

Narrative Communication in the Age of Intelligent Media: Risks and Responses to AIGC-Enabled Artistic Creation

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ABSTRACT

AIGC technology is advancing at a rapid pace, empowering applications across numerous fields. Its enabling effects are particularly pronounced in the realm of artistic creation. It greatly lowers the technical threshold of creation, enhances the efficiency of creative realization, and gives rise to new forms of communication such as personalized narratives and dynamic interactive stories. However, The deep involvement of AIGC has also brought about a series of structural risks such as creative homogeneity, emotional shallowness, authenticity crisis and ambiguous copyright ownership. To address these risks and challenges, this paper emphasizes the importance of putting people first and maintaining human subjectivity in creation; Build a clear and clean environment for artistic creation through multi-party governance by the government, industry and the public; Strengthen copyright protection and ethical norms through the legal system. Strike a balance between technological progress and human values to achieve the continuous symbiotic development of AIGC and artistic creation.

KEYWORDS

Smart Media Era; AIGC; Narrative communication; Artistic creation; Human-machine collaboration

1 Introduction

In 2022, the sudden emergence of ChatGPT brought about an almost erosive spread, and at the same time, it heralded the dawn of AI entities represented by generative artificial intelligence, marking a new stage of development for AI. In the field of artistic creation, the enabling effect of AIGC is obvious, such as ChatGPT's astonishing performance in natural language generation in film and television scriptwriting, Midjourney and Stable Diffusion's realistic ability in art copying generation, and Sora's huge potential in video image generation. It shows that AIGC is moving from the depth of theoretical concepts to the realm of artistic creation. It is no longer just a simple tool aid, but has evolved into a "narrative productivity" that can almost autonomously generate a variety of content such as text, images, audio, and video.

While we celebrate the visual wonders and creative conveniences brought by AIGC, we need to look more calmly at the structural risks hidden behind it: When the core of the narrative is taken over by algorithms, does the "spirit" of art remain? When creation stems from statistical patterns of data, what challenges will cultural diversity and originality face? The urgency of these issues has become increasingly prominent with the popularity of AIGC.

2 Multi-dimensional empowerment of the application of AIGC in the field of artistic creation

With the innovation and breakthrough of artificial intelligence technology, the art creation field has been rejuvenated with unprecedented vitality and vigor. Technology-assisted creative subjects are no longer confined to a single vertical field, but have achieved cross-border integration. Audience appreciation has shifted from passive acceptance of objects like "subcutaneous injection" in the era of mass media to a second creator who selects content independently. A whole new picture of art is unfolding.

2.1 Technology empowerment: AI drives innovation and cost reduction

As a new quality productivity in the digital intelligence era, AIGC, relying on technologies such as information retrieval, deep learning, and generative adversarial networks (GAN), enables the automated production of content such as film and television art, literary creation, and music composition. On the one hand, AI accelerates innovation in the art industry and brings unlimited imagination space for the innovative development of the cultural industry in multiple fields. On the other hand, AI has greatly reduced costs and increased efficiency. For example, in traditional art creation, tasks such as pre-creation conception, scriptwriting, and process planning, which would take weeks or even months, can now be compressed into hours or even minutes to generate a vast number of schemes. For example, the production team of the AI animation "A Thousand Years of Poetry" launched by CCTV-1 said that according to the traditional process, only one episode of poetry animation could be produced in a month, but with the technology of Wensheng Video AI, three episodes of poetry animation could be produced in a month. Under the same budget, the production cycle of "A Thousand Years of Poetry" was shortened from the original eight months to four months. This is not only an increase in speed, but also a great expansion of the creative possibilities.

Furthermore, AIGC provides an inexhaustible source of inspiration for narrative creativity. AIGC is trained on large amounts of data, and the results it generates often break the mold of human thinking and produce unexpected creative

combinations. For example, when a writer is conceiving a plot, an AI can generate a story branch that says "if the protagonist had made a different choice at this point." This kind of "external brain" assistance often breaks through the creative bottleneck and inspires entirely new narrative threads. This "human-machine dialogue" creative process itself becomes a new source of inspiration, greatly shortening the preparation period in the early stage of conception and preparation, and becoming a paradigm upgrade of the symbiotic collaboration between the human brain and the machine.

