

## Hollywood's Perception on Artificial Intelligence: Prospects, Transformations, and Challenges in the Film Industry

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### ABSTRACT

*Artificial Intelligence (AI) is rapidly altering the global film industry, making both prospects and unease among industry stakeholders. The current study explored the opinions of Hollywood professionals regarding the transformative nature of AI in film production process and recognizes the major challenges linked with its acceptance. The study employed qualitative research design, and this research uses thematic analysis of publicly accessible data collected from online news articles, interviews, official statements, industry reports, and social media content published by actors, directors, screenwriters, producers, film organizations, and labor unions. The results disclose that Hollywood professionals recognize AI as a powerful instrument competent of increasing production efficacy, cutting costs, enabling creative growth, and increasing storytelling opportunities. On the other hand, substantial apprehensions appear regarding loss of employment, copyright violation, ethical issues, digital replication of artists, data ownership, and the issue of human ingenuity. The analysis of current study reveals a division between film industry professionals who view AI as a cooperative creative technology and individuals who regard it as a possibility of risk to artistic performers and job security issues. The present work concludes that even though Artificial Intelligence (AI) is prone to become an inherent element of future movie making procedures, its successful incorporation is subjected to active regulatory frameworks, ethical rules, and securities for creative performers. These conclusions impact the expanding narratives on AI and media industries by emphasizing the perceptions of fundamental Hollywood players during a period of quick technological transformation.*

**Keywords:** Artificial Intelligence, Hollywood, Film Industry, Hollywood, Filmmaking, Creativity, Copyright, Ethics.

### INTRODUCTION

Artificial Intelligence (AI) has revolutionized the various types of creative industry. The emergence of AI has hugely impacted the film industry from the script to complete film making process (Kavitha, 2023). Artificial Intelligence (AI) has certainly played pivotal role in enhancing the various features of film making process. In this digital era AI is unleashing various features to engaging and entertaining the audience unlimited effects which were never imagined before the dawn of AI. AI revolution hit the pioneering film

industry known as Hollywood. The Hollywood film industry has benefited from the AI revolution from the script to postproduction, thus revolutionizing audience's experience. However, AI inroads in this industry also impacted on skills or job market which render many professionals useless or unemployed or no longer required since AI has done these tasks. This sparks wide range of debate in the industry where some stakeholders of industry for calling caution on using AI in the film industry while others argue for embracing AI as it is unstoppable. The present study aspires to discourse analysis of the stakeholders on the AI usage in the film industry.

**Objectives:**

**Ro 1.** To explore the opinions of stakeholders of Hollywood on Transformative role of AI in the film industry.

**Ro 2.** To discover the challenges of AI on film Industry in the opinions of Hollywood stakeholders.

**Research Questions.**

**Q.1.** What are the opinions of Hollywood stakeholders regarding the transformative role of Artificial Intelligence (AI) in the film industry?

**Q.2.** What challenges and concerns do Hollywood stakeholders associate with the use of Artificial Intelligence (AI) in the film Industry?

**LITERATURE REVIEW**

The film industry has existed for more than 100 years and has been transformed over the years with technology adopting innovation from silence movies to color revolution in the film industry from black and white cinema. Revolution of Artificial Intelligence (AI) has certainly changed the global movie industry as it has impacted nearly all aspects of movie industry (e.g. scriptwriting, editing, visual effects, animation, marketing, audience analytics, dubbing, and content recommendation systems, etc.) (lee, 2022). With the surges of generative tools of AI such as deepfake tools, open AI models and AI-helped editing tools, resulted in heated debate among movie makers, producers, scholars, technical professionals and acting arguments in the favour of AI or against it.

In the film industry, some groups favour AI as it certainly gives greater leverage in enhancing creativity, efficiency and most importantly cutting the cost of production. However, some other groups in the industry are more critical of AI usage in the film industry as these groups wants that AI will erode the artistic authenticity, certainly will hit hard on the loss of employment, ethical consideration etc. (Lee, 2024). This is the exercise of critical review of literature on AI Usage in the movie industry by evaluating the proponents and opponents on AI in the film industry.

