

The Rise of AI in the Creative Industry: Threat or Opportunity for Human Artistry?

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Abstract

Artificial intelligence (AI) has entered the creative industries in ways once thought impossible, producing artwork, literature, and music that closely mimic human creation. Long considered resistant to automation, creativity has been defined by its personal, experiential, and emotional dimensions qualities that machines cannot replicate. Yet, the popularity of AI-generated art, from stylised portraits to algorithmic poetry, raises urgent questions about the future of human artistry. This article examines the paradox AI presents: on one hand, it showcases remarkable technological progress and novel tools for creative practice; on the other, it risks devaluing human labour, authenticity, and cultural meaning. By drawing attention to the commodification of art and the precarious conditions of many creators, it argues that what is at stake is not simply employment, but the very soul of artistic expression. The challenge is to embrace innovation without surrendering what makes creativity irreducibly human.

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While growing up, we often heard stories about a future where robots would take over. Back then, the idea felt like a distant dream—fascinating, almost surreal. However, as we witness rapid advancements in technology, particularly in artificial intelligence, that future no longer seems so far away. Today, robots are everywhere, from cleaning our homes to driving our cars, seamlessly integrating into our daily lives, sometimes without us even realizing it.

But now that the world we once fantasized about is becoming a reality, it feels less like a dream and more like a looming nightmare. AI is no longer just a tool; it is actively replacing jobs, sparking protests across industries. Experts and intellectuals warn of the dangers it poses, yet AI continues to evolve at an unprecedented pace. Even as we read this, new features are being developed, making it more intelligent, more autonomous. Alarming claims suggest that AI may already be beyond human control, growing without regulation or restraint. As a result, various sectors have been, and continue to be, vocal in their resistance, fearing that this relentless progress will lead to widespread unemployment and irreversible consequences for society.

But one sector that wasn't particularly afraid of AI's growth was the creative industry and, ideally, they had no reason to be. Creativity is deeply personal, shaped by individual experiences and imagination. Unlike technical or repetitive tasks, artistic expression doesn't follow a set formula, making it seem unlikely that AI could ever replicate or replace it. After all, AI operates on vast datasets and predefined algorithms, learning from existing information rather than generating truly original thought.

Yet, just a few days ago, ChatGPT introduced a new premium feature that allows users to create Ghibli-style images, and the internet went wild. Almost instantly, the trend took off, with people eagerly using AI to generate personalized, stylized versions of themselves and sharing them online. This sudden explosion of AI-generated art raises an unsettling question: if AI can mimic human creativity this convincingly, is the creative industry really

as safe as it once believed?

But this raises a serious threat to those working in the creative field. The uniqueness of creative work lies in its deeply personal nature of artists, writers, and creators generate something out of nothing, drawing from their own emotions, experiences, and perspectives. Whether it's a piece of writing, a painting, or any other form of artistic expression, each creation is unique, almost like an extension of the artist themselves. Unlike technical or mechanical tasks, creativity doesn't follow a set formula, it's nurtured through years of dedication, practice, and lived experience.

When we once imagined AI taking over the world, we never thought it would threaten the creative industry. The works of Mirza Ghalib, Premchand, or thousands of other artists weren't the result of algorithms or data-fed patterns; they were the outcome of countless hours of thought, struggle, and artistic refinement. Creativity isn't something anyone can simply wake up and master overnight, it demands years of experience, relentless dedication, and an indescribable depth of human effort.

No AI can simply generate the profound couplet by Mirza Ghalib:

"Na tha kuchh to khuda tha, kuchh na hota to khuda hota, Duboya mujhko aahone ne, na hota main to kya hota."

This couplet reflects on the paradox of existence on how being itself is the root of suffering. In a void, divinity is unchallenged, but the moment one comes into existence, they become entangled in struggle, longing, and fate. Non-existence, then, appears as a state free from the burdens of being.

Nor can it paint *The Starry Night* with the raw emotional turmoil of Vincent van Gogh. The reason AI cannot replicate such masterpieces isn't just because creativity lacks a set formula, it's because AI lacks the human touch. It lacks the emotions, the struggles, and the lived realities that shape truly great art. And that is precisely why, no matter how advanced it becomes, AI will always fall short of what makes creative work truly extraordinary.