2.2 Narrative empowerment: breaking through the high walls of artistic expression and fusion

Artificial intelligence technology helps art creation achieve multimodal integration, breaking through the limitations of traditional art expression and expanding narrative communication from multiple perspectives.

From the perspective of medium form, traditional narratives rely on the linear dissemination of a single medium, presenting static symbolic expressions. Artificial intelligence technology can innovate the integration of text, images, video, audio and other multimodalities, break the narrative boundaries and temporal and spatial limitations of a single medium, and form an open and dynamic cross-media narrative expression. At the same time, narrative means have shifted from single-line narrative to multi-media non-linear collaborative narrative, extending the text imagination field with the film and television space, perceiving the story shaping with sound and image, adapting to the narrative discourse patterns of multiple media platforms, and achieving cross-media integration to construct a three-dimensional story universe.

From the perspective of the creative subjects, the discourse system in the digital intelligence age has shifted from the narrative of the big elite to that of the common people. The lowering of the creative threshold has made AIGC increasingly accessible, and more and more people have become participants in the production of art. Midjourney, for example, has built the world's first centralized AI creator community on Discord, making knowledge sharing of art production more common by sharing prompts behind the creation, and allowing users to participate in "co-creation" without being limited by techniques. At the same time, AIGC has broken down the technical high walls of art creation. Now, even if a novelist doesn't have drawing skills, they can input precise prompts and have AI generate the cover and scene illustration of their imagined novel.

From the perspective of the audience, the platform actively personalizes and precisely delivers art content to matching users through algorithms, rather than passively waiting for choices. Essentially, it breaks down the "time and space barriers" and cognitive thresholds of traditional art dissemination, transitioning from highbrow to popular expressions, enabling more diverse groups to come into contact with and understand art narratives and decode and re-create them.

3 Potential risks in the application of AIGC in the art creation field

Artificial intelligence is spreading and penetrating every detail of people's lives at a speed almost like a dust storm, becoming a "partner" that has descended from the sky for humanity. Behind this kind of "liberation revelry" lies the huge ethical risks brought by AI, the rigid control empowered by technology.

3.1 Spiritual obscuring: technological production leads to the homogenization of creativity

AIGC is based on large algorithmic models and has extremely strong information retrieval capabilities and data processing computing power. For artistic creation, the retrieval and generation of AIGC are based only on existing art templates, not creative re-creation. Technical limitations result in AI-generated works being analyzed, deconstructed and simulated only by algorithms, and thus the generated artworks are often homogeneous, patterned and algorithmic."If technology or engineering emphasizes standardization and uniformity, then creation, especially artistic creation, values diversity and beauty in its own way."(Zhou,2025). If there is an excessive reliance on artificial intelligence generation, there will be obvious machine traces in the art works, and the art will become uniform. With the rampant proliferation of mechanical reproduction techniques, these technologies extract copies from the original work and make them publicly accessible, gradually suppressing the value of veneration in favor of the value of display(Benjamin, 2010). Benjamin argued that this transformation ultimately leads to the dissipation of the aura—the vital radiance emanating from the unique character of the artwork itself. Contemporary AIGC technology, to a significant extent, overlaps with this replication technique, essentially functioning as a means of "copying," "transporting," and "re-collaging." Furthermore, AIGC-generated content has, in a sense, become what French philosopher Baudrillard termed a "simulacrum": it no longer refers to reality but exists as a "hyperreal" entity that collages and mimics existing symbols. When two creators produce strikingly similar works using comparable prompts, the individual style and uniqueness of art face the risk of dilution.

3.2 Shallow affection and shallow writing: true feelings and authenticity that are just dabbling in

The extremely low production costs of AIGC may trigger an explosive growth in narrative content, exacerbating information overload and intensifying cutthroat competition in the attention economy. In traditional artistic narratives, creators have historically prioritized "storytelling," focusing on constructing meaning. Through emotionally resonant, authentic narratives, they evoke deep audience empathy, forging a profound connection between creator and viewer

through artistic expression. The spiritual core of this approach lies in a single word: authenticity. Authentic humanistic care and a reliable cultural foundation are both indispensable in skillfully integrating audiences into artistic expression. However, AIGC lacks this unique emotional function. Driven by both capital logic and technological logic, artificial intelligence operates solely from the perspective of commercial gain and the attention economy. It employs sensationalism, provocation, and violence as narrative techniques, disregarding aesthetic value and intellectual depth in creation, thereby fueling the trend toward superficial entertainment. Over time, audiences' aesthetic sensibilities and patience will be reshaped, gradually losing interest in narrative works that demand quiet reflection, complex emotions, and profound intellectual substance. The core of narrative communication may degenerate from conveying "meaning" into mere "form"—a display of technical prowess.

