EXPLORING THE ETHICAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE IN DIGITAL MEDIA AND CONTENT GENERATION

Bahronov Shahzodjon Vahobjonovich

Istamov Mirjahon Mominjonovich

Oybek Eshonqulov Shuhratovich

Abstract. *This article analyzes the role of artificial intelligence (AI) technologies in the field of digital media and content creation and their ethical aspects. Although the processes of content creation using AI are significantly automated, complex ethical issues arise, such as responsibility, transparency, the spread of misinformation, copyright and respect for human values. The article examines the social impact of these issues, regulatory mechanisms and prospects in the conditions of Uzbekistan. It also highlights the importance of international experience and national measures in the field of AI ethics. The article puts forward principles and solutions necessary for the fair and reliable use of AI in the field of digital media.*

Keywords: *Artificial intelligence, digital media, content creation, ethical aspects, responsibility, transparency, copyright, misinformation, discrimination, regulation, Uzbekistan.*

In recent years, artificial intelligence technologies have caused major changes in the field of digital media. The possibilities for automated creation of text, audio, and video content have expanded. However, along with such technologies, a number of ethical issues are emerging. This article examines the ethical issues of AI in digital media and content creation and their solutions.

Artificial intelligence (AI) is a field of computer science, the main goal of which is to create intelligent systems capable of performing tasks similar to human

mental activity. Such systems are able to learn from their own experience, adapt to new conditions, and perform complex and multi-stage tasks with minimal human assistance. Although the concept of artificial intelligence has been developing for many years, recent technological advances have made it more accessible and effective. Currently, artificial intelligence is actively used in a wide range of fields, from autonomous driving cars to virtual assistants, from medical diagnostic systems to financial analysis.

One of the greatest advantages of artificial intelligence is its ability to process large amounts of data quickly, accurately, and efficiently. In healthcare, AI is creating many opportunities, especially in improving patient outcomes, reducing healthcare costs, and increasing process efficiency. For example, in the medical diagnostic process, AI algorithms can identify complex patterns in medical images and patient records. This can greatly help in early detection of diseases and the development of personalized treatments.

In addition, artificial intelligence is also widely used in the development of drugs. With the help of AI, large amounts of data are analyzed, new drug candidates are identified and their effectiveness is predicted. This process is much faster than traditional methods and allows for the creation of more effective drugs. For example, during the COVID-19 pandemic that broke out in 2019, AI technologies have greatly helped in identifying virus characteristics and developing effective drugs against it. Artificial intelligence systems have analyzed the genetic data of the virus and accelerated drug testing, thereby greatly supporting global healthcare systems. At the same time, another important feature of artificial intelligence technologies is that they can support human activities and help solve complex problems. With their self-managing, adaptive and self-improving features, AI systems are creating new opportunities in people's daily lives and professional activities. Therefore, artificial intelligence is not only a technological

breakthrough, but also an important factor for future social and economic development.

That is, artificial intelligence is bringing revolutionary innovations to humanity in many areas. Due to its high efficiency in analyzing large amounts of data, solving complex tasks and finding new solutions, it is becoming an important tool in many areas such as healthcare, transportation, education, finance. At the same time, the further development and expansion of AI technologies plays a decisive role in improving the quality of human life.[1]

2024 is a period of rapid development and growth in the field of artificial intelligence (AI), and the demand for these technologies is increasing worldwide. Currently, the total value of the AI technology industry is estimated at approximately $ 200 billion, and this figure is expected to increase by 55% by the end of the year. This gives a clear idea of the economic potential of the AI industry and the speed of integration of new technologies. In recent years, advanced technologies such as deep learning have been widely used in industry. In addition, the convergence of AI, cloud computing, Web3, and innovative platforms such as Metaverse is shaping a new technological ecosystem.

AI is increasingly embedded in our daily lives, which is creating a complex but optimistic view of consumers' attitudes towards these technologies. Research shows that consumers are increasingly using generative AI, i.e. systems that can generate new content based on learning, to learn and receive personalized recommendations. At the same time, the level of trust in AI for investment advice or self-driving cars is relatively low.

Consumers have been divided over the safety and effectiveness of AI technologies in recent years. 65 percent of them trust companies that are currently using AI technologies. In addition, 7 in 10 consumers say that the opportunities of

[1] Floridi, L. (2019). The Ethics of Artificial Intelligence. Oxford Handbook of Ethics of AI.

AI technologies outweigh their risks. At the same time, demographic data shows that almost half (48%) of consumers are concerned that the AI market is currently not sufficiently regulated. Only 31 percent of people rate the current regulations as "about right." The risks associated with AI are also receiving special attention from consumers. In particular, more than 60 percent of consumers are concerned about the spread of fake news and misinformation, fraud, and cybersecurity issues. More than 40 percent also express concern about the negative consequences of overreliance on AI technologies. The issue of job losses is also relevant, with 77 percent of consumers concerned that some professions will disappear as a result of the development of AI.

