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## **MEDIA AND ENTERTAINMENT OF THE FUTURE: THE ROLE OF ARTIFICIAL INTELLIGENCE IN CONTENT CREATION**

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Artificial intelligence (AI) is radically changing the media and entertainment industry by automating the processes of content creation and consumption, as well as providing personalized experiences for users. AI algorithms are actively used to select individual recommendations on platforms such as Netflix, YouTube, Spotify, which are based on previous preferences and views. In addition, AI is used to create text content, music, video and even scripts, which significantly speeds up production and reduces costs. Virtual characters and avatars created with AI can interact with real users and become part of cultural trends, opening up new opportunities for marketing and brands. At the same time, these technologies raise new ethical questions, in particular regarding content authorship, information manipulation, impact on privacy and possible social consequences arising from the automation of content creation processes. Artificial intelligence (AI), personalized recommendations, content creation automation, virtual characters, content generation, machine learning, interactive media.

**Tatyana Suprun**

### **Media və gələcəyin əyləncəsi: məzmun yaradılmasında Süni İntellektin rolu**

#### **Xülasə**

Süni intellekt (Sİ) media və əyləncə sənayesində inqilabi dəyişikliklərə səbəb olur, məzmun yaratma və istehlak etmə proseslərini avtomatlaşdırır və istifadəçilər üçün fərdiləşdirilmiş təcrübə təmin edir. Sİ alqoritmləri, Netflix, YouTube və Spotify kimi platformalarda əvvəlki üstünlüklərə və baxışlara əsaslanaraq fərdi tövsiyələr yaratmaq üçün aktiv şəkildə istifadə olunur. Bundan əlavə, Sİ mətn məzmunu, musiqi, video və hətta ssenarilər yaratmaq üçün tətbiq olunur, bu da istehsalı sürətləndirir və xərcləri azaldır. Sİ ilə yaradılan virtual personajlar və avatarlar real istifadəçilərlə qarşılıqlı əlaqə qura bilər və mədəni trendlərin bir hissəsi ola bilər, bu da marketing və brendlər üçün yeni imkanlar açır. Eyni zamanda, bu texnologiyalar bizə məzmunun müəllifliyi, informasiya manipulyasiyası, gizlilik üzərində təsir və məzmun yaradılma proseslərinin avtomatlaşdırılması ilə bağlı mümkün sosial nəticələr haqqında yeni etik məsələlər qaldırır.

Süni intellekt (Sİ), fərdiləşdirilmiş tövsiyələr, məzmun yaratma avtomatlaşdırılması, virtual obrazlar, məzmun nəslə, maşın öyrənməsi, interaktiv media.

**Татьяна Супрун**

### **Медиа и развлечения будущего: роль искусственного интеллекта в создании контента**

#### **Аннотация**

Искусственный интеллект (ИИ) радикально изменяет медиа- и развлекательную индустрию, автоматизируя процессы создания и потребления контента, а также обеспечивая персонализированный опыт для пользователей. Алгоритмы ИИ активно используются для подбора индивидуальных рекомендаций на платформах, таких как Netflix, YouTube, Spotify, которые основаны на предыдущих предпочтениях и просмотрах. Кроме того, ИИ применяется для создания текстового контента, музыки, видео и даже сценариев, что значительно ускоряет производство и снижает затраты. Виртуальные персонажи и аватары, созданные с помощью ИИ, могут взаимодействовать с реальными пользователями и стать частью культурных трендов, открывая новые возможности для маркетинга и брендов. В то же время эти технологии ставят перед нами новые этические вопросы, в частности, относительно авторства контента, манипуляций информацией, влияния на приватность и возможных социальных последствий, возникающих в связи с автоматизацией процессов создания контента.

Искусственный интеллект (ИИ), персонализированные рекомендации, автоматизация создания контента, виртуальные персонажи, генерация контента, машинное обучение, интерактивные медиа.

Artificial Intelligence (AI) is radically transforming the media and entertainment industry, as confirmed by numerous studies and practical examples. From automating content production to creating personalized recommendations for users, as well as elevating interaction through artificial characters, AI is changing the ways in which cultural content is consumed and produced [Brynjolfsson, E., & McAfee, A., 2014, p. 432]. These technologies not only speed up content creation but also make it more accessible, personalized, and interactive.

One of the greatest achievements of AI in the media sector is personalized recommendations. Algorithms that analyze user data can generate individual suggestions for watching movies, series, listening to music, reading news, or even shopping. This saves users time, allowing them to find relevant content more quickly [Gómez-Urbe, C. A., & Hunt, N., 2016, p. 21-41]. Platforms like Netflix, YouTube, and Spotify actively use AI to generate recommendations based on previous views, preferences, and interactions with content. For example, if a user frequently watches comedies or thrillers, the algorithm may recommend new films or shows in a similar genre. These recommendations are created using machine learning systems that analyze large amounts of data and predict user preferences [Smith, M. D., & Telang, R., 2017, p. 99-112].

This approach has several advantages: it provides a personalized experience, increases user retention on the platform, and generates additional revenue for services. However, there are risks, such as the strengthening of information bubbles, where users only see content that matches their interests and do not have access to diverse viewpoints [Pariser, E., 2011, p.280].