**Positing AI in the Cinema industry**

**Artificial intelligence**

Machine learning systems and automated tools employed in helping various tasks in the film industry which are historically performed by humans in movie making process and distribution are referred to usage of Artificial Intelligence. Writers Guild of America (2023) & SAG-Aftra (2023) have stated that AI is now largely assimilated into movie production including, script analysis and screenplay generation, Predictive

audience analytics, Visual effects (VFX), Voice synthesis and dubbing, Deepfake and virtual actor creation, Editing and post-production, Personalized streaming recommendations and Marketing and distribution algorithms.

Wah (2025) & Sunarya, et al. (2025) advocated that transformation of filmmaking from purely artistic production shifted towards more hybrid technology-oriented process and missing human touch is due to integration of AI. There is never ending debate of AI's pros and cons so here the researchers will explore both aspects in the film industry.

### **Enhanced efficiency in production**

One of the widely expected AI pros is the production efficiency which consequently reduces the costs and time consuming of task of editing, color grading, subtitling and visual rendering. These AI pros certainly advantage considering the film making process exorbitant expensive, AI powered technology provide great leverage in the cost efficiency in the film industry considering purchasing power and cutthroat competition. The manual tasks performed by previously humans are now powered by AI and example of these editing tools can automatically organize footage, scenes detection and offered suitable cuts thus reducing overall postproduction timeline and substantively reducing operational costs (Nigham, 2025; Lee, 2022; Lee, 2025; Rusell, 2021).

The content preference of audience and content strategies are now regularly performed by AI-driven analytics as it now commonly streaming giants e.g. Netflix and Amazon (Yasmeen & Hashmat, 2025; & AOUN, 2025).

### **The opposing narrative of Artificial Intelligence (AI) in film industry**

The critics agreed that usage of AI can bring more profit to industry, however, concern of loss of creativity and standardize storytelling and killing artistic experimentation (Lee, 2024; Nigham, 2025; Omid, 2026). AI or machine performed tasks in the film industry performed sets of standardized tasks within its limited domain and hardly venture out of components unlike human artistic which seeks to explore more innovation and experiment, and it is always challenging than machine learning tools.

### **Making impossible to possible realities by AI in the visual effects and Virtual production**

The motion picture industry has greatly benefited from AI in the area of visual effects and virtual production. Usage of AI-assisted CGI generation, fascial reconstruction and digital landscape which in part once unimaginable features are now possible thanks to AI assisted tools. AI tools are creating digital characters or actors and are now so realistic even if sometimes defining it difficult as these characters are real human or digitally produced characters (Zafar, et al, 2025). Besides ease of its usage is that it's now used by common audience requiring simple digital tools to produce character or actor without requiring any specialty or professional.

Researchers point out that AI-driven virtual production allows movie makers to produce high-quality visuals with relatively low budgets and costs (Lee, 2022: Lee, 2024; Nigham, 2025). However, researchers have cautioned that ethical considerations should be noted about misinformation and manipulation of identification which are largely possible of hyper realistic AI-produced imagery which can blur the distinction between reality and fake or manipulation which has greatly affected our society in recent years. Over the years, many incidents of hate violences are direct result of fake or manipulated imagery so concerns are genuinely valid related to AI in content generation.

The scholars point out that access to these AI tools in the film industry are available for small and independent producers previously were using some professional tools and these tools were limited to big produce and in a way (Lee, 2024; Lee, 2022). AI has truly created equal opportunities for small and medium fill produce to complete big studios thus creating healthy competition and creativity in the film industry. AI-based tools are greatly cut cost by helping with the automated subtitles, background music for film, script writing, voice cloning and low cost animation which were otherwise required specialist professional services for software like 3<sup>rd</sup> studio max or tools like with hefty costs.

Scholars and many in the film industry have warned that though these AI tools are easily accessibility to many products, these platforms are controlled by giant technology companies which may increase dependency and digital inequality (Lee, 2022; Lee, 2024, Nigham, 2025).

### **Audience Engagement: More personalized content creation**

AI platforms have access to large consumers or audience data, and these tools analyze audience behavior, viewing habits and social media platforms interactions to forecast audience appeals, thus enhancing the marketing tactics. Researchers call it “data-driven storytelling” as they argued that content creation is now more align with AI algorithms forecasting. Although, this process may provide content with chances of success, it is fatal for culturally rich and diverse content or no room for experimental movies thus short term success may lead to prolong failures of cinema.

