MANAGEMENT NEWSLETTER
THE STUDENT'S PRESS

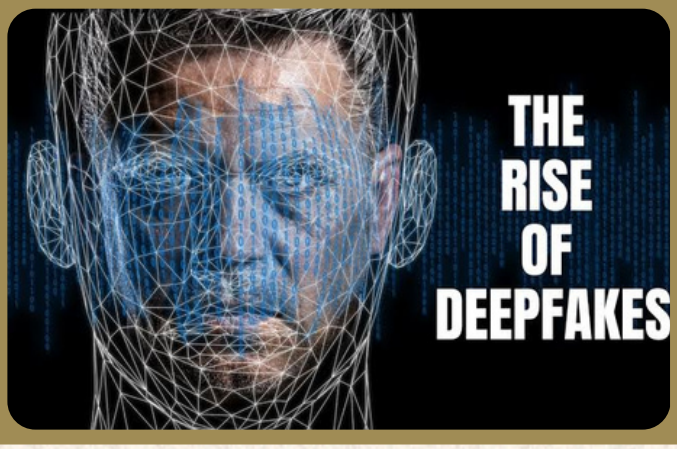
jims
Sector - 5, Rohini, Delhi

THE STUDENT'S PRESS

Monthly Management E- Release

August'2026

Deepfakes and the Death of Digital Trust



When Seeing No Longer Means Believing

For many generations, photographs and video clips were treated as proof. It settled quarrels, confirmed events, and harboured the news we consumed. That certainty has now eroded. Artificial intelligence has really helped us to made it possible to forge a person's whole identity like the face, voice, and mannerisms with such accuracy that even normal human eyes struggle to tell the fake from the original. These pseudo creations, known as deepfakes, are no longer restricted to research labs or niche internet communities. They have entered mainstream politics, entertainment, journalism, and personal lives, quietly scouring the one thing every digital interaction depends on: that is trust. As the tools to create convincing forgeries become cheaper and more accessible, society is being forced to confront an uncomfortable question — if video and audio can be made so easily, what can we actually believe anymore?

The Perils of a Trust Crisis

The danger of deepfakes lies not only in the forged content itself but in uncertainty it casts over everything authentic. This circumstance, often called the liar's dividend, allows culprit to dismiss real evidence as fake simply because the technology to create persuasive forgeries exists. Politicians accused over a misconduct can claim that the following footage was AI-generated, while genuine victims of fraud or harassment find their real experiences questioned. Financial systems have already observed the repercussions, with scammers using replica voices of executives to sanction fraudulent wire transfers, costing companies millions of dollars in a matter of minutes. Public figures have had their affinity used without consent in forged endorsements, misleading advertisements, and non-consensual imagery, causing lasting reputational and psychological harm.

Journalism, indeed one of the few sectors most dependent on credibility, faces a particularly severe blow. Newsrooms must now confirm not just facts but the very originality of the media that they receive, slowing down reporting and opening the door to persuasion by state and non-state actors alike during elections and conflicts. Ordinary citizens are equally vulnerable, as family members have been targeted by voice-copying scams mocking relatives in distress. What makes this crisis different from earlier forms of misconduct, is scale and speed. A single compelling deepfake can circulate to millions of viewers before fact-checkers even start their work, and by the time a rectification is issued, the false narrative has already shaped public opinion.



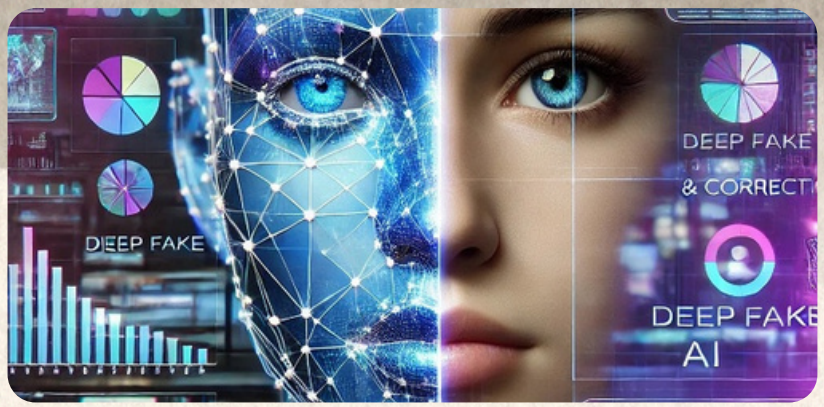
Restoring Trust in a Post-Truth Digital Age

