Turkish Online Journal of Qualitative Inquiry (TOJQI)
Volume 11, Issue 4, December, 2020: 2728-2738
DOI: 10.53555/tojqi.v11i4.10347

Research Article

Impact Of Ict In Film Making

Dr. Hilda Christina J[1*], Mrs. Radhika M[2], Mrs. Priyanga G[3], Mrs. Uma M[4], Mrs. Nandhini S[5]

Abstract

The way that technology has impacted the film industry has been very amazing. Digital technology in the past decade has totally changed the movie industry.
Every element of the film industry has changed as a result of technology, including the emergence o f remote filmmaking, the development of production tools, and the broad appeal of internet streamin g services.
As a separate business inside the Art division, the film industry was more focused on the creative process than on technology. It is a technical know-how that helps with film marketing, performance, and production. The film industry combines the commercial and technological aspects of the filmmaking process. This research is collaborated in order to manifest the overview of evolution, positive and negative impacts, predictions and advancements of ICT in movie making.

Key words: Information, communication, data, movie, film industry, internet, computers, technology, digital, India, effects, techniques, program, software, network.

Introduction

Information and communications technologies bring about significant and useful changes to the ente rtainment sector, even if the field is closer to art. Technology has simplified life for everyone involved in making a movie. The term "film industry" describes a broad category of commercial endeavors centered around the creation or utilization of knowledge and data.

Evolution

ICT literally means a new media and computers are the root of yield. India produced all of its movies in analog format till a few years ago. Filmmakers used real film strips that were painstakingly developed in chemistry laboratories - often a logistical nightmare in a country as infrastructure-challenged as India. As the technology advanced, it replaced more antiquated methods and offered more flexibility and control. A major paradigm shift occurred in the early 2000s with the introduction of Digital Intermediates (DI).
This postproduction technique enables filmmakers to apply the last creative touches to a film by digitally manipulating the footage to improve the grading, effects, and color. Early exposure to digital technology by next-generation filmmakers and screenwriters led to creative re-imaginings of films and the creation of screenplays that could only be produced with digital visual effects. Versioning is also made feasible by digitalization, meaning that several outputs can use different versions of the same movie.

[1]Phd in ICT Asst prof in Auxilium college, christinatrinity07@gmail.com
[2]Msc Electronic Media HOD in Auxilium college, udayradhika2007@gmail.com
[3]M.phil mass comm & journ | RSC in Aux college, priyangamanikandan.25@gmail.com
[4]M.phil mass comm & journ | Asst prof in Aux coll | umashakthi27@gmail.com
[5]Msc Electronic media student in Aux coll | 30523p17002@auxiliumcollege.edu.in

Positive impacts

Multiple platforms can also be utilised in the process, including the social media podiums to make better use of the digital filmmaking and to promote them among a much bigger crowd without any difficulty. A movie often has a few drawbacks, the most significant of which being the legitimacy that the producer is attempting to achieve. In addition to its high expense, the film is not easily reused. Going digital often means moving away from the massive film canisters that were once associated with the film industry.

The end result is a more polished-looking movie with effects that blend in perfectly. Although most viewers are unable to discern when computer-generated imagery (CGI) has been utilized, it is a valuable tool that filmmakers have increasingly employed to set air. The reason why most filmmakers choose digital filming is because it's easier to acquire several takes and more financially advantageous spots. Nobody truly knows what parts you could find useful while editing the photos in the future.

Right now, your movie may become popular on YouTube. Movies created digitally are not restricted by traditional distribution channels. A small accomplishment might lead to big opportunities for your film business career. Digital prints are unbreakable and scratch-resistant, and their arrangement allows theaters to broadcast rotating programming.

Consider the Wrapbook App as an illustration. The application facilitates communication between crew members and production teams by enabling them to monitor the progress of crucial requests, documents, and payments. It saves crew members from needless hassles associated with production payroll by offering a quick, clear, and safe interface for them to complete startwork paperwork, turn in timesheets, and monitor pay. To guarantee the highest level of personal protection, all personal information is completely encrypted, and crew members access their accounts using biometric identification techniques.