3.3 Illusory vision: a crisis of trust that mimics reality

Generative AI, constrained by algorithm engineers, data models, and fixed retrieval simulations, often produces seemingly correct "reliable data" and "realistic images."

Moreover, the use of AI technology for fraudulent gain has further accelerated the collapse of authenticity. Techniques such as AI face swapping, lip-syncing simulation, and AI voice cloning—enabled by image synthesis technology—are accelerating the misuse of technology to distort reality and deepening the crisis of trust in media. On December 7, 2024, the Online Audio-Visual Department of the National Radio and Television Administration issued the "Management Advisory (AI-Altered Videos)." The Notice states: Recently, AI-generated "malicious modifications" of videos have become increasingly prevalent, with fake content masquerading as authentic and "malicious modifications" of classic works occurring frequently. The Notice asserts that these videos, driven by a desire for traffic, desecrate China's classic intellectual property without restraint, undermine traditional cultural perceptions, contradict the core spirit of the original works, and may constitute infringing acts. This demonstrates that the illusory impact of AIGC is poised to breach safety barriers. It can be exploited for mass-producing disinformation, creating deepfake videos for defamation or fraud, and generating harmful content featuring violence or prejudice. Such abuses could severely undermine social trust and public welfare, underscoring the urgent need to regulate the mimetic environments constructed by technology.

3.4 Copyright fog: the enigmatic problem of creator ownership

Yuval Noah Harari emphasizes in *Sapiens* that the most intriguing emerging "religion" today is precisely "dataism," which worships neither gods nor humans, but data.

The training of AIGC models relies on absorbing vast amounts of copyrighted works from the internet, often without explicit authorization. Whether this practice constitutes "fair use" under the Copyright Law of the People's Republic of China remains a significant legal point of contention. For instance, the designer platform Artstation launched a high-profile anti-AI campaign, with many artists choosing to deactivate their accounts rather than support AI-generated creations. They even deleted all their work to prevent potential AI infringement.

From the perspective of AI art creation, such works rely on algorithmic models to recombine source data. These systems utilize billions of parameters and supercomputers to scan astronomical amounts of data, piecing together materials to produce creations that may resemble human-made works to varying degrees. This is essentially high-tech plagiarism. Current legal regulations lack detailed provisions, failing to address the copyright protection demands arising from the rapid advancement of AI technology in artistic creation. Extensive gaps require timely institutional designs to ensure copyright safeguards.

4 The governance approach for AIGC applications in artistic creation

AIGC demonstrates its groundbreaking "talent" in artistic creation through capabilities that surpass human physical limits, including powerful information storage, data processing, and distribution. This has sparked a wave of contemplation about whether human selfhood and agency are gradually eroded. We now reside in an era deeply penetrated by data information, algorithmic models, and intelligent media. How can we uphold the ontological integrity of artistic creation? How can we transform technological subversion into human-machine symbiosis? How can we align artificial intelligence with human civilization to realize technology for good?

4.1 Human-centered: the dominance of human creators is irreplaceable

In the realm of artistic creation, the most indispensable element is the "aura" mentioned by Benjamin—this uniquely human creative crystallization must remain firmly in our own hands. Behind the "technological carnival" lies a deeper "technological anxiety." As Einstein stated, science is a powerful tool; whether its emergence brings disaster or opportunity depends not on the tool itself, but on humanity. AIGC can leverage robust data retrieval to provide more efficient and convenient inspiration for artistic creation. However, at its core, it remains an "imitative collage" lacking originality and critical thinking. The relationship between AIGC and humans in artistic creation is not one of replacement but symbiosis—each leveraging the other's strengths to achieve human-machine collaborative creation. Human dominance in this interaction remains unshakable. Artists must transcend the role of mere "command feeders" and

