

The Impact of Artificial Intelligence on Creative Fields: Authorship, Originality, and Cultural
Influence

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Introduction

Artificial Intelligence has shifted from a background tool to a direct contributor in creative fields. From generating artwork to composing music and writing fiction, AI is now capable of producing results that used to rely only on human skill. As these systems grow more sophisticated, so do the questions around their ethical use. The creative world is now dealing with issues that were not relevant before. The core concerns include authorship, originality, and how culture is shaped or distorted when machines take part in the process.

AI in Art, Music, and Literature

AI tools today can replicate human creative tasks with speed and scale. In digital art, programs like DALL·E and Midjourney create high-quality images from a few words. Music composition software like AIVA can produce instrumental scores that follow genre rules and emotional tones. Language models are also used to write poems, articles, and even books with structure and logic that can match human standards. These systems rely on large datasets filled with existing human-made content to generate their output (Elgammal, 2019). The process is fast and automated, but the material they rely on is not original in the true sense. This leads to the first ethical problem, which is authorship.

The Question of Authorship

When an AI system creates something, the question of who gets the credit becomes difficult to answer. The person typing the prompt, the company that trained the model, and the model itself all play a role. Current laws do not grant AI any legal ownership, which shifts the focus to the user or the developer. Still, giving full credit to the user may overlook the fact that the core intelligence behind the creation comes from the AI system. In 2019, the US Copyright Office ruled that works created by AI cannot be copyrighted unless a human contributed enough creative input (USCO, 2019). This means that full AI-generated works fall into a legal grey zone where ownership becomes hard to prove or defend.

Redefining Originality

Originality is another concern. AI does not create from scratch. It pulls patterns, structures, and styles from existing datasets and reassembles them in a new form. While the results may look or sound different, they are often built on direct references to previous works. This challenges the definition of originality. In literature, for example, AI-generated stories often use plot structures and language patterns that mimic known authors. One study found that readers could not consistently tell the difference between AI and human-written poems, yet the AI works lacked deeper themes or emotional depth (Khalil, 2021). The result is a type of creativity that feels shallow or mechanical even if it appears polished.

Cultural Bias and Influence

Cultural influence adds another layer to the discussion. When creative works are produced by AI trained on massive global datasets, the results often reflect dominant cultural trends. This can lead to cultural flattening where unique local styles or minority voices are drowned out. For example, an AI trained mostly on Western art may overlook visual themes that are key in Asian or African cultures. The system's training data shapes its output, and if that data lacks diversity, the AI inherits that limitation (McCormack et al., 2020). This raises concern about cultural bias and whether AI tools are helping or harming global creative expression.

Replication and Artistic Consent

There is also the issue of replication. AI can now mimic the style of living artists without their consent. A song can be made in the style of a famous musician. A digital painting can look like it was made by someone who is still alive and actively working. Some artists argue this is a form of theft, as their artistic identity is being cloned without any control or compensation. In 2023, a group of visual artists filed a lawsuit against several AI art platforms, stating that their copyrighted works were used in training datasets without permission (Andersen, 2023). These cases highlight the lack of regulation and the speed at which AI has outpaced existing laws.

AI as a Tool vs. a Replacement

At the same time, some creators welcome AI as a tool. Many artists and musicians use it to enhance their workflow or generate drafts. Writers can use AI for brainstorming or editing, not to replace their own voice but to sharpen it. In this way, AI acts like a digital assistant rather than a competitor. The challenge is in drawing the line between assistance and replacement. If the final product relies too heavily on machine input, can it still be considered human work? This depends on transparency and how much the creator is willing to disclose about their process (Boden, 2018).

Impact on Creative Careers

Another problem is the long-term impact on creative jobs. If AI tools can write scripts, compose music, or design logos in seconds, demand for human labor could shrink. This might lower the market value of creative work and reduce opportunities for new talent to grow. Educational institutions are already adapting by updating their art and writing programs to include AI tools. However, this shift may also change what is valued in a creative career. Technical skill might lose ground to creative direction, curation, or the ability to prompt and guide AI systems effectively (Heaven, 2020).

Regulation and Ethical Direction

Looking ahead, the focus needs to shift toward clearer regulation and ethical guidelines. Governments and creative organizations need to define what qualifies as original and how much AI input is acceptable. There is also a need for transparent labelling of AI-generated content so that audiences know what they are engaging with. Some platforms have already started doing this by marking AI art or AI-written articles with watermarks or disclaimers (Vincent, 2023). These efforts are small but necessary if public trust is to be maintained.

Conclusion

In conclusion, AI is changing the way art, music, and literature are made. It offers new tools and methods that can support creative expression, but it also challenges the basic ideas of authorship, originality, and cultural identity. The technology is not going away, but it needs to be handled with care. Ethical concerns should not be treated as an afterthought. As AI continues to learn and generate, creators, audiences, and lawmakers all have a role in deciding what kind of creative future we want to build.

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