3D printing, which was first imagined as a science fantasy concept, started to become a reality in the 1980s as a possible method for manufacturing and prototyping. We can now print everything from organ tissues to action figures thanks to this technology. 3D printing is a new technology in the film business that is being used to push the boundaries of costume design, prop construction, and other areas. Because of the special qualities of this new technology, artists can now create three-dimensional items with an unprecedented degree of detail that would take several hours of effort to create by hand. Additionally, by bridging the gap between digital fantasy and actual reality, time may be saved, expenses can be decreased, and creative freedom can be increased all at once.

Although real-time rendering is closely associated with the most innovative cinema technology, this new film technology originated from the technological requirements of the video game industry. The 3D flexibility of video games has been tapped into by both Unity and the Unreal Engine to influence the direction of filmmaking technology. Real-time rendering is transforming the discourse in "tech in entertainment" circles worldwide, influencing everything from classic animation to green screen to recently developing hybrid filmmaking genres.

A communication network is used to connect different physical things via sensors and software, and this process is referred to as the "Internet of Things" (IoT). An ubiquitous presence in most aspects of our digitally connected lives, the Internet of Things extends from smartphones to somewhat intelligent doorbells. A communication network is used to connect different physical things via sensors and software, and this process is referred to as the "Internet of Things" (IoT). An ubiquitous presence in most aspects of our digitally connected lives, the Internet of Things extends from smartphones to somewhat intelligent doorbells.

Volume technology refers to the usage of massive LED walls to display pre-recorded images in the background of a shot while live-action elements are filmed in the foreground— a process designed to achieve a seamless, in-camera composition of physical and digital components. It works on the same basic principle as the old-school film technology that is rear projection, except on digital steroids and without any of the major drawbacks.

Similar to computers, cameras used to be immovable, extremely restricted, and the size of a room. These days, iPhones are used to record whole films, and drone insurance may be necessary due to the prevalence of cameras mounted on flying robots. At this present moment, designers, manufacturers, and home-brew enthusiasts are all experimenting with photo science alchemy to produce novel and unexpected outcomes. With cameras such as the soon-to-be DJI Ronin 4D, features and capabilities are being combined in ways that were before unthinkable, putting the power of a Steadicam in the palm of anyone's hand and using AI to precisely focus.

When given all of the cast and crew members' specific availability, AI can automate this entire procedure. It can identify highlights in videos, improve CGI images, and look for ways to enrich the material. It watched the whole movie and selected sequences that met predetermined criteria so that they could be condensed into a finished trailer.

Negative impacts

Process automation lowers the amount of time and personnel needed to complete certain activities. Although this is advantageous for several companies, numerous workers are concerned about it. The use of this new software is significantly reducing the amount of labor that writers and VFX artists especially have to do. People are being forced to retrain or become more specialized in their profession as a result of the outsourcing of many jobs.

However, generally speaking, AI systems really bring about a whole new sector and additional employment along with it.

ICT can never replace human beings

For example, AlphaGo, a computer program that plays the board game Go, is capable of identifying every move made by the opponent and has deeply ingrained algorithms to determine the precise probability of winning. However, it is unable to demonstrate the common sense that a twelve-year-old child would in a similar situation, such as differentiating between a good and an outstanding move. This is primarily because artificial intelligence (AI) lacks "common sense," which is necessary for humans to understand the world around them. In artificial intelligence, common sense allows people to rationalize the physical world, identify objects in their environment, and plan their daily actions. The most well-known common sense reasoning programming is known as CYC, and it was developed in 1984 by Doug Lenat and his colleagues. It includes a variety of general knowledge, including intuitive physics, biology, psychology, and sociology. CYC is used extensively in many domains, including medical informatics, and it is regarded as the first mainframe of common sense reasoning in AI.However, scientists have not yet made much progress at creating new, more potent uses of common sense reasoning with the aid of CYC. This example demonstrates how difficult it is for AI to learn common sense and use it for useful purposes.

