

Abstract

Artificial Intelligence: A Chance or a Threat to Human Creativity

In the age of rapid technological advancement, artificial intelligence (AI) has become an increasingly powerful tool in various areas of human activity — including the creative industries. This presentation will explore the dual nature of AI as both a support mechanism and a potential threat to human creativity. Special attention will be given to the issue of intellectual property rights, which are being challenged by the growing presence of AI-generated content.

The paper will analyze the circumstances under which AI serves as an aid to the creator — enhancing productivity, inspiring innovation, and expanding creative possibilities — and contrast them with situations where AI replaces the human author entirely. This substitution not only raises ethical concerns but also creates significant legal complications, particularly regarding authorship, ownership, and accountability.

Through this exploration, the presentation aims to contribute to the ongoing discussion on how society, law, and culture should respond to the transformative impact of AI on creative work, and where the line should be drawn between technological assistance and human replacement.