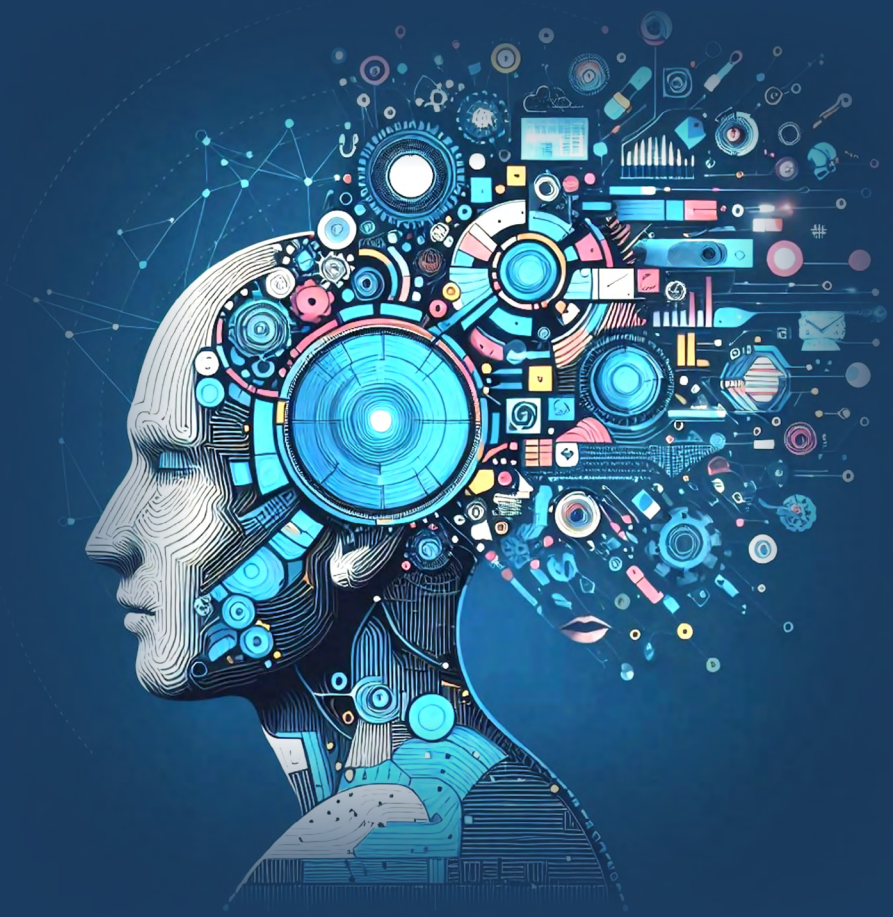
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THE INSTITUTE FOR ARTIFICIAL INTELLIGENCE
RESEARCH AND DEVELOPMENT OF SERBIA



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SOCIAL ASPECTS OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE AND TRANSHUMANISM

BOOK OF ABSTRACTS

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THE INSTITUTE FOR ARTIFICIAL INTELLIGENCE RESEARCH AND DEVELOPMENT OF SERBIA

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ARTIFICIAL INTELLIGENCE VERSUS AUTHORSHIP: A CHALLENGE FOR THE CREATIVE INDUSTRY

Artificial intelligence represents the latest technological achievement, but also a challenge of modern society. It has confronted modern man with his own civilization, as a set of knowledge, technological achievements and cultural heritage. Artificial intelligence raises the fundamental question on the kind of society we are creating, and therefore also the kind of culture we are creating.

The global neoliberal capitalist society perceives technological progress from precisely that neoliberal capitalist logic, that is, as a means to achieve economic profit. If we apply the economic logic to the scope of artificial intelligence, we can expect that it can do many things for us and instead of us. In addition, the consumer society dictates the commodification of everything, including technological progress. This means that access to artificial intelligence tools is sold, and that there are branded ones, better ones, and worse - cheaper ones.

The cultural field (Bourdieu, 1993) is viewed from one perspective, represented by many contemporary creators (Hayao Miyazaki, Nick Cave, etc.) as untouchable in the face of artificial intelligence, while others, the more enthusiastic among the creators, see artificial intelligence as an interesting and useful innovation, and the most concerned see it as a serious threat to the cultural field as a whole. Cultural economy, which is a relatively new discipline, deals with the creative industry as an economized field of cultural production. The rapprochement of economy and culture, as well as the creation of a cultural industry, is not a new phenomenon. It is a process that has been actively happening for the past thirty years and is discussed by many authors, while the cultural economy is a new field in which capitalism tends to prosper. We find the reason for this in the profitability, receptivity and the apparent or real innovation and authenticity of cultural products. The cultural economy foregrounds the creative industry or the creative economy, avoiding the term cultural industry which was characteristic of the pejorative attitude towards that industry held by the Frankfurt School (Adorno and Horkheimer, 2008). The economic becomes woven into the cultural (Crang, 1997) and that is a fact. The

easiest link between the cultural and the economic in the consumer society arises as a consequence of cultural tourism, which manifests itself in conspicuous consumption (Veblen, 2008) by which consumers make distinctions among themselves (Bourdieu, 1996), but also due to the influence of the logic of "faster production" of cultural products, including their content and simpler sales. It should not be so surprising that the contribution of artificial intelligence has been found in this field as well.

The creative industry faces several challenges in meeting artificial intelligence and developed AI tools for generating a wide variety of content, from images to entire ideas and texts, and the first, and perhaps the most obvious, concerns authorship. The question arises as to who is the author of the content generated with the help of artificial intelligence tools and whether the death of the author occurs in this way. Another, more economically relevant challenge concerns the potential loss of jobs in the creative industry, precisely thanks to the neoliberal logic that modern society applies consistently. The third challenge concerns the problem of global distribution, that is, the division of the world into the centre, semi-periphery and periphery (Wallerstein, 2005), and access to AI tools, which – like any other product in the global consumer society – are charged for, and therefore not available equally to everyone.

In this paper, we will attempt to examine the current reach of artificial intelligence and its present impact on the creative industry.

Keywords: Artificial intelligence, authorship, creative industry, cultural economy, AI