AI is actively used not only for personalizing content but also for creating it. Systems like GPT-4 for text, DeepArt for visual works, and Amper Music for music generation can create high-quality and innovative content. AI algorithms can write articles, create music, generate videos, and even develop plots for movies or TV shows, significantly simplifying the media creation process and reducing production costs [McCormick, C., 2020, p.14-30]. AI is also actively used for automated writing of news articles, especially on topics like sports reports or financial news, where speed and

accuracy in data processing are critical [Carlson, M., 2015, p. 638-648]. Additionally, AI is capable of generating music tracks, movies, and advertisements. Content automation allows for the quick creation of large volumes of materials and their adaptation to specific audiences or trends [Zengler, T., 2019, p. 45-59].

Despite numerous advantages, these technologies also have a downside. There is a risk of losing originality and creative innovation, as AI can reduce the need for human creativity in some areas [Elgammal, A., Liu, B., Elhoseiny, M., & Mazzone, M., 2017, p.8]. Ethical concerns also arise, especially regarding authorship and responsibility for content created by AI [Binns, R., 2018, p. 55-71].

Another important area where AI is applied is the creation of virtual characters and digital personalities that can interact with users. Virtual characters, such as music artists or automated chatbots, actively "live" in the media space and have a real impact on the audience. For example, the virtual singer Hatsune Miku became popular thanks to her songs, concerts, and videos, despite not having a physical body. She performs at concerts as a 3D hologram and participates in television shows [Aoyama, Y., & Izushi, H., 2018, p.30-45]. Other well-known virtual characters, such as Lil Miquela, a virtual model and singer, actively interact with fans through social media, collaborate with brands, and release music tracks [Baker, R., 2018, p. 12-25]. Kizuna AI – one of the first virtual YouTubers (VTubers), created by a Japanese company, runs a channel on YouTube where she posts videos, streams, and participates in various advertising campaigns.

Digital characters are also used in the fashion world. For example, Shudu Gram is a virtual supermodel who participates in advertising campaigns for brands like Balmain and Fendi, blending reality and virtuality [Florence, A., 2020, p. 5-17]. These technologies are also actively integrated into TV formats. In China, the first virtual news anchor was created to deliver news using a synthetic voice. Virtual anchors are becoming increasingly popular in news agencies and on TV channels such as Xinhua News Agency [Shen, L., 2020, p. 50-63].

Virtual characters and avatars are actively used on television for various shows, particularly in China, India, Russia, and South Korea. These technologies allow for the creation of characters who work without the constraints of time and resources, making them appealing to the media industry [Shao, M., & Liu, Y., 2019, p. 18-35].

AI is also significantly changing interactions with media through virtual reality (VR) and augmented reality (AR) technologies, enabling users to immerse themselves in new interactive worlds where they can not only observe but actively interact with content. In VR games such as Half-Life: Alyx or Beat Saber, characters and the environment change their behavior depending on the player's actions, creating more engaging gaming experiences [Marr, 2020; p.1-3, LaValle, 2020, p.89-103]. For example, in Half-Life: Alyx, the player can interact with objects around them, engage with characters, and even change the course of the game based on the decisions they make. This creates a sense of real impact on the game world, greatly enhancing the immersion level [Marr, 2020, p.1-3].

VR and AR technologies are also actively used to create interactive films and new forms of entertainment, where the viewer does not just watch the development of events but has the opportunity to choose the development of the story. Netflix introduced the interactive film Bandersnatch, where the viewer can choose different options for the story's development, influencing

the ending [McKernan, 2019, p. 4-7]. In this format, the user becomes part of the content, making decisions for the characters, which allows them to experience multiple alternative plot options. Additionally, some developers are experimenting with VR devices so viewers can not only choose storylines but also participate directly in scenes, performing actions in real-time [LaValle, 2020, p. 89-103].

In the field of AR, the game Pokémon Go became one of the most prominent examples of using augmented reality to create gaming experiences, where players must interact with Pokémon that appear in the real world through their mobile device screens [Zhao et al., 2017, p. 45-59]. This blends the real environment with virtual elements and creates the effect of presence in a fictional world, which can be used for more interactive gaming, educational, or advertising applications [Marr, 2020, p. 1-3].

Thus, thanks to VR and AR, viewers and players can fully immerse themselves in content, actively interacting with it, changing not only the storylines but also the physical environment around them [McKernan, 2019, p. 4-7; Zhao et al., 2017, p. 45-59].

The application of AI in marketing allows for the creation of adaptive advertising that responds to user interests. Algorithms analyze their behavior and interactions with content, enabling the presentation of advertisements that are more likely to attract attention [Zhu, Y., & Zhang, Y., 2020, p. 32-48].

AI has truly transformed the media industry and entertainment through content personalization, automation of its creation, and interactive technologies such as VR and AR. It improves user interaction with media, making it more personalized and adaptive. However, alongside these achievements, new ethical and social issues arise, particularly regarding content manipulation, privacy, and authorship [O'Neil, C., 2016, p. 304].

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