deeply engage throughout the entire creative process. Treat AI-generated content as raw material among options, subjecting it to review, screening, restructuring, rearrangement, infusion of inspiration, and artistic re-creation. Clearly define the humanistic contemplation, value judgments, and humanitarian concern embedded within the work. Human-machine collaboration presupposes that "humans" remain at the forefront of "machines." Artificial intelligence cannot operate beyond human-centered control; humans must maintain comprehensive oversight over content production throughout the entire chain, across all dimensions, and at every stage. We must recognize that technology is a tool, while talent is the ultimate goal.

4.2 External safeguards: multi-party governance to create a clear and bright artistic creation space

AIGC governance faces the severe "Collingridge dilemma." We must detect harms early and ensure that technology remains controllable even as it develops and spreads (Collingridge, 1980). This serves as a warning that we must establish early impact assessment mechanisms and reserve policy adjustment space.

From the government perspective, based on the application classification and risk grading of AIGC, establish tailored regulatory frameworks, enact comprehensive laws and regulations, and clarify the boundaries and standards for technological applications. Simultaneously, modernize regulatory teams and actively engage in collaboration with academia and industry. Industry self-regulation is equally crucial. The art industry must strengthen adjustments and improvements to the models themselves to prevent misuse that generates harmful content. Industry organizations should establish strict industry standards and ethical guidelines to constrain and supervise members' creative activities, promptly correcting and penalizing violations. Art creators themselves must also enhance their sense of responsibility, upholding authenticity, objectivity, and accountability when utilizing AIGC for creation, and refraining from disseminating false or harmful information. The public should enhance their digital literacy, strengthen their ability to discern the authenticity of artistic content, and cultivate critical thinking. Simultaneously, they should actively fulfill their oversight responsibilities by reporting and monitoring undesirable phenomena in AIGC creations through accessible public feedback channels. This will foster a positive environment of collective participation and multi-stakeholder governance across society, thereby creating a clear and healthy artistic creation space.

4.3 Creative oasis: regulations safeguard copyright interests

First, there is an urgent need to improve intellectual property protection regulations in the era of AI-generated content (AIGC). China has already begun implementing a "sector-specific, phased" approach to regulatory alignment, prioritizing the development of regulations for specific technologies and application scenarios. On July 10, 2023, Cyberspace Administration of China issued the Interim Measures for the Administration of Generative Artificial Intelligence Services, which took effect on August 15 of the same year. On March 7, 2025, multiple departments jointly formulated the "Measures for Identifying AI-Generated and Synthetic Content," explicitly requiring explicit and implicit identifiers for AI-generated and synthetic content, effective September 1 of the same year. As AI-related legislation continues to emerge, it will significantly safeguard the balanced ecosystem where humans and machines coexist harmoniously.

Secondly, meticulous implementation is required in educational outreach. By conducting various copyright awareness campaigns, hosting specialized lectures, and leveraging collaborative promotion across multimedia platforms, we aim to enhance copyright consciousness regarding AIGC among artists, creators, users, and the general public. This fosters respect for creative entities and safeguards the creative ecosystem. Simultaneously, we encourage artistic creators to actively utilize legal means to safeguard their legitimate rights and interests. This fosters a positive atmosphere of collective participation and mutual protection across society, providing robust copyright safeguards for the healthy development of AIGC within the artistic creation domain.

5 Conclusions

Narrative communication in the era of intelligent media stands at a historic crossroads. AIGC technology, like a powerful wave, brings unprecedented opportunities for artistic creation while also carrying profound risks: eroding subjectivity, producing homogenized content, and challenging ethical boundaries. Our examination of AIGC must transcend simplistic "instrumentalism," recognizing the paradigm shift it brings as a new form of productive force..

In the future, we must embrace technological progress while maintaining a clear sense of self-agency. Only by adopting a multi-pronged approach—establishing human-centered ethics, refining governance regulations, enhancing public literacy, and guiding innovation—can we seize this intelligent opportunity. This will enable technology to genuinely assist humanity in expanding narrative imagination and fostering diverse cultural interactions, rather than becoming a machine trap that dissipates the spirit of art.

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