



## ***Algorithmic Authorship: How Artificial Intelligence Is Transforming Creativity in Film and Media***

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### **Abstract**

*Artificial intelligence (AI) is becoming a transformative force not only in everyday life but also within the media and creative industries. In film and television, AI-powered tools are reshaping screenwriting, directing, and visual storytelling by automating processes that were once considered exclusively linked to human imagination. Deep learning technologies are now capable of writing screenplays, editing films, and creating digital actors, imitating artistic styles and predicting audience preferences—often with striking accuracy.*

*This study examines the implications of conceptualizing AI as a creative collaborator rather than merely a technical tool, by analyzing its impact on artistic authenticity and the creative labor market. Can AI truly replace the author, or does it simply expand the author's vision, guiding creativity in new directions? Through the analysis of case studies involving AI-generated films, screenplays, and digital art, this research explores whether these technologies are democratizing media production or instead homogenizing artistic expression. In a field fundamentally built upon human intuition and emotion, AI challenges our perceptions of the nature of creativity, the role of the artist, and the limits of human imagination in the digital age.*

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### **Introduction**

Throughout history, every major invention has been accompanied by doubt and fear. With the spread of writing into the public and educational life of ancient Greece, many theorists of the time feared that memory would weaken and that the human mind would atrophy. One of these figures was Socrates, who regarded

writing as something harmful to human society. This position is highlighted by Plato in *Phaedrus*, where, referring to a dialogue between Socrates and Phaedrus, Plato presents Socrates' view on writing:

“Trust in writing will make them remember things by relying on marks made by others, from outside themselves, not on their own inner resources, and so writing will make the things they have learnt disappear from their minds [1].

Later, when the printing press was invented, similar concerns emerged that excessive reading would overload the human brain. Likewise, with the emergence of cinematography, many artists believed that theatre would disappear entirely.

Today, with the development of artificial intelligence, we are witnessing a comparable debate. Many theorists and critics are confronted with the dilemma of whether this technological breakthrough represents a threat to human creativity or merely another technological revolution that provokes fear without justification.

Nevertheless, the growing use of artificial intelligence across various sectors has begun to profoundly reshape the creative environment. In particular, AI is transforming the media and film industries. AI-driven tools not only assist creative professionals but increasingly assume tasks traditionally regarded as inherently human creative labor such as screenwriting, directing, visual storytelling, and digital performance.

In this digital era, artificial intelligence is fundamentally altering the way films and media are created and experienced, challenging the traditional boundaries of human creativity.

Over the past decades, the processes of film and media creation have been grounded in human intuition, artists' subjective experience, and their emotional intelligence. However, as artificial intelligence technologies continue to advance, questions concerning the relationship between human creativity and AI-generated art are becoming increasingly significant.

This study examines the implications of conceptualizing artificial intelligence as a creative collaborator rather than a mere tool, by analyzing its impact on artistic authenticity and the creative labor market. Although artificial intelligence has made remarkable progress in creative fields, it still faces a number of limitations; this study therefore also seeks to identify and highlight those limitations. Through the analysis of case studies involving AI-generated films, screenplays, and digital art, this research explores whether these technologies are democratizing media production or instead contributing to the homogenization of artistic expression. Diverse perspectives exist on this issue. As one critique suggests:

“The corporate proclivity towards a ‘one-size-fits-all’ approach has created a homogenization of art, a sort of ‘cultural cleansing’ of output destined for the masses [2].”

In a domain fundamentally built upon human intuition and emotion, artificial intelligence calls into question our understanding of creativity, the role of the artist, and the boundaries of human imagination in the digital age. Will AI be capable of creating screenplays and films that rival those made by humans, or will it serve merely as a tool to enhance creativity and assist creators? This is one of the central questions examined throughout this paper.

## Research Methods

### Review of Existing Literature

An examination of academic and professional literature addressing the use of artificial intelligence in film and media.

### Analysis of Interviews with Artists, Critics, Directors, and Theorists

Consideration of expert perspectives on the role of AI in creative processes.

### Analysis of AI-Generated Films and Screenplays

Case studies of films such as *Sunspring* (2016), *To Dear Me* (2019/2024), and *Atlas* (2024).

Through the review of existing literature, this study aims to identify prevailing attitudes and professional experiences related to the use of artificial intelligence in creative practice, drawing upon both scholarly

sources and previously conducted interviews.

