Knowledge of Social Research

http://kcsrjournal.com/index.php/24/about

Page no - 17-27

Vol. 1 No. 1 (2024)

The Impact of AI on Scripted vs. Unscripted Content

Fariah Mehboob
Lecturer, Department of Pakistan Studies National University of Modern Languages (Numl) Islamabad, Pakistan.
Asghar Khan
Lecturer, Department of Pakistan Studies National University of Modern Languages (Numl) Islamabad, Pakistan.

Abstract

In the modern media and entertainment landscape, the emergence and accessibility of AI technologies have been disrupting and changing the way that stories are told and received. Ongoing developments and applications of AI tools globally generate an interesting point of examination that summarises the opportunities and challenges around AI and their influences regarding content creation. Current practices of AI-generated creative projects that have garnered attention are explored. Expected that in the near future AI will play an ever more important role in creative industries. It is anticipated this study will lay a foundation for looking into the upcoming and further changes caused by the development of advanced technologies. Continuing advances of complex new technologies have strengthened and broadened the uses of creative endeavours and delivered a wide range of content and genres across the convergent media field. Evolutionary storytelling practices have been driven differently by the rise of platform-based economy, digitalisation, and the implementation of new technologies. There is an on-going debate questioning the border between creativity that should be dissociated from AIs (the 'UnCanny Valley') while addressing the fear that the creative industry will see a foreseeable future replacing its professionals with AI workers that writes, directs, performs, composes, and Creativity regarding contemporary storytelling not only resides in the content generated but is also spatially evident in the way content is presented, distributed, monetised, and consumed. The widespread adoption and application of AI have been increasingly acknowledged and evaluated statistics on a macro-economic dimension. As one of the most productive and financially successful industries in the world, enterprises associated with the media and the arts field have burgeoning demands on embracing AI technologies, hoping that advanced AI implementation can increase revenue, productivity, and public engagement. Arts and

entertainment sectors have always been pioneering early adapters of new technology; major revolutions of audio and visual consumption in the last century have come from there. Now, realms comprising TV, radio, gaming, music, fashion, and the web create a fast-evolving landscape since the dramatic uptake of AI began 10 years ago. Key emerging trends and development areas in the domain have been on AI's impact on other domains, including audiovisual consumption and the shaping of a TikTok effect in film and music consumption. If there is a broad agreement on AI's importance, commercial applications are seen more positively than its creative ones.

2. Introduction

Imminent leaps in artificial intelligence (AI) applications are expected to irrevocably impact the future of content creation. This is especially true in the media and entertainment ecosystem, where innovation is ushering in content renaissance and empowering new voices with formidable tools (Amato et al., 2019). However, the broad applications of AI in the industry come at a paradoxical crossroads, simultaneously improving technological processes while also augmenting large-scale corporatization and diminishing workforce independence. Implementations are mostly seen in tv episode scripts than films. A shift in narrative framing is noticed after there is a greater audience engagement in feature-length screenplays, while comedy and drama are displaced by documentary – essay and thriller – horror. The prevalence of open-ended conversations in dialogue sequences within a scene setting remains uniform. Additional interesting or influential frames from the perspective of the analysis are picked. Finally, comparing the most frequently selected original frames to corresponding time-coded movie scenes shows a narrative tone that is fundamentally different between the outputs curated by industry professionals and from the results generated from a content generator AI (Amato et al., 2019). As traditional and modern entertainment forms must converge for synergistic longevity, the objective is to encourage content creators and market influencers of opposing size to use AI accentuations, and to invite new arthouse bases to challenge format conventions with conglomerate-CGI stanchions.

