



ACTIVITY #4

1. Inference reading activity.

Read the following statements and choose the correct inference based on the information provided in the text about "How Natural Language Generation Enhances Processes in the Media & Entertainment Sector."

1. Sony Pictures Networks uses Phrazor for automated reporting.
 - Inference:
 - A. Sony Pictures Networks no longer relies on manual reporting methods.
 - B. Sony Pictures Networks primarily uses human journalists for reporting.
 - C. Phrazor is exclusively used for content creation in cricket matches.

2. NLG in Marketing and Advertising can create content at scale in multiple languages.
 - Inference:
 - A. NLG has limitations in creating content for marketing and advertising.
 - B. NLG enhances marketers' ability to produce content quickly and in different languages.
 - C. NLG is exclusively focused on English-language content creation.



3. NLU understands human language and converts it into data.

- Inference:
- A. NLU is irrelevant in the context of NLG applications.
- B. NLU plays a crucial role in translating data into human language.
- C. NLU is a separate technology unrelated to Natural Language Processing.

4. Phrazor, an augmented analytics tool, uses NLG to convert customer data into written content.

- Inference:
- A. Phrazor is primarily designed for live commentary on cricket matches.
- B. Phrazor has limited capabilities in understanding customer data.
- C. Phrazor contributes to converting data into human-like narratives for media companies.

5. NLG and other cognitive solutions are expected to revolutionize the media and entertainment industry.

- Inference:
- A. NLG is a stagnant technology with no potential for future growth.
- B. NLG is part of an overall trend towards enhancing and revolutionizing the media and entertainment sector.
- C. NLG is losing relevance in comparison to other cognitive solutions.