Building on this methodological approach, the study analyzes how artificial intelligence technologies—including screenplay-writing algorithms, editing tools, and digital character generation—affect the evolution of creative processes within the film industry. It is well established that such AI technologies have already been employed in several notable projects, offering a valuable insight into the growing role of artificial intelligence in creative production. Examples include *Sunspring* (2016), *To Dear Me* (2024), and *Atlas* (2024). By analyzing these films, this study examines the impact of collaboration between human factors and artificial intelligence on the filmmaking process, offering insight into the evolution of creative practices within the film industry. The objective is to identify how the use of artificial intelligence has influenced the artistic, technical, and narrative dimensions of these films, thereby providing a deeper understanding of the transformations currently taking place in the film and media industries.

## Research Questions and Hypotheses

### Hypotheses

- The role of the screenwriter will transform toward editing and creative leadership.
- Artificial intelligence does not replace the author but expands the author's creative vision.
- Artificial intelligence does not replace the creator but can enhance creativity through controlled collaboration.

### Research Questions

- Will the role of the screenwriter diminish, or will it evolve into a primarily editorial process?
- Can artificial intelligence replace the author, or does it merely expand the author's vision, directing creativity toward new paths?
- How can artificial intelligence be integrated into the creative process in a way that strengthens and supports human creativity while avoiding the risk of replacement?

## Results

Throughout this study, it was found that the increasing integration of artificial intelligence into the film and media industries represents both opportunities

and challenges. As demonstrated in this paper, AI has the potential to enhance human creativity, democratize media production, and generate new forms of artistic expression. At the same time, it raises fundamental questions regarding authorship, authenticity, and the future of human creativity.

The impact of artificial intelligence on artistic authorship is not solely a technical issue, but also a philosophical and legal one. AI is reshaping how we understand creativity and challenging the traditional notion of the artist as a unique and irreplaceable figure.

If artificial intelligence is approached as an extension of human creative capabilities, new opportunities may emerge for art and the creative industries. However, if AI is viewed as a replacement for human creativity rather than as its assistant, a potential crisis may arise in terms of authenticity, the creative market, and the meaning of art itself. In such a scenario, rather than entering a new era of innovation, we may face an age of mass-produced art—cold, standardized, and deprived of genuine creative spirit. The question, therefore, is not merely technological but existential: Can true art exist without the human soul?

Over the course of this research, it was also found that artificial intelligence is capable of producing many outputs traditionally associated with creative authorship, albeit with significant limitations.

Analysis of scholarly articles and interviews with industry professionals reveals a growing ambivalence toward artificial intelligence. While many directors and screenwriters view AI as a useful tool for overcoming creative blockages or streamlining production processes, concerns persist regarding the authenticity of AI-generated works.

Some theorists and filmmakers express concern that artificial intelligence risks homogenizing creativity by relying excessively on algorithms and historical data, which may suppress innovation and diversity in artistic expression. Others argue that AI should be understood as an extension of human creativity rather than a replacement, emphasizing the essential role of human intuition and emotional understanding in producing art that resonates deeply with audiences.

Excessive reliance on these tools may lead to similar-

ities across creative works, as algorithms are often trained on limited datasets that reinforce existing conventions and clichés, thereby constraining innovation and diversity in storytelling.

There is also visible dissatisfaction among artists due to the potential misuse of their likenesses and creative identities, a consequence of the absence of clear legal regulations and ethical standards governing the use of artificial intelligence in creative fields.

The films analyzed—*Sunspring* and *To Dear Me*—demonstrate the use of artificial intelligence in the creation of digital actors and complex characters, while *Atlas* illustrates how AI can assist in screenplay development by imitating the styles of well-known authors. However, these developments simultaneously raise critical questions regarding the nature of authorship, artistic authenticity, and the future of human creativity.

The aforementioned films highlight the ethical and artistic dilemmas surrounding the use of artificial intelligence in cinema, challenging traditional notions of human authenticity in creative production. The influence of AI is clearly evident in narrative structure, cinematic language, and the role of digital actors, raising questions about the future of traditional performers and the authenticity of the cinematic experience itself.

Thus, although artificial intelligence has made extraordinary advances in the realm of creativity, it continues to face several key limitations, including a lack of genuine originality, an absence of deep understanding, and a fundamental dependence on training data.