3. Understanding AI in Content Creation

As artificial intelligence (AI) technologies continue to develop and become more accessible, they are impacting an increasing number of industries. This includes how all types of narratives are developed. The proliferating use of AI tools capable of generating content has notable implications for scripted entertainment products, i.e., widely generated content such as films, TV series, games, or documentaries. By juxtaposition, unscripted or self-written content such as news or reality shows shares the same space and audience but is created under different circumstances. While news broadcasting is necessarily current, entertainment products are usually developed over a longer period. This creates a temporal gap that enables a back-and-forth between typed and unscripted creative products replicating various inspiratory relations. This gap is about to shrink. The author of the original interview, blog entry, viral post, or trending hashtag event, is in a sense, independently of their possession of expertise or consulting of statistics, a writer undertaking a content creation process. Bulk availability of online data, that can be turned into data-driven insights and inform content strategy, has already led to the emergence of predictive text generation tools. However, a plethora of more sophisticated content and format generation techniques can leverage the capabilities of more advanced AI tools that are, as of now, already widely available (Amato et al., 2019). One way these tools will be used is to improve the chilling mindset of a content creator. Another, conversely, will consist in employing AI tools as a source for insight into a competitive industry. Departing from a technical perspective, the desire to delineate which stories will sell best in a particular market translates into a specific technical brief on what a script should focus on. This document will tackle the following, directly linked, developments: how AI tools enable content strategies that inform format and genre decision; which narrative development tools are AI-enabled and how they are used to provide creatives with data-driven insight; discuss cases where machine learning ensembles refine the abilities of genre predictions in a specific format; how statistics and industrial reports are being used as market insight to impact script development. These will examine the potential scaling down of script generation bandwidth in the creative team. To begin with, this comprises a categorization of the various AI content generation tools and a

reflection on the resulting blurring of the lines between creative professionals and creative technologists.

4. AI Applications in Scripted Content

In a survey, 90% of respondents claimed that the increased use of AI in film and TV production will allow for a greater level of creativity. While nearly a quarter of productions done throughout the year were made using AI technology. This reflects the ever-increasing role that Artificial Intelligence is playing throughout a range of creative industries (Amato et al., 2019). Scripted content is no exception to this, with AI providing a range of tools and resources to writers to streamline development. Scripting has long been a labor-intensive part of the pre-production process across varied categories of film and TV. However, recent technical developments have expanded AI's role in scripted content to not only conjuring up initial concepts but also optimizing dialogue for characters or plots. Furthermore, while only 9% of blockbusters are adaptations, they account for 55% of final box office earnings. AI has been proven to be particularly effective at generating dialogue for characters making it a powerful tool for the script and screenwriting process (Crimaldi & Leonelli, 2022). Assisted by a screenwriter, an AI company has created an online platform that sorts through all available scripts for each genre to indicate the average dialogue length, speaking character count, mood, and a range of other statistics. This is to assist rapid development, together with script dictionaries detailing the most reoccurring words of famous directors. The results are being translated into marketable films. The company launches at least 15 films per quarter (excluding shorts), and its fully AI-generated script concludes on an average budget of $30m, grossing an average of $400,000 per picture. Studio contacts far exceed this current rate, with the potential for an output of 10 films/quarter. As AI usage in scripted content grows, there are concerns within the industry and community about its impact on storytelling. Role models are necessary to learn from, and as AI crafts a historically white, male picture of writing, it is possible that storytelling becomes homogeneous, and those from different cultural or social backgrounds may have their narratives further marginalized. Storylines are desired that encapsulate worlds beyond, centered on the community, history, and creativity of other groups that have long been marginalized in the film community. This

may result in the ability to generate more dynamic expectations in viewers and readers. The degree to which a text or media matches these expectations can govern the perceived enjoyment or engagement in the narrative. However, if raised too high, entertainment might be hard-pressed to elicit. Research in the field illustrates that one tool to tailor these expectations is the development of characters. Audience preconceptions and the arc of this character's journey from set-up to resolution have given rise to a wide understanding of the narrative direction. At the same time, the depiction of dynamic and fully formed characters can flourish a rich and neurological story environment. (Zhao et al., 2022)

5. AI Applications in Unscripted Content

Scripted vs. unscripted content is a surprisingly modern artificial classification attributed to creative output in video and television. It mostly uses production process criteria, grouping programs into categories according to the process of making them. In video production, film, and television space, scripted programs refer to those in which the story is predetermined through a screenplay, a script that tells the cast and crew what to do, say, or plan for, including many details of how each scene is executed, from dialogue to blocking, shots, pace, and setting. Concepts of written narration, prose, or screenplay, depending on the kind of production, are associated traditionally with the inception process of scripted audiovisual stories like films, TV series, soap operas and documentaries. Unscripted programs, on the other hand, lack this sort of detailed outline. A reality show, for example, is loosely determined by a general idea but is often adjusted or even remade from scratch in a video editing process based on the recorded footage. Unscripted becomes an umbrella category for alternative ways of storytelling. Many of these types of program's production involves a high degree of spontaneity and real-time decision making, and that on-air factuality is an essential trait to their narrative and entertainment goals (Crimaldi & Leonelli, 2022). From gameshows to soap operas, most television content confronts a familiarity paradox: keep the viewer engaged without actually entertaining him. Even if the audience may not consciously understand it, there's a well-known structure to most plots and scenes. This conveys a certain predictability and a set of expectations about resolution and character reception, which largely shapes the viewing experience of scripted stories. This underlying

structure is largely non-relatable or even meaningless to most unscripted television. This absence of a classical development does not mean, though, that reality TV, performances, and shows of similar nature wholly lack a framework or have their editing done chaotically.