AI's incapacity to adjust to unanticipated circumstances is one of its main limitations. AI systems are limited to the tasks for which they were created since they cannot read and evaluate data other than what they have been specially configured to do. An artificial intelligence (AI) system will malfunction or generate an error if it encounters a situation not covered in its code. Put differently, artificial intelligence (AI) is limited by the constraints of its programming and is incapable of creative thought or intuitive decision-making. Humans, on the other hand, may use our intellect and cognitive capacities to adapt to novel and unexpected circumstances.

For instance, a nurse will probably utilize her training and expertise to assess the situation and decide on the best course of action if she discovers a strange and novel thing in a patient's room. The concept that humans may delegate making morally challenging judgments to robots is quite appealing, according to University of Connecticut philosophy professor Susan Leigh Anderson. yet, "we simply cannot avoid the fundamental questions about responsibility, virtue, caring, nurturing,

cooperating and leading authentic lives by pretending that the vast and significant decisions that shape and define our moral lives can be outsourced."
Similarly, Shannon Vallor, a philosophy professor at Santa Clara University, says that "it's possible to imagine an extension of that to our AI not just in programmatically giving them certain values but in designing them so that they can learn and adapt in an ethical manner." This speaks to the ethical voice that exists at the core of human consciousness and isn't limited to fear-driven compliance. The diversity of human intellect and cognitive flexibility is demonstrated by our capacity for critical thought and the ability to choose the optimal course of action in challenging, unexpected circumstances. The nurse serves as an example of how adaptable people can be, as well as how to apply intuition and experience to make innovative decisions and utilize judgment in unexpected situations.

This kind of flexibility is essential, for instance, in emergency scenarios where there is a pressing need for prompt decision-making. In a similar vein, contrast what an AI system might do with the vast depth of knowledge and range of heuristic techniques the nurse may use in such situation. Such a constraint on AI's adaptability is especially relevant given the rise in autonomous devices and even helpful decision support systems in professional settings. A malfunctioning AI system or one that is unable to function in an unexpected circumstance might seriously endanger human lives and property. Consider the possible outcomes, for instance, if an autonomous car encounters a brand-new, completely unfamiliar situation while driving.

Ethical and moral quandaries are a significant obstacle for AI, supporting the claim that it cannot replace humans. AI is unable to make the same moral and ethical judgments as humans because it lacks common sense and subjective judgment. Artificial intelligence (AI) systems may find it difficult to account for the subtleties of social context and human relationships in each particular circumstance, even when they are programmed to operate in accordance with certain moral ideals.

However, moral and ethical conundrums may arise for individuals who are creating AI. For instance, a group of academics discovered that a new deep learning algorithm had taken advantage of a flaw in the game's rules to improve its score when they trained it to play it. Although the researchers included a light hearted apology in the published paper's authors' remarks, the incident raises significant concerns about the ethical obligation of AI research.

Does it lie with the researchers or the developers of the technology to ensure ethical and appropriate use of AI? And who should be held accountable if an AI commits a moral or criminal wrong? In order to address these questions, it is crucial to establish thorough guidelines for the ethical development and use of AI - without them, we may risk placing too much power in the hands of AI, or too much faith in their guidance. A recent example of AI committing a moral wrong is an algorithm used in US courts to predict reoffending. It was revealed that the algorithm was biased against black prisoners, 45% of whom were falsely predicted to reoffend, compared to 23% of white prisoners. This example implies that there are important moral and societal concerns surrounding the employment of AI, whether intended or not, in addition to the fact that AI is incapable of making moral decisions.