As evidenced throughout this study, the impact of artificial intelligence on film and cinematic creativity remains in a state of ongoing development, and co-creation between humans and AI will shape the future of the industry. This evolution may generate new opportunities for filmmakers by providing advanced tools and technologies to explore innovative ideas; however, the preservation of the human role as a creative leader remains essential to maintaining the core essence of cinematic art.

The findings of this study raise important questions

about the future of creativity in the digital age. At the heart of this debate lies the nature of authorship itself. Traditionally, authorship in film and media has been a human-centered concept, in which the creator's unique vision, stylistic signature, and emotional intelligence shape the final product. However, as artificial intelligence becomes an increasingly influential participant in the creative process, the definition of authorship grows ever more ambiguous. Who—or what—holds intellectual property rights over a screenplay or film created with artificial intelligence? Is it the programmer, the algorithm, or the AI system itself?

### Discussion

Throughout the history of artistic discovery, contradictory forces have always been at work. These contradictions are equally present today with the introduction of artificial intelligence, generating impulses of progress, suspension, and even regression.

In the magical world of cinema—where human imagination takes shape through light and shadow—technology has always played a crucial role in expanding the boundaries of storytelling. Today, with advances in artificial intelligence, we are entering a new era of creativity in which algorithms and machine learning collaborate with human minds to bring stories to the screen in unprecedented ways.

The findings of this study indicate that the use of artificial intelligence in artistic creation is becoming increasingly pervasive. As previously discussed, AI is playing an ever more significant role in the creative processes of the film and media industries, influencing various stages of production, including screenplay writing, video editing, and the creation of visual effects.

Artificial intelligence is already being used to generate film screenplays. According to available data, this is achieved through the analysis of thousands of existing scripts, from which new narratives are generated. One notable example is the short film *Sunspring* (2016), whose screenplay was created by an AI algorithm.

AI is also being successfully applied in video editing. AI-based tools can now analyze raw footage and suggest cuts or edits, partially replacing the human factor—particularly the editor—while significantly accelerating the editing process. “A system developed by

Adobe that integrates AI into video editing, enabling complex changes such as adjusting lighting and generating background music through text-based commands [3].”

Moreover, artificial intelligence can assist creators in testing different writing styles and visual effects without requiring specialized expertise in each discipline. AI-based tools are capable of analyzing individual user preferences and suggesting multiple variations of a creative project, thereby opening new possibilities for personalized art.

The editing process itself is increasingly supported by AI-driven tools that help identify the strongest segments of footage and assemble them into a coherent montage. In addition, AI can generate complex visual effects, including animations and simulations that previously required extensive time and resources. For instance, machine learning techniques are now used to create more realistic special effects in film production.

On the other hand, the use of artificial intelligence in art and media has brought about a profound transformation in the concepts of authorship and artistic authenticity. Traditionally, authorship has been associated with the individual as the unique creator of a work, reflecting personal experience, sensibility, and skill. However, advancements in AI have challenged this notion by producing tools that not only assist artists but can also autonomously generate new works.

Many artists and creative industry professionals have expressed concern that if AI can create paintings, films, music, or texts more quickly and at lower cost, companies may increasingly choose AI over human artists. This shift could significantly reduce employment opportunities for creatives and ultimately devalue human-made art, as creativity risks being perceived as something that can be produced with a single click.

Artist Ortiz has expressed concern regarding the use of her artwork to train artificial intelligence systems without her consent, stating: “It’s scandalous. This multi-billion-dollar industry is competing in our markets [4].” Such statements reflect widespread fears that the use of artificial intelligence in artistic

creation may reduce employment opportunities for artists and diminish the value of human creativity by treating it as something that can be easily produced by machines.

Artificial intelligence learns from works created by humans, yet it often reproduces styles or ideas without attributing credit to the original authors. This practice raises serious concerns regarding plagiarism and copyright infringement. If an AI system generates a work of art, who should be considered its author—the artist who used the AI, or the program itself? This remains a legally unresolved issue.

Although artificial intelligence has enabled significant advances in the creation of visual and audiovisual content, its use in generating highly realistic images and videos has raised serious concerns about authenticity and ethics. Research indicates that audiences often respond with skepticism to AI-generated content, particularly when it may be perceived as manipulative or deceptive. This reaction reflects an inherent absence of ethical and moral judgment within AI systems—a dimension that only human creators possess and can employ to establish boundaries within the creative process.