### **A critical perspective regarding AI in film industry**

#### **Perils to employment and creative workforce**

With dawn of new technology often raises concerns about threat or displacement of jobs for established workers and media is exception. However, with advent of AI, these threats are real for creative labour in the film industry and most literature also points this concern in detail (e.g., Nigam, 2025; Lee, 2022; Lee, 2024).

The opportunities of creative labour like writers, editors, voice over actors, graphic designers’ workers and animation experts are rightly concerned about AI automation may limit job market in the film industry. Writers Guild of America (2023) and SAG-AFTRA (2023) are involved in the labour disputes in the film industry.

Some critical observations by scholars stating that AI may degrade creative artists’ skills, film produce may be more interested in the cost reduction than artistic creativity and workers may lose power of negotiation for salary and other benefits. However, counter narrative by researchers points out that AI functions is mainly dependent on human input and it’s only providing assistant to humans rather than not replacing humans.

#### **Deepfake Technology: Ethical Considerations**

Deepfake Technology is one of the core concerns of AI applications in society. Though film makers use it for enhancing the visual and actor recreations particularly about deceased or alive or artificial characters. However, society already witnesses impact of deep technology and scholars, experts and media people about possible usage of AI for manipulate public perception, create misinformation, exploit deceased actors and generation of non-consensual synthetic media.

Researchers stressed that AI has brought challenges like notions of identity, authenticity and consent (Vincent, 2023, Turner, 2019; Lee, 2022). They further argued that thus its kill notion of human creativity and emotional touch which are key core of entertainment genre like cinema (Vincent, 2023, Turner, 2019; Lee, 2022). Scholars noted that films are chiefly human art of creativity rooted in emotional touch, cultural cognition and social interpretation for long human experience of cinema (Vincent, 2023, Turner, 2019; Lee, 2022, Nigham, 2025). They feared that this human touch or feelings would not be reflected with AI tools who may not provide same handling as humans do in storytelling e.g. emotional nuance, cultural sensitivity, human imagination and original artistic vision (Vincent, 2023, Turner, 2019; Lee, 2022, Nigham, 2025). Artificial Intelligence (AI) has been trained in certain formulaic based models which depend on available content and consequently follow predictive patterns.

### **AI in Hollywood Film Industry**

Hollywood is leading cinema of global and majority of innovation and creativity pioneer in the film industry. Thus, there is no surprise that they are also pioneering in the usage of AI in movie making for the production cost saving, enhancing digitals effects for audience experience and using AI for audience behavior of content preferences. Hollywood also is facing sharp backlash from industry too as happened in the past and major strike of labour held in 2023 on AI replacement and digital exploitation. There is ensuing debate regarding AI in the film industry of Hollywood as two groups of thoughts exist one group strongly advocating for usage of AI and other group fiercely opposing it.

The debate is common in the other film industries across the global like India, China and South Korea as these film industries are rapidly using AI in the film making production. However, independent movie makers as stated earlier have various reactions to AI usage as some eagerly accepted reasonable cheap AI platforms while others with genuine fears of homogenization of creativity.

### **Theoretical debate on AI in Film**

The scholars have deployed many theories related to technology, innovation and notably famous theories and models are related to research projects like Diffusion of Innovation theory and Technological acceptance model (TAM) (McQuail, 2010). Though these theories were developed in the background of agricultural revolution of 1960s whereas challenges of consumers or to persistent resistant to adopt novel technologies for enhancement of production. The issue of AI is similar as acceptance of AI is hotly debated in all sections of society and cinema industry is no exception. Here researchers will explore few theories and models in line with current research work.

### **Technological Determinism**

This concept advocates that technological innovation of AI like will without any doubt renovate society and culture. The proponent of this concept strongly argued AI revolution is unstoppable in the film making and thus it provides much need development of industry and should not be considered regressive.