The paradox of the creative industry, especially in India, is that only a handful of artists receive the recognition and fame they truly deserve. Countless talented individuals remain unknown, struggling to make ends meet, with many not even earning enough to sustain a basic lifestyle. Creativity may be priceless, but in reality, many artists are heavily underpaid, and their work often goes unnoticed in a world that is increasingly driven by speed and consumption.

One of the biggest challenges in the creative industry is that it doesn't just require talented creators, it also needs an educated and engaged audience that can appreciate and understand the depth of artistic expression. However, in today's fast-paced world, where people are consumed by their own hectic lifestyles, even finding time for themselves and their families is a luxury. In such a scenario, expecting them to invest time in appreciating art, literature, or any form of creative work becomes difficult.

Moreover, art isn't just about talent, it also requires financial support. A painting adorning a living room or bedroom isn't just a decorative piece; it's an investment. In today's world, art has increasingly become a commodity, often valued more for its monetary worth than for the artistic brilliance it represents. As a result, while the industry continues to evolve, the gap between struggling artists and those who can afford to engage with their work only widens.

Now, with AI entering the creative industry, it raises countless questions for artists, writers, poets, and their admirers. AI can generate a piece of artwork, poetry, or literature within minutes based on a simple input something that takes human creators years of practice, struggle, and refinement. This development will severely impact artists who are already underpaid and undervalued. More than that, it threatens to diminish the worth of creative work itself, reducing it to a mere algorithmic output. What AI produces may mimic creativity, but it lacks the essence of lived experience, emotional depth, and human struggle that define true art.

An artist spends thousands of hours perfecting their craft. A single painting isn't just a combination of colors on canvas, it's the result of countless rough sketches, agonizing decisions over mediums, brush types, and color

compositions. Every stroke reflects years of personal experiences, hardships, and sacrifices. It's not just about technical skill; it's about the soul an artist pours into their work. Similarly, a poet or writer meticulously chooses each word, carefully constructing the rhythm, tone, and meaning behind their piece. Their work isn't just about stringing sentences together; it's an extension of their identity, their pain, their joy things AI can never replicate.

To reduce all of this to a mere prompt on an AI platform is not just unethical; it is an insult to centuries of artistic tradition, to the blood, sweat, and devotion of creators who have shaped human culture. If we have the vision to perceive, we will understand that art is more than just its final form, it is the journey, the struggle, and the story behind it.

The entry of AI into the creative field is like a butcher wielding a blade against something delicate and irreplaceable. Artists, who for centuries have fought to preserve and elevate their craft, now find themselves in the role of protectors once again. This time, however, the enemy is invisible faceless yet far more powerful than ever before. And once again, the responsibility falls upon the shoulders of creatives to safeguard their field while continuing to nurture and evolve it. The question remains: will we allow AI to strip creativity of its soul, or will we fight to ensure that art remains deeply and unmistakably human?

The rise of AI in the creative industry presents a paradox that on one hand, it showcases technological advancement, but on the other, it threatens the very essence of human creativity. What once seemed impossible is now a reality: AI is not just assisting but actively replacing aspects of artistic expression, raising ethical, financial, and philosophical concerns. While innovation should be embraced, we must ask ourselves, at what cost?

Creativity is not a formulaic process that can be replicated by machines; it is deeply personal, born from human experiences, emotions, and struggles. If AI-generated content begins to overshadow human artistry, we risk devaluing not just the work of artists, writers, and musicians, but also the human spirit that drives all creative endeavors. This is not merely about job security, it is about preserving the depth, meaning, and authenticity that only human hands and minds can bring to art.

The future of creativity now depends on how we navigate this intersection between technology and art. If we are not careful, we may find ourselves in a world where artistic expression is no longer a reflection of human soul and culture, but a soulless imitation generated at the click of a button. The responsibility falls on us as artists, as audiences, and as a society to ensure that art remains a testament to human imagination, not just another commodity of artificial intelligence.