

Chapter 7

AI-Generated Folklore for Culturally Resonant Storytelling in the Digital Age: Bridging Tradition and Technology in Storytelling

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ABSTRACT

As digital technologies evolve, AI's role in crafting and disseminating cultural narratives presents a groundbreaking opportunity for marketers to engage digital natives through personalized, culturally resonant storytelling. This research explores the potential of AI-generated folklore to revolutionize marketing by creating narratives that bridge generational gaps and enhance global connectivity. It also addresses the ethical implications and stresses the importance of authenticity in leveraging AI for storytelling, ensuring that these narratives celebrate cultural diversity rather than misappropriating it. By examining the dynamic relationship between technology, culture, and marketing, this study proposes a new paradigm where AI is not merely a tool for targeting and analysis but a creative collaborator capable of crafting content that resonates deeply on a human level.

DOI: 10.4018/979-8-3693-7235-7.ch007

INTRODUCTION TO AI AND FOLKLORE

In modern society, the intersection between technology and conventional storytelling has created a transformative environment, notably when viewed through the prism of artificial intelligence. By utilizing extensive datasets, AI systems can scrutinize and reproduce existing folklore, reflecting on cultural motifs, symbols, and narratives that hold significance over generations. This enables AI to generate stories that echo cultural subtleties and discrepancies, which can prove especially advantageous in multicultural scenarios. For example, AI-powered platforms have been utilized to forge narratives that intertwine indigenous folklore with contemporary themes, improving the accessibility and relevance of these narratives for younger demographics. Academic voices contend that involving cultural stakeholders in the creative process is crucial to guarantee authenticity and cultivate a collaborative narrative that acknowledges the origins and meanings of these tales. **Therefore, the dilemma resides in technological progress with an ethical obligation to maintain cultural narratives' integrity and facilitate authentic connections among different cultural expressions.** As a new chapter in storytelling unfolds, driven by AI, new routes emerge for reinterpreting how folklore is generated and disseminated. Instead of merely considering AI as a substitute for human creativity, it can be envisaged as a mechanism to broaden the horizons of narrative potential, particularly in forming culturally impactful stories. AI's ability to integrate diverse influences and craft interactive narratives encourages audiences to interact with folklore unprecedentedly. For instance, storytelling experiences brought to life through AI allow participants to engage actively in narratives, thereby blurring the distinctions between storyteller and audience. This democratization of storytelling may result in a more profound exchange of cultural narratives, fostering community and cooperation across generational and geographical boundaries. By accepting AI as a cooperative ally, society can exploit its capabilities to enhance cultural storytelling, thus weaving a more interconnected global narrative tapestry.

A. Definition of AI and its Capabilities

The onset of artificial intelligence (AI) has significantly altered various fields, especially in creative sectors, enhancing productivity and sparking innovation. AI may be understood broadly as replicating human intellectual functions by machines, especially computational systems, yet its functionalities are much more expansive than simply automating tasks. With complex algorithms, AI can learn from datasets, make predictions, adjust to new data, and even create original content—this is typically identified as generative AI. This technological advancement transforms methods in which stories are crafted and received, as it analyzes extensive data

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