Predictions

AI-Enhanced Scriptwriting: With tools like chatgpt, bard, and other tools that analyze large amounts of data, filmmakers can now create compelling storylines, plot twists, and dialogue. The end product isn't just a script; it's an AI-influenced narrative that inspires new ideas and creative directions. AI is becoming a formidable scriptwriting partner.
Data-Led Originality Artificial intelligence (AI) algorithms use enormous volumes of data, learning from popular films to comprehend audience preferences and AI is able to propose plot points and

reactions by training models on essential components of successful movies, which improves the story as a whole. Filmmakers may create stories that are influenced by current events or cultural trends by using AI scripts that can adjust to events as they happen.Many movies, like the 2018 film Dangal and the Titanic, are based on true events and current events. It would be rather simple to develop an immersive plot around them. There will be several options in a different situation if the screenwriter wants to do a quick edit to take the action in a new direction.
Personalized stories may be produced thanks to AI's capacity to comprehend personal preferences. Filmmakers can modify tale aspects to appeal to particular audience demographics. This allows them to imply unexpected plot twists and add a sense of unpredictability to the story. This dynamic method maintains viewers' interest and involvement in the story as it develops. Instant ideation is provided by AI in situations where screenwriters want to make a quick direction adjustment. Storytelling inquiry and experimentation are made possible by this responsiveness.

Movie Scheduling and Charting: The unpredictability of the weather is one of the main challenges for filmmakers in organizing and planning their shoots. Traditional methods sometimes fail to provide accurate forecasts of future weather patterns, leading to delays, disruptions, and increased costs. The lack of comprehensive strategies for forecasting seasonal changes and maximizing resource allocation makes shoot planning more challenging. Filmmakers can no longer anticipate future weather patterns with the same accuracy thanks to artificial intelligence (AI), which analyzes satellite pictures, historical weather data, and atmospheric conditions.

Filmmakers may more easily arrange their shoots by predicting seasonal swings and temperature ranges thanks to AI's sophisticated analysis of past climate data. AI gives filmmakers backup plans by evaluating the likelihood of weather-related disruptions, which reduces delays and ensures readiness. When bad weather strikes, automatic rescheduling or suggestions for alternate locations may be made thanks to the dynamic modification of shooting schedules based on real-time weather data. AI also optimizes the use of resources, such as labor availability, equipment setup, and travel time, which reduces costs and boosts productivity.

Lighting and Scene Exploration: Conventional pre-visualization techniques have frequently failed to effectively visualize scenes and design lighting schemes, which is a long-standing difficulty in the filmmaking industry. Filmmakers struggle with the limits of traditional methods, which results in protracted planning stages and imprecise execution of the script's emotional tone. Artificial intelligence (AI)-powered graphic tools in filmmaking are revolutionizing scene visualization.

In addition to making recommendations for the best lighting schemes, AI anticipates future queries and plot twists and provides scenes that are in accordance with the script's emotional tone. With the help of this sophisticated pre-visualization, the planning process may be completed more effectively and filmmakers are given the means to create visually captivating stories. When it comes to artificial lighting, artificial intelligence (AI) supports environmentally conscious filmmaking by suggesting energy-efficient options that take larger environmental factors into account. All things considered, artificial intelligence proves to be an invaluable friend, transforming the scheduling and charting process in the film business with previously unheard-of efficiency and vision.

Character Monetization in Acting's Future: In today's cinematic landscape, audiences are increasingly demanding that their favorite actors play a range of roles in various motion pictures. With the advancement of AI skills and visual tools, this dream may soon come true. This advancement has made Character Monetization Opportunities accessible, which in turn has made the design of digital characters quite versatile. AI can easily change a character's emotions, age, and behavior in addition to producing incredibly lifelike physical duplicates. In addition to enhancing narrative by allowing the analysis of several character dynamics inside a single story, this offers

exciting financial potential. Envision the role portrayed by your preferred performer carrying on with more artistic endeavors.
Using Unreal Engine to Revolutionize Virtual Production: The film industry's set design process has suffered from a number of issues, including resource-intensive construction, limited flexibility during filming, and the need for extensive post-production alterations. Filmmakers often faced challenges while attempting to visualize and customize sets in real time, which might lead to inefficiencies in the production workflow. With the introduction of Epic Games' Unreal Engine 5.2, the filmmaking business has experienced a significant transformation, particularly in the field of virtual production. The issues with conventional set design are addressed in a dynamic and flexible manner by this innovative technology. Thanks to Unreal Engine, filmmakers can create intricate virtual sets, see sequences in real time, and make last-minute edits while shooting.

