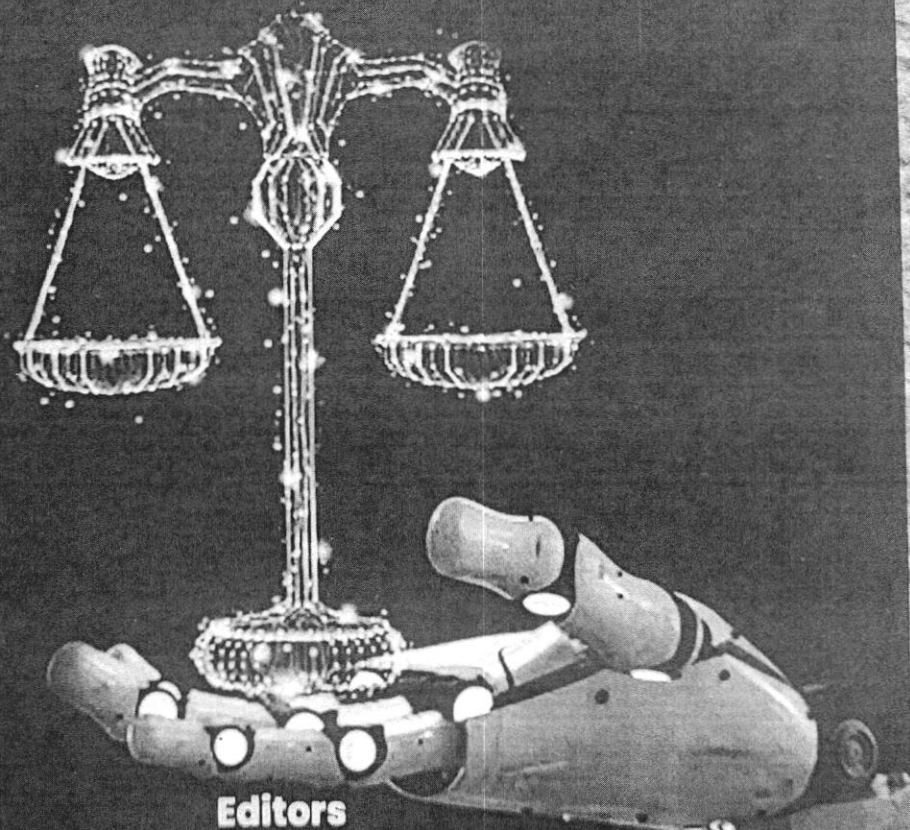


ARTIFICIAL INTELLIGENCE A SOCIO-LEGAL PARADIGM

Foreword By

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CHAPTER-7

LOVE'S LABOUR LOST: DEALING WITH AI IN CINEMA

-Meraj Ahmad*

ABSTRACT

The film industry has been significantly influenced by technology, with the development of audio-video editing software, animation, shooting, and AI-based screenplay-writing tools. The integration of visual technologies, sound effects, and advanced screening interfaces has created an unprecedented movie-watching experience. Artificial Intelligence (AI) has facilitated the development of novel applications in the cinema industry, bringing numerous advantages. AI can help people make automated decisions based on data, optimizing the entire process, allowing businesses to enhance operational efficiency, save labour expenses, and produce higher income. The use of AI in cinema signifies a fundamental change in the art of making films, providing filmmakers with unparalleled tools and skills. Cinema emerged as a result of reproduction technologies in rapidly industrializing Western societies, with advancements in film stocks, sound equipment, and technology transitioning to digital formats. The film industry has evolved significantly, with AI playing a crucial role in optimizing production processes and improving visual effects.

KEY WORDS

Film industry, script writing, ethics.

INTRODUCTION

Technology has profoundly impacted the film industry, with nearly every facet of the movie-making process being influenced by it. The movie-making process has been significantly influenced by the development of Audio-Video editing and recording software and technologies related to animation, shooting, and AI-based screenplay-writing tools.

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TABLE OF CONTENT

| | |
|--|-----------|
| <i>Foreword</i> | iii |
| <i>Preface</i> | iv |
| CHAPTER-1 | 1 |
| Artificial Intelligence Vis-À-Vis International Human Rights Jurisprudence <i>-Dr. Amit Kashyap, Mrs. Shashi Bala Kashyap, Dr. Amita Raj Gargey & Dr. Irshad Ahmad</i> | |
| CHAPTER-2 | 25 |
| The Globalization of Artificial Intelligence: Consequences for the International Trade Politics <i>-Dr Divesh Singh</i> | |
| CHAPTER-3 | 34 |
| Exploring the Potential and Future of Artificial Intelligence in India's Legal System <i>-Dr. Raina Midha & Syed Irfan Haider Jafri</i> | |
| CHAPTER-4 | 63 |
| Assessing the Impact of Artificial Intelligence on Marginalized Communities- With a Focus on Women <i>- Dr. Samien Kidwai</i> | |
| CHAPTER-5 | 76 |
| Artificial Intelligence and Waste Management in US and India: A Way Ahead <i>-Dr. Mohd Rafiq Dar</i> | |
| CHAPTER-6 | 86 |
| Challenges and Barriers to Access the Benefits of AI by Marginalized Sections of the Society: Exacerbation of Existing Societal Inequalities in the Society <i>-Dr. Nidhi Singh Arora</i> | |
| CHAPTER-7 | 99 |
| Love's Labour Lost: Dealing with AI in Cinema <i>-Meraj Ahmad</i> | |