### **Critical school of thought on Political Economy Viewpoint**

Critical schools of thoughts' scholars point out that AI acceptance is solely driven by big corporations with unlimited greed is profit only and are not interested in artistic creativity (Nigham, 2025; Lee, 2022; Vincent, 2023). They argued that concentration of technological power, workforce exploitation, commercialization of creativity and a platform for capitalism (Nigham, 2025; Lee, 2022; Vincent, 2023).

### **Posthumanism**

Posthumanist theorists draw attention to how AI is blurring boundaries between humans and machines-based tools in content creation. These theorists visited the core usage of AI tools for virtual actors, synthetic voices, human-machine collaboration and digitally constructed identities.

### **Critical debate**

The research literature reviews highlight that AI in movie industry is not totally favourable nor utterly damaging. However, past research points out that effect depends on various factors like ethical governance, legal regulation, workforce protections laws regulation, human being supervision and responsible technological implementation. Most researchers are of the opinion that AI should work like collaborative creativity platforms rather than advancing as total replacement human artistic workforce. The previous literature on AI also observed core fault line between core concepts like efficiency vs creativity, automation vs employment, innovation vs ethics and commercialization vs artistic authenticity.

The film industry or Hollywood reactions to AI have drawn deep division between film produces and artistic labours over usage and its effects on film production. Proponents strongly advocate that AI provides efficiency, accessibility, augmentation of visual production, and data-driven innovation, whereas opponents caution that workforce displacement will be inevitable, ethical dangers, copyright violations, and loss of human creativity.

Currently it has been observed that hybrid cooperation will continue forged alliance between humans and AI and unlikely to total automation in the future of film industry (Hemraj, 2025). However, researchers also stressed that safeguarding ethical and regulatory consideration and safeguarding the rights and privileges of artistic workforce is pivotal for the rich artistic and cultural expression.

## **METHODOLOGY**

### **Research Design**

The present study employs a qualitative exploratory research design to examine Hollywood stakeholders' perceptions concerning the transformative role of Artificial Intelligence (AI) in the film industry and the encounters associated with its acceptance. Qualitative content analysis is employed to explore publicly available statements, interviews, social media posts, opinion articles, and news reports to gain an in-depth understanding of stakeholders' perceptions.

### **Population and Sampling**

The population of this research includes Hollywood stakeholders, including film producers, directors, actors, screenwriters, studio executives, labor unions, technology experts, and film industry organizations who have publicly articulated views on AI in filmmaking. A purposive sampling technique is used to select relevant data sources from online resources. Stakeholders of film industry whose opinions on AI have been reported between 2022 and 2025 through reliable online news websites, official social media accounts, interviews available online, and public statements are part of sample for this study. The current research work target on information-rich cases that directly address AI's role and effects within the cinema industry.

### **Data Collection Tool**

The data collection tool for current study is a content analysis codebook design developed by the researcher. The codebook includes classifications for recording and entries in codebook and they are stakeholders' identities and roles in the film industry, sources of opinion (news article, interview, social media post, public statement, etc.), perceived benefits of AI, perceived challenges and risks of AI, ethical considerations, effects on creativity and job market and recommendations regarding AI implementation.

Protocol aids systematic collection and organization of textual driven data from diverse online resources.

### **Data Collection Procedure**

Data collection are gathered from publicly accessible online sources, including, entertainment news websites (e.g., Variety, Deadline, The Hollywood Reporter), industry publications, official websites of film organizations and studios, public interviews and panel discussions, official social media accounts on X (formerly Twitter), Facebook, Instagram, and LinkedIn, and statements issued by organizations such as SAG-AFTRA and the Writers Guild of America (WGA).

The research used online search platforms like google with keywords to collect statements or any comment from online resources as described earlier. The scholars use related content keywords such as "Artificial Intelligence in Hollywood," "AI and filmmaking," "Hollywood stakeholders on AI," and "AI challenges in the film industry.". Relevant texts are stored and saved screened, downloaded, archived, and organized according to stakeholder categories on the computer/laptop. The process of filtering out duplicate and irrelevant materials or entries is removed from the dataset for the cleaning purpose.