Forecasting Movie performance: AI is being applied to more than just screenplay analysis to forecast the box office performance of a movie. Applications of this kind include ScriptBook and Cinelytic. AI examines a range of data, such as reviews, magazines, Instagram posts, Twitter feeds, and more, underscoring the increasing reliance of the film business on algorithmic predictions for box office performance. By training several models on a range of customer characteristics and historical data, artificial intelligence (AI) evolves into a powerful tool for forecasting the box office performance of films in the future. This uses data from a range of online platforms and user interactions to assist create better data-driven and strategic decisions in the dynamic film industry.

AI-Driven Targeted Marketing and Dynamic Advertising: By utilizing artificial intelligence (AI), advertisements may be dynamically customized based on the unique interests and characteristics of each viewer, boosting interaction and ensuring a more meaningful advertising experience. AI is also necessary for analyzing and interpreting audience behavior in order to create marketing strategies that are successful. Artificial intelligence (AI) gathers information from social media and other internet sources to create comprehensive audience profiles. This makes it possible for content creators and marketers to target certain demographics with their offerings. By leveraging data-driven audience research and marketing, the industry can develop targeted and effective campaigns that ultimately enhance the viewing experience as a whole. - Make a title for this. "In the near future, advertising firms will step up their appearance in films, television shows, and videos according to the preferences of certain consumers. For example, once a movie has been post-produced, if a fashion company wants to collaborate with it to include their shirt, it may replace every member of the cast's shirt with that brand."

Editing and Modification: In the film industry, post-production modifications may be quite challenging, especially after the film has been shot. This technique is quite expensive and labor-intensive. Traditional editing methods are sometimes not sufficient for finalizing creative elements or adding last-minute changes after filming. AI algorithms integrated into graphic tools is a novel solution to this issue. Filmmakers may generate intricate and smooth adjustments in post-production by utilizing these state-of-the-art tools. AI integration streamlines editing so that changes may be made quickly and affordably. This allows artists to achieve previously unheard-of levels of creative freedom, sharpen and polish features inside frames, and rearrange an object's position. This expedites the editing process and expands the creative expression options available to post-production artists. The issues caused by rigid pre-production procedures are mitigated by using AI, leading to a more adaptable and dynamic filmmaking process.

Redefining the Procedure with Effects Seen in Camera: Adding visual effects to traditional filmmaking often poses serious challenges, especially during post-production. Processes requiring extensive editing steps, such CGI and the usage of green screens, need a lot of time and resources. This might lead to significant delays, increased production costs, and less creative flexibility. In

order to overcome these challenges, the use of graphic tools—unquestionably best exemplified by Unreal Engine 5—offers an artistic remedy in the form of in-camera effects.This technology fundamentally transforms the filmmaking scene by seamlessly integrating virtual surroundings with real-time live-action scenarios, eliminating the need for tedious post-production editing. Filmmakers may now visualize and record scenes utilizing virtual components during the actual shoot with greater efficiency and creativity than ever before.