The proliferation of Schema-based recommendation algorithms on video streaming platforms has led to a more passive engagement with media where viewers are hooked into a loop of content perpetually displayed on their screens without looking for new audiovisual experiences. Including these, major streaming platforms' recommendation algorithms are mostly engineered into a sort of content enhancement mantra where the natural variety in viewing habits dies out to the rhythm of top hits and trending themes given the relentless pushing of a world library of clickable content (Amato et al., 2019). Issues about topic familiarity and perpetual loop binge-watching are not likely to stop soon and probably still have a long way to go before reaching a saturation point. Much of the creative, informative, or simply eye opening content being crafted around the world frictionally struggles to circumvent these logarithmic monoliths in search of recognition and audience exposure. But the increased affordability and potential of artificial intelligence technology are empowering a global wave of storytelling inventions like no other. AI recommendations push viewers deeper into their niche-interests, limiting their field of view. The notion of content as an extension of someone's attention means facing an oversaturation of topics from a similar viewpoint, many times anchored on recurrent themes of personal interest and seeked or not, hardwiring the changes of every perspective on any given subjects. While unflagged bias in journalistic content is a well-documented matter, supporting technology seems to be increasingly influencing the field of possible views. In video content, intelligent subtitles and synced translations have made possible a greater access to content in foreign languages. While a very positive advancement, this has the side effect of altering viewing standards, both in terms of presentation and meaning. The combination of those factors works as a Trojan horse in relation to contemporary sociocultural paradigms, as incomplete or abridged views of foreign cultures are inadvertently conveyed and normalized. In entertainment, the ability to dive deep into other cinematographies, for example, is obviously determined by exposure. Immigrant communities living in a particular country usually gravitate – in terms of

audiovisual content – around that country's production, particularly when these newcomers aren't acclimated to local habits. This offshores many languages and cultures from the range of discovery options of most viewers over the generations.

6. Comparative Analysis of AI Impact

Drawing together recent works on the topic, the analysis serves as a digest of those findings. An overview of the analysis charts a course from AI's current capability and application in the media landscape onward to a panorama of its noticeable effects on film and television. A focus on the respective scripted and unscripted formats then teases out varying results for each. An effort is made to synthesize these findings, drawing attention to certain larger patterns, unlooked dimensions of the issue and the nature of the discourse around it. In sum, love or loath it, its shaping the media foodscape in wondrous and terrible ways (Crimaldi & Leonelli, 2022).

Opening a range of otherwise unobtainable or unimaginable possibilities, with applications to surveillance, warfare, and targeted advertising, the wide-eyed embrace in those quarters contrasts with fearful dystopian portrayals in popular news and culture. The impact of AI technologies on the media is fraught with paradox and contradiction. For some, AI - an array of converging computer programs and technologies that generate outputs on the basis of data inputs — holds the promise of a renaissance in creative productivity. These mostly utilize so-called machine-learning processes, which rely on vast data sets to produce algorithms capable of sifting, sorting, and manipulating them in ways similar to, or in some cases even exceeding, human capabilities. For others, AI represents a Faustian pact with the "Big Other," a desecration of art and sovereignty of viewing, threatening to flood the cultural marketplace with a detritus of formulaic simulacra, diluting the rich, manifold depictions hired previously forebears have been reduced to two-dimensional typing. The problem is complex, and addressing it meaningfully requires careful qualification and contextualization. More obvious and tangible consequences are present to be sure. (Haider & Sundin, 2022)

7. Challenges and Ethical Considerations

The integration of AI into content creation has ushered in a complex landscape with both innovative opportunities and ethical challenges. One significant concern revolves around the aggregation and use of vast datasets for AI training, giving rise to questions concerning data privacy within a heightened digital panopticon. Additionally, alarm over algorithmic bias has intensified as there is an increasing understanding of the profound implications of the AI-blackbox phenomenon, particularly in democracy's erosion—one notable instance with the deepfakes scandal (Gupta et al., 2022). In creative sectors too, concerns are growing about the job displacement faced by human workers; a buzz-prediction model, for instance, has forced a popular DJ collective to be demoted (Amato et al., 2019). Living in such a precarious juncture, society must delicately balance innovation with accountability. Thereby, stringent ethical frameworks must be in place.

