Religious topics — particularly doctrinal issues and matters of the unseen — dominated the content across both samples, with the missionary objective emerging as the primary communication goal. Cultural variation was observed in interaction patterns, as Arabic content achieved higher levels of views and engagement, while foreign content demonstrated more stable interaction rates. The results also indicate extensive reliance on full AI-generated visuals and automated text-to-speech technologies, with foreign content exhibiting higher technical quality and greater audio stability.

Additionally, both Arabic and foreign channels showed a clear tendency toward short video formats. Importantly, the study identified the presence of deliberate doctrinal inaccuracies in some content samples, embedded within visually appealing AI-generated contexts lacking proper religious verification

^(*)The Paper was received on January 21, 2026, and accepted for publication on March 30, 2026.

and scholarly attribution, raising significant cognitive and missionary challenges that warrant critical attention and evaluation.

Keywords: Artificial Intelligence - Religious Video Content - YouTube - Digital Religious Discourse - Interaction - Doctrinal Fallacies.