### **Data Analysis**

The data is analyzed using known qualitative thematic analysis. The analysis uses the method recommended by Braun and Clarke (2006) as scholars suggest familiarization with the data through repeated reading, generation of initial codes from stakeholder statements, identification of recurring patterns and themes, review and refinement of themes, definition and naming of themes, Interpretation and reporting of findings. The themes expected to emerge from data sets such as technological innovations, efficiency, augmentation of creativity, labour displacement, concerns related to ethical boundaries, copyright issues and future of film production. The findings were interpretation in relation to relevant literature on AI and film industries.

## **FINDINGS AND THEMATIC DISCUSSION**

### **Stakeholders' Opinions on the Transformative Role of AI in the Film Industry**

An Analysis of statements from Hollywood film industry participants reveals that Artificial Intelligence (AI) is viewed as an able transformative force to reshape filmmaking processes, content creation, production efficiency, and engaging the audience. Stakeholders from studios, technology companies, filmmakers, and creative professionals express varying perspectives regarding AI's role in the future of cinema.

### **Tool for Innovation and Production Efficiency**

A prevalent theme emerging from Hollywood stakeholder analyses is the observation of AI as a revolutionary technological innovation tool that can streamline whole filmmaking process. Film industry

discussions such as “AI on the Lot” stressed emergent excitement among filmmakers, makers, and studios in incorporating AI into film making processes. Film industry’s personnel from writers to actors suggested that AI could be more than handy in script development, visual effects, editing, virtual production, and post-production actions, thus cutting production expenditures and enhancing productivity (Bloom, 2024).

“AI is here. And so to fight it is to, in a sense, to fight something that is a battle that we will lose. So, to find ways in which we can work with it is a more valuable path to take,” said Hollywood actress, Moore (Dawn, 2026). The actress called on the industry that its stopped opposing AI and she rightly stressed that its time to embrace AI and fighting is lost battle.

Famous Film director Gareth Edwards explained that AI is a revolutionary creative platform in comparison, with other major technological inventions in cinema history, e.g., from silent movies to cassette innovation or popular use of video cassette recorders or video cassette player. Edwards emphasized that AI has the potential to accelerate creative experimentation and can help in the idea throughout film development (The Guardian, 2026). Likewise, several tech Savy stakeholders emphasized that AI could democratize film production by allowing independent film makers to access tools earlier accessible only to handful of major players of film industries.

### **Enhancement of Creative Possibilities**

The other recurring theme emerging is related to AI’s potential to augment creative prospects. Film industries personalities noted that the capability of generative AI to generate visual ideas, storyboards, character designs, and virtual backgrounds that may encourage movie makers through creative development. Latest research work on AI-aided moviemaking implies that generative tools can assist new artistic expressions and cinematic styles during which aid creators in development of complex visual discourse (Zhang et al., 2025). Enthusiasts of AI contend that technology should be perceived as a cooperative apparatus rather than a substitution for human imagination. Moviemakers’ participation in AI-related industry activities, AI can enhance human inspiration and reinforcement filmmakers in experimenting with novel storytelling methods (Bloom, 2024).

### **Revolution of Film Production Models**

Hollywood personalities are now progressively acknowledged that AI may profoundly change conventional production arrangements. Analyses at film industry discussions uncovered anticipations that AI-generated actors, digital replicas, and automated creation systems could develop into more common phenomena in future film production systems (Page Six, 2026). Some film industry personalities forecast that AI technologies will notably decrease production time frame and alter labor obligations across several sections of film industry. These advances indicate that Hollywood is ushering a period of technological evolution where AI could become combined into nearly every phase of movie making, from pre-making planning to post-production editing and marketing (Zhang et al., 2025).

### **Challenges of AI in the Movie Industry According to Hollywood Personalities**

Although numerous stakeholders recognize AI’s likely advantages, however, substantial worries were detected concerning its effect on job market in the film industry, creativity, ethics, and intellectual property rights.

### **Threats and Security of Job and employment in the Film Industry**

The utmost obvious worry voiced by film industry personalities in connection to job dislocation. Actors, writers, voice performers, and production workers are fearful that AI tools may substitute human labor in creative productions. These worries became fundamental concerns during the 2023 Hollywood strikes involving the Writers Guild of America (WGA) and SAG-AFTRA.