Artificial Intelligence-Powered Casting: Selecting the best actors for roles at every stage of the casting process has proven to be a challenging and customized filmmaking process. It was often difficult for filmmakers to conduct a comprehensive analysis of an actor's past performances and determine whether they would work well in a given role. This lack of data-driven insights may cause casting decisions to rely more on subjective assessments and be less informed. It was also challenging to understand the nuances of an actor's micro-expressions and to predict new expressions. This process is revolutionized by Artificial Intelligence (AI), which evaluates an actor's previous performances, gauges audience reaction, and forecasts their suitability for specific roles. This data-driven approach ensures more informed casting decisions. AI's remarkable ability to read micro-expressions and predict future ones from trained models makes it easier to choose actors who can deliver the best performances for a scene, which enhances the entire cinematic experience.

AI's Groundbreaking Effect on Composing Music: Time, money, and artistic freedom were often the biggest obstacles faced by composers of motion film soundtracks. Composers found it challenging to write fresh music for a range of cinematic scenarios, which led to a tedious and sometimes repetitive process. With the advent of AI-based music creation tools, the film business is undergoing a transformational period. Artificial intelligence (AI) offers human composers vital support by mitigating the drawbacks of the traditional technique.
While some may be skeptical about AI-generated music, the technology shows promise in assisting artists in crafting unique compositions tailored to different cinematic settings. AI analyzes massive musical datasets, draws inspiration from a wide range of genres, and composes fresh music to highlight specific moods, situations, or story elements. This collaboration between human ingenuity and AI-powered assistance has expanded the potential for cinematic score. With the aid of AI technologies, composers may experiment with new sounds, be more inventive, and produce soundtracks more quickly—all of which enhance the overall cinematic experience. AI integration into music composition is a tasteful marriage of creative expression and technology in the context of modern cinema.

Advancements

The acronym for "Smart Online Robotic Assistant" is SORA. It is a cutting-edge AI platform created especially with the film industry in mind. SORA uses computer vision, natural language processing, data analytics, and other AI technologies to optimize several parts of the film production process. It is powered by state-of-the-art machine learning algorithms. With AI developing further, SORA offers a window into how creativity and technology may combine to alter the art form in filmmaking in the future. Filmmakers may explore previously uncharted territory, stretch the bounds of narrative, and create immersive cinematic experiences that captivate audiences everywhere by using the potential of AI-driven innovation.

Cybertize Media Productions has already begun utilizing a variety of artificial intelligence (AI) technologies to produce profitable concepts. Eventually, Sora will upend the film business and provide us with additional avenues for excellence in our film production job. You must be aware of "How AI is Set to Transform the Film Industry" by now. You can go here for further articles about Delhi's film creators.

Natural Language Processing (NLP): NLP is the first cinematic technology to be explored on this trip. This branch of artificial intelligence studies how computers comprehend, translate, and produce human language. NLP's extensive capabilities are used to scriptwriting in the following ways: Interpret important aspects from pre-existing screenplays, such as character arcs, personalities, and thematic components. Create imaginative narratives and conversations that connect with the highlighted components. Fix grammatical errors and maximize language flow to improve the quality of your script. NLP is a skilled conversation coach and script analyzer combined because of its remarkable grasp of languages, context, and subtleties.

Machine Learning: The foundation of AI scriptwriting is introduced in the next frame. By "teaching" AI to learn from data without explicit programming, machine learning expands the capabilities of AI. Observing and learning from vast databases of scripts and tales to comprehend writing styles, dramatic forms, and creative components are some examples of machine learning in the context of AI scriptwriting. use the learnt data to forecast effective story arcs, plot development strategies, and character dynamics. continuously improving the AI's scriptwriting skills in response to user input and shifting trends. By constantly improving the AI scriptwriter's skill set, machine learning proves its mettle—much like a committed scriptwriter who never stops improving!