Concurrently, certain creative practices face a distinct challenge on how to safeguard authenticity, which is endangered due to the influx of AI-created content. While the recent Sophie Calle biopic features entirely artificial actresses, people are led to mistakenly believe that fame should be distinguished with inscrutability; the spectacle amounts to 3.2 billion at the box office. Subsequently, there arises the essential issue of the ownership in AI-composed content. The ambiguity is particularly contentious in music, where copyrights have customarily been handled by the labels, although AI systems also turn to their deployed algorithms. Still, it remains a relatively niche field, the incident of "1999 Roses" has pushed industry-wide demand for legislative clarity. Thus far, the continuing lack of philosophies may seriously impede individual creators to engage with AI technology. The result may lead to a culture possibly becoming dominated by corporations and conglomerates. On the other hand, endeavoring to construct tools and marketplaces for independent artists, the industry is slowly awakening to the challenges lying ahead: there are already notable attempts at promoting transparency and responsible use of AI developments. In effect, the decisive action must be taken sooner than later and, instead of merely reactively addressing scandals and disasters, an open and ongoing dialogue among creators, technologists, and policymakers is urgently requisite. (Giacomin Da Silva, 2022)

8. Future Trends and Implications

The 80th Academy Awards ceremony in 2008 marked the first animated feature to be nominated for the Best Picture award: Ratatouille, a CGI animated film. 11 years later, the 90th Academy Awards ceremony, Coco, another CGI animated film to win the Best Animated Pictures award. Many achievements indeed have been made since CGI was firstly used in Westworld, a sci-fi western film in 1973, which immediately won the Academy Award for Best Visual Effects, and stimulated and changed the process of technology advancement. For instance, a plethora of directors are eager to film complicated shots with CGI, which was close to impossible in the old era. Since the introduction of CGI to the film industry, more and more movies have incorporated CGI in post-production. However, AI now provides another option to lower the technological threshold of creating animated films. In comparison to traditional methods, oncoming technology will reduce the requirement of mastering some of knowledge related to arts, by using cameras or other devices to collect the real-world data and then input the data into machines. Moreover, the tasks of character modeling, background design and some special effects in CGI will be easier because machines can be used for automatically generating or streamlining these complicated pipeline steps afterward (Amato et al., 2019). Consequently, AI technology will benefit animated films in order to avoid the lengthy and complicated techniques regard to making a good shot. Conversely, more non-professionals will have the opportunities to make an animated film. Major companies and freelancers that are used to making CG animated videos will lose their advantage in the industry. A revolution will occur in the marketplace, and new opportunities with fresh blood and unknown stories will appear.

9. Conclusion

Observing the steady advance of artificial intelligence in the media industry raises the following question: will the advent of highly advanced machine learning and automated natural language generation have an equally seismic effect on film, TV and advertising, as it has had on music, journalism and other fields of audio and text creation? As elaborated on in my illustration, there are conceivable changes to the audio and video production pipeline, but will these be prevalent in, or synergize with the creation of audio-visual narratives?

Meanwhile, machine learning and AI have, along with other factors, begun to alter the internal mechanics of the production of those narratives too.It is becoming more common to see AI tools and algorithms affect story structures, the design of dialogue and characters, the negotiation of creative spaces, and so forth, the recent case of two Bots collaborating on the script of a TV show being just one exasperating example.

This piece reviews a list of possibilities and current uses of AI technologies in the preparation, workshopping, and making of films and unscripted audio-visual content. It is demonstrated that the wide-ranging experimental and speculative approach pays no heed to any strict boundaries of genre and form. The aim is to have a broad look at current practice and near-future potential for the adoption and integration of AI and Machine Learning in the deepest part of the creation of visual storytelling, from searching for and development of new IP and Ideas to post-production editing decisions, sound design programs, digital matte painting and VFX generation pipelines (Amato et al., 2019). This is done from the point of view of a practitioner, not a tech specialist, implying that the selected examples might be novel, weird, or obvious in the context of the white paper, but mostly because very few people working in the creation of TV and film are talking about them in a broader context outside of specialized conferences and indie sector events.

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