For this reason, it is essential that the use of artificial intelligence be accompanied by human oversight and transparency in order to ensure the production of responsible, trustworthy, and ethical content. Educating the public to understand and identify AI-generated content also remains a crucial step in preserving trust in digital media.

Paul McCartney has warned that potential legal changes concerning copyright in relation to artificial intelligence could undermine the motivation of artists and writers, thereby placing creativity itself at risk.

Traditionally, only a living artist—endowed with consciousness and human experience—has been considered capable of creating authentic art. Consequently, while artificial intelligence can imitate artistic forms, it cannot possess personal experience.

The limitations of AI creativity remain evident, particularly in areas related to emotion, intuition, and originality. Nevertheless, artificial intelligence can function as a powerful assistant within the creative

process, enriching rather than replacing the human role in art and filmmaking.

If art is understood as a form of deep and subjective human communication, then true art cannot exist without human sensitivity and consciousness—qualities that artificial intelligence does not possess. However, if art is evaluated primarily through the experience of the audience, then AI-generated creations may also hold independent artistic value.

Film director Zack Snyder regards artificial intelligence as a tool capable of enhancing the creative process in cinema, while emphasizing that it cannot fully replace the human dimensions of directing. Although he remains cautious about certain applications of the technology, he acknowledges the benefits it can offer.

“You have to understand what it is and what it’s not capable of, and you have to be able to use it as a tool as opposed to standing on the sidelines with your hands on your hips [5].”

The impact of artificial intelligence on creativity may extend even further by transforming the ways in which art is experienced and consumed. With the capacity to personalize content based on individual preferences, algorithms can generate works tailored to each viewer, thereby challenging the traditional concept of a universal artwork intended for a broad audience. This development may lead to an era of increasingly fragmented art, in which the boundaries between creator and audience become blurred, as each individual may encounter a uniquely constructed artistic experience. In this context, the concept of authorship may evolve from a singular entity into a collaborative process between humans and machines, where artists are no longer solitary creators but rather facilitators of a creative dialogue with technology.

As artificial intelligence continues to evolve, this collaboration may shape the future of art and redefine what it means to be an author in an era in which creativity is no longer exclusively human. The automation of creative processes through artificial intelligence may reduce the need for certain traditional roles within the media industry, raising concerns

about job displacement. As one warning suggests:

“The automation of processes will lead to the disappearance of certain types of jobs, leaving many individuals without employment opportunities [6].”

This issue is not merely economic, but also social and existential. This fundamental challenge was articulated by physicist Stephen Hawking, who in a 2014 interview with the BBC expressed concern that artificial intelligence could develop to the point of surpassing human intelligence and becoming autonomous, potentially leading to the end of the human race:

“The development of full artificial intelligence could mark the end of the human race [7].”

These warnings acquire particular significance in the context of the creative industries, where the expanding use of artificial intelligence has raised serious questions regarding the role of the author, artistic originality, and professional ethics. Although AI may assist with the mechanics of storytelling, art and narrative remain profoundly human, as emotions, lived experience, and unique perspectives cannot be replaced by an algorithm. Humanity remains the true soul of cinema.

Available data indicate growing concern within the artistic community regarding the impact of artificial intelligence on creativity and artists’ rights. This is evidenced by the Hollywood actors’ strike calling for limitations on the use of artificial intelligence. Screenwriters, in particular, have expressed concern about the use of AI to “write or rewrite creative material,” demanding restrictions to preserve the authenticity of their work. During this strike, an agreement was reached to protect creative labor from the unauthorized use of artificial intelligence.

This agreement was welcomed by the majority of the artistic community. Union member Angela Jorgensen described the outcome as “extraordinary.”

Union member Angela Jorgensen described the agreement as “extraordinary,” stating:

“Imposing limitations on the use of artificial intelligence and preventing it from being trained on works

created by us screenwriters will help us protect our jobs [8].”

Actor Nicolas Cage has warned artists to exercise caution when signing contracts that include the use of their digital replicas, particularly with regard to their physical presence and recorded performances. As the integration of artificial intelligence into the film industry introduces challenges related to authorship and artistic authenticity, many artists fear that AI may be misused to replicate their image and voice without consent, thereby violating their rights and undermining the integrity of their performances [9].