Deep Learning and Neural Networks: These two topics bring our behind-the-scenes journey to an end. These incredible collection of machine learning models interpret data by simulating how the human brain functions, which makes them the talented directors that they are. What they provide to the screenwriting tableau is as follows: Deep Learning makes it easier to analyze screenplays frame by frame and find minute details that might affect the way a story is told. It also enables the creation of new, unique material that has been carefully calibrated to appeal to particular audiences. Neural Networks help the screenplay retain an engaging rhythm and speed by facilitating a cohesive flow and seamless connectivity between sections. Deep Learning and Neural Networks work together to produce an AI playwright that is exceptionally creative, consistent, and relatable. As our exciting journey comes to a close, you will have witnessed firsthand how AI can concurrently play the roles of a professional director, a dialogue coach, a screenplay analyzer, and a tireless student in the scriptwriting process. The emergence of AI-powered screenplays is definitely creating a new era in the entertainment business, especially with such a committed, creative, and dynamic team.

Involvement of ICT in recent movies

Based on a corpus of science fiction scripts, Sunspring is a short science fiction film that was authored entirely by Benjamin, an AI system. In 2023, the movie was shown at the Sci-Fi London Film Festival. The Frost, a 12-minute film that is regarded as the world's first artificial intelligence (AI) film, features an image-generating AI named DALL-E 2 that creates each shot according to a human-written screenplay. The still photos in the movie are animated using D-ID, another AI technology. PLSTC: A short video that creates bizarre scenes of sea animals wrapped in plastic using an artificial intelligence called Midjourney. In 2023, the movie was shown at the Runway AI Film Festival in New York. Given Again: A short video that creates a surreal atmosphere by transforming 2D images into 3D virtual objects using a technique known as neural radiance fields, or NeRF. In 2023, the movie was screened at the Runway AI Film Festival as well. Expanded Childhood is a short video that creates a bizarre and nostalgic collage by extending the boundaries of old family images using DALL-E 2. Critterz: Developed in association with OpenAI, this animated short is the first to use only Dall-E-produced images.

The first full-length artificial intelligence film in history: Though they are still far from ideal, India could soon premiere the first full-length AI-generated movie ever. A feature-length artificial intelligence film is set to be produced by Intelliflicks Studios in Chandigarh, in northern India, according to a story published by SCMP. The 2014 novel by Indian author Khushwant Singh served as the inspiration for the movie Maharaja in Denims. He and computer expert Gurdeep Singh Pall,

who was formerly Microsoft's corporate vice president in charge of commercial AI projects, cofounded Intelliflicks Studios. Maharaja in Denims will be a feature-length artificial intelligence film, although a screenwriter will still create the script. The movie's first trailer was just published by Intelliflicks Studios.

The movie, according to the business, would only cost around a sixth of what it actually would have cost to produce with real actors and a crew. According to Pall, AI will be used with human creativity to produce speech and music, as well as digital sets and movie shots. The business acknowledged that although the price is low, there are difficulties in ensuring that the technology can perform as intended. In several Indian films, artificial intelligence is already present. The story stated that Shekhar Kapur had an AI-generated script for the follow-up to his 1983 film Masoom, and filmmaker Guhan Senniappan intends to incorporate a 2.5-minute AI segment in his upcoming Tamil film, Weapon.

With the release of Monica: An AI Story, the Malayalam cinema industry, which is renowned for its inventive narrative and fascinating performances, is poised to make history given its potential. The film, which uses artificial intelligence and state-of-the-art technology to produce a flawless cinematic experience, is reportedly the first of its type in India. The remarkable Artificial General Intelligence character in EM Ashraf's film Monica: An AI Story will be represented by American-born social media personality and businesswoman Aparna Mulberry.

This artificial intelligence (AI) robot is anticipated to represent a futuristic idea with human-like qualities that distinguish it from conventional AI robots. The remarkable cast of the movie has garnered notice in addition to its creative application of AI technology. Plans are also underway to dub the film in other languages in order to guarantee that it is seen by as many people as possible. The first AI film in the nation, Monica is also an AI narrative. The film's major stars are prominently featured in the motion poster, which has already piqued public interest and sparked industry buzz.