On the other hand, in the business sector, AI offers great opportunities to improve customer relations, as 64 percent of entrepreneurs note that AI technologies are effective in this regard. Also, 65 percent of consumers plan to replace search engines with advanced AI platforms such as ChatGPT instead of traditional methods.

AI technologies are also bringing revolutionary changes to the manufacturing sector. With the help of automated systems and robotic technologies, industries such as automotive and electronics are achieving high efficiency. This makes it possible to speed up production processes, reduce costs and improve product quality. Especially for developing countries, AI offers great opportunities to accelerate economic development and increase social well-being.

At the same time, the issues of global dissemination of technologies, control of their social impact and creation of equal opportunities for all remain relevant. Improving cooperation and regulatory mechanisms in this area between the international community and states is of great importance.

Digital media is the creation, storage and distribution of information in digital form. The process of content creation through AI algorithms is automated and efficiency is increased.

Content created using artificial intelligence in the field of digital media requires a complex analysis of language and communication. In this regard, the approaches of the field of media linguistics, that is, the study of the interaction between language and media, are very important. Media linguistics is aimed at identifying the specific features of media language, including manipulativeness, stylistic means, information selection and connotative content.

Language units and communicative strategies play an important role in content created through artificial intelligence. For example, AI-generated texts may use metaphors, metonymies, or ironic expressions in an inappropriate or manipulative way, increasing the risk of misinterpreting information or misleading users.

Sociopragmatics studies the relationship between language and social context. On digital media platforms, users' speech acts – such as commenting, reposting, and "liking" – acquire a certain social meaning. Artificial intelligence is used to analyze these actions, identify users' opinions, and create content that is appropriate for them. However, this process can violate users' personal freedoms and social norms.

Content created with the help of artificial intelligence also needs to be studied for its internet etiquette (netiquette) and communicative strategies. For example, negative social behaviors such as aggressive or confrontational discourses (agonistic discourses) and trolling can increase in the digital environment. Artificial intelligence has the ability to detect and manage such negative interactions, but they are not always perfect.

Multimodal analysis also studies how different modal components of content – text, images, video, animation, emoji, gifs, sound, etc. – work together to create meaning. Digital media is characterized by the dominance of multimodal expressions. Artificial intelligence is used to create, analyze, and control this type of content. However, multimodal content can pose ethical issues, such as the

misuse of visual rhetorical devices or the inconsistency of emojis and GIFs in context.

In general, medialinguistic, sociopragmatic, and multimodal analyses of language and communication are essential for ethical standards in the creation of digital media content using artificial intelligence. Paying attention to ethical aspects in this area serves to protect users' rights, improve information quality, and maintain social norms.

Artificial intelligence (AI) video creation technologies have developed rapidly in recent years and are widely used in many fields. These technologies usually rely on several basic methods, the most popular of which are generative adversarial networks (GANs), deepfake technologies, and AI-assisted video editing.

AI-assisted video editing has also developed significantly. Today, many professional video editing programs — for example, Adobe Premiere Pro or Final Cut Pro — use AI technologies. They allow you to automatically adjust the color of the video, improve its quality, cut out unnecessary parts, and automate the editing process. This significantly speeds up video production and increases its quality, while reducing human labor.

The advantages and limitations of video and audio creation technologies using artificial intelligence play an important role in the current and future development of the media industry.

However, there are also some important limitations of artificial intelligence technologies. The most pressing of them are legal and ethical issues. For example, deepfake technologies, when used incorrectly, can lead to negative consequences such as invasion of privacy, dissemination of false information or manipulation. Therefore, it is necessary to develop strict rules and legal standards to govern and control these technologies.

In addition, the effective use of AI systems requires highly qualified specialists, powerful computing resources and large amounts of data. This can create difficulties for small companies or developing countries.

At the same time, currently AI-generated video and audio content still sometimes lags behind human-generated products in terms of quality. This difference is especially noticeable in the areas of expressing complex emotions, creating fine details and layers of meaning. Therefore, AI should be perceived more as a tool that complements human creativity.

In the future, the need to study larger data sets, create new algorithms, and have more powerful computing capabilities will remain for further development of AI-based technologies. This creates new opportunities for professionals in the field, as well as complex tasks and challenges.[2]

In conclusion, while Artificial Intelligence is an important tool in digital media and content creation, it is necessary to work on the principles of responsibility, transparency, copyright, combating misinformation, and respect for human values to address ethical issues.

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[2] Cath, C., et al. (2018). Artificial Intelligence and the ‘Good Society’: The US, EU, and UK approach. Science and Engineering Ethics, 24, 505–528.