Actors, in particular, fear that their likeness or voice may be cloned, while screenwriters are concerned that artificial intelligence could be used to generate scripts at lower cost or that their existing scripts might be exploited as training material for AI systems. Nicolas Cage has openly acknowledged his apprehension, stating that he is “terrified” of artificial intelligence and asking: “What are you going to do with my face when I’m dead?”

Similarly, actor John Cusack has expressed concern that film studios will not limit their use of artificial intelligence to creating or replacing background actors, but will extend these practices much further. He characterizes this process as a “massive identity theft,” suggesting that AI is being used to appropriate actors’ images, voices, and creative labor without proper consent or compensation. Cusack has also described the practice as a “criminal enterprise,” implying that it represents an unethical and exploitative strategy through which major film studios financially benefit at the expense of artists:

“Do you think they will stop with extras? That’s what AI is — a giant Copywrite identity theft [and] criminal enterprise [10].”

Director Zack Snyder emphasizes that Hollywood must embrace artificial intelligence in order to remain competitive. Nevertheless, he cautions that despite benefits such as cost reduction and the simplification of complex scenes, cinema must preserve its artistic essence and the central role of human contribution.

“Educating yourself and understanding what it can and can’t do is important right now, especially where it exists in image-making and storytelling [11]”

However, not all voices share this critical perspective. Actor and director Ben Affleck expresses a more optimistic stance, describing it as “highly unlikely” that artificial intelligence will destroy the art of filmmaking. On the contrary, he believes that this technology may introduce improvements and support the industry in specific areas.

“What AI is going to do is dis-intermediate the more laborious, less creative, and more costly aspects of filmmaking that will allow costs to be brought down, that will lower the barrier to entry, that will allow more voices to be heard, that will make it easier for the people want to make ‘Good Will Hunting’ to go out and make it [12].”

This sharp contrast between differing viewpoints underscores the fact that the impact of artificial intelligence on cinematic creativity remains a complex and highly contested issue.

Nevertheless, Affleck acknowledges that artificial intelligence may significantly influence the visual effects industry. He views AI primarily as a supportive tool rather than a replacement for human creativity in cinema. Affleck maintains an optimistic perspective on the role of AI in enhancing—rather than eliminating—human involvement in the filmmaking process. As he notes: “AI can write you excellent imitative verse that sounds Elizabethan. It cannot write you Shakespeare [13].”

In the paper “Transformation vs. Tradition: Artificial General Intelligence (AGI) for Arts and Humanities” by Liu et al. (2023), the authors examine the impact and applications of Artificial General Intelligence (AGI) in the fields of art and the humanities. They discuss how AGI can be used to create shooting schedules, identify outdoor filming locations and props, accelerate the casting process, and assess a film’s potential success and projected revenue:

“Specifically, they can make shooting schedules, find exterior film locations and props, speed up casting person search, and estimate the success and potential

revenues the film may earn [14].”

Artificial Intelligence (AI) Algorithms are now Assisting in Planning Shoots and Managing Budgets Efficiently.

Integrating AI into these processes not only increases efficiency but also opens new horizons for innovation in the film and media industry. A concrete example of this potential is the use of AI in developing advanced techniques for restoring and repairing damaged images, thus contributing to the preservation and revitalization of visual archives.

“Image inpainting has the objective to automatically reconstruct missing or damaged parts of an image [15].”

In documentaries, AI is particularly useful and powerful because the work involves not only storytelling but also research, analysis, and processing of existing material. AI algorithms can improve the quality of old footage. In documentaries, AI is more powerful as it assists with research, analysis, and archival material processing.

In feature films, however, AI remains limited because it cannot generate stories with genuine depth and emotion.

Artificial Intelligence (AI) has achieved remarkable progress in the field of creativity, being able to analyze and generate complex texts, images, or music. However, it often fails to understand and connect information in a way that produces a story with long-term coherence and deep emotional meaning. This happens because AI lacks consciousness, sensitivity, or life experience—essential elements in the creative process. Unlike human creators, AI has no artistic motivation, personal vision, or capacity to reflect on criticism and consciously reshape its work. It cannot develop an authentic creative style nor create with artistic awareness. Therefore, although its creations may be technically advanced, they often lack emotional content and artistic depth.