Many stakeholders reasoned that AI-generated scripts, synthetic performers, and digital replicas could diminish employment prospects for writers and actors (Contreras, 2023). According to SAG-AFTRA agents, film makers progressively own the technical expertise to scan performers, replicate their resemblances, and generate performances without constant involvement from the original actors (World Economic Forum, 2024). The apprehension of technological substitution was often depicted by stakeholders as an “existential threat” to creative professionals and artistic jobs (The Guardian, 2023).

### **Ethical challenges and Digital Replication**

Hollywood personalities conveyed worries concerning consent, ownership, and control over digital likenesses. Film performers suspected whether moviemakers should have the permission to remake their appearance, voice, or performances through AI systems with no definite permission and costs. The SAG-AFTRA dialogue emphasized that fears encompassing digital imitations and artificial performers lead to contractual obligations involving informed consent for AI-generated imitations of performers (The Guardian, 2024). However, some stakeholders remain doubtful regarding the efficacy of these safeguards and contend that future technological advances may leave behind existent protocols (WIRED, 2023).

### **Copyright and Intellectual Property Challenges**

Film industry’s participants also revealed unease towards use of copyrighted creative creations in AI training systems. Writers, directors, and performers doubted whether AI enterprises should be authorized to train models with prevailing scripts, films, performances, and creative content with no benefit to original makers. Many Hollywood participants consider that existing copyright structures are inadequate to tackle emerging AI-connected concerns. Unease about unlawful content usage has strengthened discussions concerning intellectual property rights and creative ownership within the media industry (The Guardian, 2023).

### **Apprehension of loss of Human Creativity and Artistic Authenticity**

A considerable number of film industry personalities reasoned that moviemaking rest on profoundly contingent to human sentiment, cultural interpretation, and artistic understanding. Opponents of AI apprehension that unwarranted dependence on automated systems may fade originality and authenticity in storytelling. Actress Emily Blunt widely conveyed concerns regarding AI’s enhancing manifestation in moviemaking production and explained herself as “terrified” by the technology’s rising impact on creative industries (Times of India, 2026). Similar apprehensions were reiterated by actors and writers who reasoned that AI deficiencies of genuine human experiences are essential for feeling of artistic articulation.

### **Regulatory Uncertainty and Industry Adaptation**

Hollywood stars recognized that the swift pace of AI advancement has started doubt regarding governance and regulation. Industry organizations, unions, and moviemakers persistently negotiate policies meant to balance technological invention with worker securities. Although contractual accords have begun

safeguards involving AI usage, film industry participants acknowledge that the technology is advancing quicker than legal and institutional structures can adapt. Thus, Hollywood encounters current challenges in determining ethical guidelines, compensation instruments, and accountability systems for AI-assisted creations (World Economic Forum, 2024).

## **DISCUSSION**

The above results prove that Hollywood participants keep complicated and often conflicting views regarding Artificial Intelligence (AI). Although many participants acknowledge its transformative potential for improving efficacy, increasing creative opportunities, and diminishing production costs, substantial apprehension continues regarding job market security, ethical responsibilities, copyright protection, and artistic authenticity.

The findings align with technological determinism perceptions, which indicate that emergent technological tools substantially redesign social and industrial arrangements. Concurrently, Hollywood participants' concerns strengthen critical political economy arguments stressing the prospective concentration of power between major moviemakers and technology establishments at the cost of creative labor. Principally, Hollywood participants look to support the sensible incorporation of AI as a complementary tool rather than a comprehensive replacement for human creativity. The potential recognition of AI within film production will probably hang upon the development of active regulatory structures, transparent governance mechanisms, and securities for creative professionals.

## **CONCLUSION**

The current research concludes that Hollywood participants have mixed opinions and nonetheless substantial opinions regarding the developing role of Artificial Intelligence in the movie industry. Although AI is extensively acknowledged for its potential to expand production efficacy, support creative procedures, and present new prospects for innovation. Likewise, film industries' personalities also opined grave apprehensions about its consequences for job security, copyright protection, ethical standards, artistic rights, and artistic authenticity. The results advocate that Artificial Intelligence (AI) is certainly to become a fundamental part of film production; however, its acceptance must be directed by suitable regulations, transparent governance, and protections that guarantee technology accompaniments rather than replacing human ingenuity and professional proficiency.

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