


Chapter 5

Audience Information and Ethical Marking System in Cinema

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ABSTRACT

The integration of artificial intelligence into cinema has brought profound changes to creative processes and audience perception. This chapter examines how AI becomes part of the cinematic message and its cultural implications through the lenses of McLuhan’s “the medium is the message” and Gerbner’s theories of resonance and mainstreaming. The ethical implications of AI technologies used in scriptwriting, visual production, sound design, and editing are critically discussed. The chapter proposes an “Intelligent Marking Model” to transparently indicate the extent of AI involvement in film production. This model aims to inform both audiences and industry stakeholders, promoting ethical and responsible use. Ultimately, transparency and ethical approaches are essential for the sustainable integration of AI in cinema.

INTRODUCTION

The integration of AI into the cinematic realm has precipitated a paradigm shift in the creative process, giving rise to significant ethical and engagement-related

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dilemmas. The implications of AI in cinema extend beyond the realm of storytelling, giving rise to debates concerning content authenticity and the potential manipulation of audience perceptions. This development consequently initiates a novel discourse domain concerning the manner in which filmmakers configure the audience experience and the criteria that are employed to delineate ethical standards. This raises questions regarding the sensitivity of audiences to AI-generated content and the manner in which the film industry can employ this technology in a responsible manner. Concurrent with the transformation of audience expectations and experiences engendered by emergent technologies, there is an imperative for filmmakers to adopt innovative creative approaches. This change has the potential to represent a significant turning point in the evolution of cinema as an art form, encouraging the development of innovative methods to enhance audience engagement alongside ethical debates. A strategy that prioritises transparency in the use of AI is essential to ensure that audiences are aware of the impact of these technologies on storytelling and content creation. In addition, there is a necessity to establish ethical guidelines for navigating the complexities of AI's role in cinema, whilst preserving artistic integrity and audience trust.

The ethical implications of AI's use in cinema necessitate a thorough examination of the boundaries between creativity and technology. Filmmakers must judiciously balance innovation and responsibility in their work. In addition to the possibilities offered by AI, it is imperative to consider its potential dangers and long-term effects on the audience. It is therefore imperative to develop a comprehensive strategy on how to integrate AI for the future of the film industry. This strategy should aim to balance human contribution and the role of AI in creative processes. Furthermore, it is incumbent upon filmmakers to continuously assess the impact of AI on content production, taking into account audience feedback (Vives, 2024).

As the film industry navigates this transformative environment, it is imperative to consider not only the ethical implications of AI-generated content, but also its potential to enhance storytelling techniques. For instance, the utilisation of artificial intelligence (AI) in the cinematic domain entails the capacity to analyse audience preferences and adapt narratives in a manner that is more likely to resonate profoundly with viewers. This, in turn, engenders a more personalised cinematic experience. However, this raises concerns about the potential for algorithmic bias, where certain demographics may be underrepresented or misrepresented in AI-driven narratives, potentially serving to perpetuate stereotypes rather than challenge them. The delicate balance between leveraging AI's capabilities and maintaining the integrity of storytelling will ultimately shape the evolution of cinema in profound ways.

It is imperative to educate audiences on the extent of AI's contribution to the creation of the content they consume and to establish ethical frameworks within this process. This is a pivotal step in fostering audience trust. Moreover, the provi-

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