However, restoring digital trust will take much more than technical solutions, although technologies like digital watermarking, and AI-supported detection systems are vital at the outset. Governments must take strong action against vicious deepfake production, while protecting legal ways of utilizing deepfakes in such settings as films and educational materials as well. Tech companies must be able to quickly label synthetic media for their customers as well as perform timely actions against harmful materials if any are found. Public education is also very important, as it is crucial for the public to develop healthy scepticism towards the sensational digital content and verify the information before sharing it on social media. The demise of digital trust is not unavoidable, but reversing its decline demands by a coordinated effort between innovators, regulators, and the public. Only by treating digital authenticity as a shared responsibility can society begin to rebuild the confidence that deepfakes have so thoroughly shaken.

EDITORIAL INCHARGE
Ms. Rupakshi Gaur

DESIGNER:Aditya Gupta
STUDENT EDITORIAL TEAM:
Aditi Jain, Karuna Sirohi, Vansh Sharma, Manas Mishra, Manya Jain

Imagine receiving a video call from someone you know, hearing their familiar voice and seeing their face, only to discover later that the person on the screen was never actually there. This is no longer a scene from science fiction. A person's face, voice and expressions can now be reproduced by artificial intelligence with an incredible level of accuracy, making videos and recordings of events that never actually occurred.



These are called deepfakes, and they've become widespread enough for anyone with the proper tools to be able to tamper with digital content. What makes them particularly dangerous is their ability to exploit personal trust. A familiar face or recognisable voice, once enough to establish someone's identity, can now be imitated by a stranger sitting behind a screen. Deepfakes are bringing a new way of deception to daily life, whether it's a fake phone call or a financial scam, or it's somebody's identity being stolen or a person being harassed on the web. The real danger, therefore, is not simply that technology can create convincing lies, but that those lies can be made to look and sound like people we already trust.

THE PARAMOUNT PERIL

Deepfakes are engineered through AI systems that analyse thousands of photographs or voice samples of an individual until they can reconstruct them with near-flawless precision. Fraudsters routinely exploit these tools to pilfer confidential information and siphon funds from bank accounts within moments.

.

THE "LIAR'S DIVIDEND"

To make things worse, as deepfakes become more and more prevalent, even the actual perpetrators can escape culpability through claiming that real video statements were created using artificial intelligence. Companies are suffering enormous financial losses because crooks imitate the voices of CEOs during telephone conversations and persuade their employees to transfer money to fake bank accounts or use deepfake videos for interviews and stealing important secrets of the companies, or impersonate others in social media. Deepfakes are primarily used against regular individuals with little experience in the Internet, especially children and grownups who do not realize that they are being manipulated. It is possible to use programs for producing deepfake images by malicious users that overlay any person’s face on inappropriate videos/image without the knowledge of their victims.

PERSONAL DECEPTION AND CRIMINALITY

Individuals may imagine a situation in which an acquaintance requests emergency funds via video call about $10,000 and since people trust digital technology indiscriminately, most people might send the money without thinking twice. However, what if the video turned out to be an invention created by artificial intelligence, the fraudster hiding behind the screen and using sensitive data for robbery? This may sound excessive, however, today, thanks to artificial intelligence, it is possible to perpetrate such fraud easily. In politics, a video of a politicians making disturbing comments can spread all over the internet in a matter of minutes.

In closing, the impacts presented in this discussion show that deepfakes are more than just a problem of technology but also threats to our safety and trust as a society. When people are able to dismiss reality with ease and when fakes are able to pass as truths, society loses all the basis for requirements for objective truth.

However, a balanced approach is required to address the threat of deepfakes, combining technological solutions, robust laws and public awareness. As for the technology, there are companies that are investing in cutting-edge detection tools to pinpoint or flag fake media, and governments are tightening regulations against the misuse of AI for fraud. But technology and legislation is not enough: it is the users of the Internet who must also acquire healthy skepticism, evaluating the validity of any sensitive digital content introduced to the audience.

EDITORIAL INCHARGE
Ms. Rupakshi Gaur

DESIGNER: Aditya Gupta
STUDENT EDITORIAL TEAM:
Aditi Jain, Karuna Sirohi, Vansh Sharma, Manas Mishra, Manya Jain