### Analysis of Selected Films

To Dear Me (2019) demonstrates that AI can be used as a co-creative tool to expand visual techniques and animation, making the production process more

more accessible and experimental.

Sunspring (2016) is a short science fiction film written by an AI named Benjamin, created by Ross Goodwin. The film was directed by Oscar Sharp as part of an experiment on AI creativity in screenwriting. The project aimed to explore a machine’s ability to imitate writing styles and produce a narrative.

Although Sunspring demonstrates that an AI can create a structure similar to a real screenplay and use language with a certain level of coherence, the lack of emotional depth is also evident. The script comes across as shallow and fails to convey clear feelings or messages to viewers, limiting its emotional impact.

“Sunspring, as a narrative, is a dark existential tragedy that is given a strange tone given the script’s humorous inability to fully grasp the language [16].”

The film has elicited mixed reactions from critics and audiences. Some praise it as an innovative experiment in the field of cinema, while others highlight its limitations in terms of emotional depth and narrative coherence.

Jennie Kermode, in her review for Eye for Film, notes that the actors do an excellent job of bringing emotional coherence to a script that is “fascinatingly flat [17].” She adds that, despite its absurdity, Benjamin’s script is superior to many others in the science fiction genre that are claimed to be written by humans.

Overall, Sunspring is regarded as an intriguing experiment exploring the potential and limitations of artificial intelligence in artistic creativity.

To Dear Me (2024) is a 5-minute and 30-second short film that combines elements of animation and visual art created with the assistance of artificial intelligence. Directors Gisele Tong, Liufang Chen, and Xiaoxuan Yan developed this project as a co-creative effort with the AI of Aanimate Lab, and the film won an award at the 2024 Beijing Film Festival.

The film tells the story of a young girl confronting the emotional wounds of a dysfunctional family and her own inner insecurities. During her personal journey, she seeks love and ultimately learns to love herself.

According to Curious Refuge, *To Dear Me* is a powerful example of using artificial intelligence as a co-creative tool in the artistic process, expanding visual possibilities and animation techniques. Director Chen Liufang (2024) emphasizes: “The use of real actors and live-action footage contributed to creating more consistent and controlled content, compared to the often unpredictable outcomes of text- or image-generated material.”

Although AI assists with certain processes, human creativity and contribution remain decisive—a fact demonstrated by the three months of work required to produce this short film.

“Can artificial intelligence learn to perform independently in the future? I view this optimistically, but it will require extensive training [18].”

The film has been praised for its innovative approach to integrating artificial intelligence into visual creativity. Users on Reddit have particularly highlighted its unique graphic style, which combines hand-drawn sketches and stylized 3D models with AI-generated animations, resulting in an impressive work with a rich and captivating color palette.

*To Dear Me* is an AI-generated animated film that, despite not using any dialogue or words, manages to construct a coherent and emotionally accessible narrative. The story unfolds through animated visuals and symbolic imagery, allowing viewers to derive meaning without the mediation of spoken language.

*Atlas* is a 2024 film directed by Brad Peyton, starring Jennifer Lopez as a data analyst who harbors deep skepticism toward artificial intelligence. In a dystopian future, she finds herself compelled to cooperate with AI in order to capture a rogue robot, facing significant challenges along the way. The film *Atlas* contains contradictory emotions and has been criticized for its similarities to other productions and for its lack of deep character development, making it feel like a patchwork of elements from other science fiction films. The story focuses on a cynical and sarcastic protagonist who, during a dangerous mission on an unstable planet, must collaborate with an artificial intelligence, Simon, to survive. However, critics note that despite some interesting elements, the film

does not bring anything new to the science fiction genre.

"A narrative -- and much imagery, too -- that's built on much better movies [19]." is a direct quote from critic Tim Cogshell in his review of *Atlas* (2024).

*Atlas* reflects on the ethical concerns and dilemmas that accompany the integration of artificial intelligence into society, including fear of its autonomy and the need for human-machine cooperation. Connor Jameson calls *Atlas* a “Contender for Worst Movie of the Year” adding “that completely underwhelmed the lowest of low expectations [20].”

The film presents a strongly futuristic aesthetic, with set design and visual effects situating the narrative in a technologically advanced and bleak future. It emphasizes the interaction between humans and artificial intelligence, exploring a tense yet necessary relationship for survival.

