Deepfake technology's introduction caused intense ethical discussions over how to use it correctly in a variety of contexts, such as advertising and entertainment. Using Disney's use of the technology in movie production as a case study, this paper explores the ethical issues surrounding deepfakes and their possible effects on TV commercials on the company's broadcast network, ABC. Students are urged to critically assess the ethical limits of deepfake technology and its effects on public confidence in the information and entertainment industries by investigating philosophical issues and real-world scenarios.

Artificial intelligence-driven Deepfake technology allows visual footage to be modified to produce incredibly lifelike representations of people. Although there is potential for this technology to improve entertainment experiences, there are also serious ethical questions it presents, especially with regard to permission, authenticity, and the breakdown of trust. When deciding whether to include deepfakes in its films and TV commercials, Disney executives face difficult moral decisions that need to be carefully thought through.

Disney's decision to utilize deepfakes for resurrecting deceased actors in its iconic franchises, such as Star Wars, illustrates the intersection of technological innovation and ethical responsibility. On one hand, deepfakes offer the potential to honor actors' legacies and enrich storytelling experiences with continuous visual effects. However, concerns arise regarding consent, privacy, and the maintenance of actors' identities, particularly when following portrayals are involved. Executives must grapple with the ethical implications of leveraging deepfakes while respecting the rights and dignity of individuals.

Some ethical questions that people should consider are: Should deepfakes be allowed in movies when actors or their estates provide permission and are compensated? This question delves into the ethical considerations of consent, artistic integrity, and the portrayal of deceased

individuals in cinematic productions. Should deepfakes be permitted in TV advertisements? The use of deepfakes in advertising raises concerns about consumer deception, manipulation, and the blurring of reality and fiction in commercial messaging. Executives must weigh the potential benefits of innovative marketing against the risks of misleading audiences. To what extent do deepfakes wear down trust in the information and entertainment industries? Deepfake technology has the capacity to challenge trust in visual media, worsening concerns about misinformation, disinformation, and the authenticity of digital content. Executives must consider the broader societal implications of deepfake creation on public trust and media credibility.

Disney executives are encouraged to establish ethical frameworks that highlight principles like accountability, openness, and permission in order to navigate the ethical challenges of deepfakes. To promote ethical behavior and reduce the possible negative effects of deepfake technology, actors, creators, and audiences—must collaborate with one another. Moreover, industrial rules and standards can act as shields to guarantee ethical behavior and reduce the likelihood of it.

The entertainment and advertising industries face a complex and diverse problem when it comes to the ethical application of deepfake technology. Through a critical analysis of case studies like Disney's use of deepfakes in film and advertising, executives are forced to face ethical issues that go beyond technological innovation. Organizations can engage stakeholders and make well-informed decisions that are guided by ethical standards to navigate the ethically difficult waters of deepfakes while maintaining integrity, trust, and the welfare of society.