**Artificial Intelligence in Hollywood**

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**H**ollywood has been around for a while and has been the home of filmmaking since the early 1900s. Since then, we have had many incredible (and outright terrible) movies made over the years and it was all thanks to the writers, directors, and actors / actresses. We have had numerous types of directors with their own directing styles for different films is how we got many types of genres in movies. The writers are not any different except these guys are more important as they scribe not just the script, but they establish the overall tone for the entire film either through dialogue, shot, or scene. A good writer can write compelling stories with an overarching theme and tone to make it memorable for years to come.

So, we have established how important everyone is when it comes to the making of a film. Each part of the process is carefully crafted to achieve what the original vision was or make what was close to it. However, as we progress further into the future, so does humanity. Technology keeps evolving and we, as a society, have advanced and will continue to advance to reach the future in technology. And one of these technological advancements, is the creation of artificial intelligence. Jobs that were done by real people in the past with labor can easily be done by AI. I feel that we are already seeing a glimpse at what the future looks like as tasks such as cashiering and driving a car are being done by AI. So, AI is pretty much making hardworking tasks a breeze for us, which is a plus. However, this comes at a cost.

While AI is overall beneficial in completing jobs faster and it makes life more efficient, it also makes some people lazier and as a result, people have been more laid back lately. Most importantly, the “higher ups” or corporations will always find a way to make the most amount of profit while cutting costs. At the same time, Hollywood has been declining in recent years, both on a political and story standpoint. Hollywood becoming more “woke” is a whole different topic for another day but I’m mainly just going to be talking about the writing process. Now, we have had bad movies in the past but in today’s world, we’ve had a lot more bad movies than ever before with poor writing. And this starts a chain reaction as bad movies means a poor box office run so the movie not only doesn’t make back its budget, but it also doesn’t make a huge profit. As a result, the production company or studio is not too pleased with the team who were working on the movie that bombed, mostly pinning the blame on the writers and director.

So, with all that being said, what role does AI play in the land of Hollywood? Well, these big Hollywood studios have considered into replacing these writers with AI as it not only way more efficient to use but that way, they don’t have to pay each writer for doing their job. This has been an argument ever since the creation of AI. In fact, this is one of the reasons the SAG AFRA members went on strike against the studios. Some WGA members have also joined this strike as they’ve set up a written contract to at least reach an agreement with the studios. According to Jake Coyle, a writer on an article about the strike on Associated Press News (AP), he states that “Studios said it was it too early to tackle AI in these negotiations and preferred to wait until 2026.” To this day, it is still developing as it could still change. Coyle continues, “Under the draft contract, “the parties acknowledge that the legal landscape around the use of (generative AI) is uncertain and rapidly developing. The companies and the guild agreed to meet at least twice a year during the contract’s three-year term.” The contract notes that studios must “disclose to writers if any material given to them has been generated by AI partially or in full. AI cannot be a credited writer. AI cannot write or rewrite “literary material.” AI-generated writing cannot be source material.” So, while the negotiations towards AI in movies is still ongoing, the idea of AI fully replacing writers to write stories is just outright scary to imagine in the future as many writers would lose their jobs.

AI in the writer’s room is one thing but there is a chance that AI could replace actors all together. From what I’ve seen, the notion of AI imitating people started out with AI covers of songs sung by famous cartoon characters and then it continued with real world music artists. In some instances, “de-aging” technology is used to deconstruct an actor’s or actress’s face to make them look younger for story reasons. This was used in recent movies such as *Indiana Jones: The Dial of Destiny* with Harrison Ford and *Captain Marvel* with Samuel L Jackson. However, we have gone so far with AI that now studios are just able to use an actor or actress’s likeness to use in future movies without the need of the actual actor / actress. The situation is even worse for background characters as they can just be edited it in using AI. No longer do they need to hire many people for background characters and having the need to pay each of the background characters. This was also addressed by the SAG-AFTRA.

Finally, although somewhat not related to Hollywood, it still has become a huge issue amongst artists. The problem being the use of AI art. As a digital artist myself, it is rather unnerving when someone just uses AI to create an art piece just by entering a specific prompt, mitigating all hard work that usually goes into art. This is still a problem we see as AI keeps getting more advanced, which means it is getting more smarter when it comes to creating specific art pieces. Furthermore, there were some instances that the AI were outright stealing from other digital artists’ pieces to create its digital art. The rise of AI art is continuing to be a major problem in the digital art community, and it doesn’t help that a few studios are using AI art to promote their movies and shows. The most notable one being with the Disney+ show, *Secret Invasions.* The opening credits specifically was done by Method Studios, who used AI. According to Method Studios, they mainly used AI because it fit the overall theme since the Skrulls’ (who are the main bad guys of the series) main ability is to shapeshift. According to Ali Salim, who is director and executive producer of *Secret Invasions*, he points out that “When we reached out to the AI vendors, that was part of it — it just came right out of the shape-shifting, Skrull world identity, you know? Who did this? Who is this?” To put it simply, the way AI creates its art fits well with the theme of the show and while it’s nice that it was used mainly as a creative choice, it still leaves a rather negative impression amongst people who would rather see actual digital artists create something similar or better than what we got.

Artificial Intelligence is a technological marvel in many other jobs and makes doing tasks much more efficient and less time inducing. However, it comes at a price. Many people have become lazier, and skills are not being learned when the use of AI in involved. Why should we write essays ourselves anymore when AI like ChatGPT exists to write well-articulated and probably better essays than we do? Why should jobs hire people to do specific tasks the job requires when they could program AI to do it for them and more efficiently, too? And in this instance, why should studios hire writers, actors, background characters, and artists when AI was made to fill in all those job opportunities? We are headed towards the future but it doesn’t seem as bright as you think, especially if one works in Hollywood. I feel Bryan Cranston sums up my opinion perfectly on the use of AI in Hollywood as he states, “Attempts to adopt AI “as a normal operating procedure” are “literally dehumanizing the workforce. It’s not good for society. It’s not good for our environment. It’s not good for working-class families.” And that will be just a sad world.

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