Overall, across these three films, it is evident that AI has influenced both narrative structure and cinematic language. Analyzing the aforementioned films shows that AI not only affects the way stories are created but also how they are perceived by audiences, introducing new approaches to scriptwriting and visual storytelling [21].

An aspect not previously discussed in theoretical analyses of *Sunspring* is the disharmony between dialogue and visual imagery—or the audio-visual incoherence—as an indicator of non-human authorship. In some cases, the dialogues appear constructively formulated and follow an internal logic, yet they do not align with the characters’ actions within the frame or with the duration of the visual shots. For example, a long sentence may be spread across a short shot without any expressive connection to the gestures, or, in other instances, the actor’s movements are visually distorted—such as in a scene where a hand “melts” into the image instead of rising gradually. This creates a pronounced sense of unnaturalness and emphasizes the absence of traditional human control over editing, *mise-en-scène*, and audio-visual synchronization [22].

The approach of *To Dear Me* demonstrates that AI is capable of reproducing simple forms of visual narrative

especially when there are fewer complex elements to synchronize (such as real actors, physical sets, real cameras, or dynamic editing). The film functions as a poetic visual sequence, where emotion and meaning emerge through color, movement, and visual metaphor.

Atlas—although this visual style does not fully align with my aesthetic preferences due to its heavy effects and cold, futuristic design—cannot have its visual coherence and construction of a distinctive cinematic world denied. This world reflects the central theme: the challenge of coexisting with non-human intelligence [23].

Thus, the limits of AI creativity remain evident, particularly in aspects related to emotion, intuition, and originality. Nevertheless, AI can serve as a powerful assistant in the creative process, integrating as a tool that enriches but does not replace the human role in art and cinema.

### Conclusion

The role of the screenwriter is not diminishing but transforming. It is becoming that of an editor and creative director, using AI to generate ideas and content while maintaining artistic control and authenticity [24].

Artificial intelligence does not replace the author but acts as a collaborative tool that enhances the creative vision. It offers new ideas and perspectives, helping the creator explore new directions in creativity, without taking over the decisive role or the artistic subjectivity

To avoid the risk of human replacement by AI, it must be integrated as an assistive tool, not as a substitute. This means creators should retain control over the artistic vision and use AI to expand imagination, generate alternative ideas, or accelerate technical processes. Establishing clear ethical rules and boundaries in its use ensures that AI supports rather than replaces human creativity [25].

Even though artificial intelligence analyzes and combines data efficiently, it remains limited in generating original ideas. AI typically reproduces existing elements, whereas human creativity stems from instinct,

passion, and inspiration—dimensions that a machine cannot fully experience. Although AI has introduced new possibilities in content creation, it still faces fundamental limitations related to the absence of consciousness, life experience, and artistic sensitivity. Currently, AI lacks artistic self-awareness, and as a result, its creations remain limited in human interpretation and emotional resonance [26].

### Legal and Ethical Limitations

Issues surrounding copyright, plagiarism, and the use of training materials without permission remain contentious points in AI-based creativity.

However, as AI continues to evolve and its role in creative industries expands, there is an ongoing need to reflect on its impact on art and the concept of authorship. This situation requires a careful balance between the benefits brought by technology and the preservation of traditional creative and ethical values that underpin the film industry.

Some argue that art is not only an act of creation but also a relationship between the work and its audience. If a piece generated by an algorithm evokes emotion, inspiration, or reflection in viewers, it can fulfill the function of art. The definition of art and authenticity is central to this debate: if art is understood as an expression that arises solely from human experience and sensitivity, then artificial intelligence cannot produce “genuine art.” But if the evaluation of art is based on its impact on the audience—such as evoking emotion, reflection, or inspiration then AI-generated creations can also be considered a legitimate part of the contemporary artistic landscape [27].

This study leads to a question that touches the core of our relationship with art:

### Is Artificial Intelligence Creating a New Audience—A Generation that Feels Differently, Experiences differently, and Evaluates differently?

At this crossroads between humans and machines, a dilemma emerges: is emotional depth and human connection fading as creativity moves toward a new, as-yet-unnamed form? This is an issue that requires further investigation—not only into art itself but into the very nature of our humanity.

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