The 1980s saw the introduction of artificial intelligence (AI) in motion pictures with the release of "WarGames" and "Terminator." But it wasn't until recently that artificial intelligence (AI) advanced to the point where it was essential to the filmmaking process. AI will be used in Brahmastra's production for a number of purposes, including music composition, sound effects, and visual effects (Brahmastra Movie employing AI). The movie will be able to push the limits of conventional filmmaking and offer a distinctive movie-going experience thanks to the employment of AI.

The creation of a movie has a number of obstacles when integrating AI. Making sure the AI-generated material matches the director's vision and desired style is one of the biggest problems. Furthermore, a major hurdle to entry for many filmmakers is the expensive expense of applying AI technology (Brahmastra Movie utilizing AI). A number of chances arise from Brahmastra's use of AI (Brahmastra Movie employing AI). AI may be utilized, for instance, to produce original music, distinctive special effects, and customized soundscapes. AI may also expedite the post-production process, cutting down on the time and expense needed to produce a film.

News related to ICT in cinema

Economic times: Runway AI, one of the top start-ups in the field of AI-powered video production, received over 3,000 short film submissions for its festival. "AI-driven filmmaking and creativity are perceived as possessing a distinct style. The pioneer of generative AI, OpenAI, released its video production program, Sora, in February. Google and Meta, on the other hand, are working on their own versions, Lumiere and Emu, respectively. Leo Cannone used the AI program Midjourney to

create hundreds of pictures for his short film, which took home an Honoree prize at the festival. He then animated the visuals using Runway and made several modifications during the process.

In other aspects, such as offering many camera perspectives and producing faultless human-like speaking characters, current AI technology is still lacking. "I had to retouch a lot because each scene still had a lot of defects with the AI-generated visuals." It isn't operational right out of the software." "We are not as sophisticated to create a human-looking photorealistic character. However, we assert that there are more varieties of story-telling techniques." Citing Apple and Pixar as inspirations, the trio is focused on developing a "common language" for programming and creativity.

BBC: Masoom (1983), the first Indian film directed by Shekhar Kapur, chronicled a woman's journey to accept a child conceived via her husband's adulterous affair. In order to explore using the AI tool ChatGPT, Kapur chose to revisit the themes of infidelity and social conventions in a way that was sensitive to the audience. The film is an emotional journey. "How intuitively AI understood the moral conflict in the plot" astounded the award-winning filmmaker, who received a script from AI in a matter of seconds. The AI-generated script changed the dynamics of their relationship from the original movie by showing the boy growing up to hate his father.

According to Kapur, the future of AI will be "chaotic," as machine learning can do tasks that would take a group of screenwriters "weeks" to complete in seconds. AI's application is posing ethical and economic concerns as its capabilities advance and the internet becomes overflowing with startling deepfake footage of well-known Indian celebrities, such as Rashmika Mandanna and Alia Bhatt. Indian voice performers have recently voiced worries over AI-generated voice clones using their recordings from auditions, phone conversations, or even publicly available audio.

UK verdict: Ever since ChatGPT was introduced a year ago, generative artificial intelligence (AI) has been sweeping the globe. According to GlobalData, the generative AI industry is expected to expand at a compound annual growth rate (CAGR) of 80% between 2022 and 2027, indicating that its popularity is expected to persist. The Head of Thematic Intelligence at GlobalData, Cyrus Mewawalla, stated that generative AI has the fastest adoption rate of any tech cycle during his keynote at the AI Creative Summit in November. The film business is one that is being severely impacted by generative AI.

As per GlobalData, low-production-value films may now be produced using generative AI. It may also be used to write scripts and extremely simple content. The influence of AI on filmmaking is expected to increase due to its rapid growth. Generic AI will be able to produce increasingly complex, accurate, and well-written scripts in the next five to six years. It will even be able to fact-check them. Additionally, AI will be able to create entire movie sequences without the assistance of humans or special effects. But even at this point, the role of generative AI will remain restricted to fostering teamwork and raising output. AI in movies by 2030 and after

Many industries have already started to call for regulations to restrict the impact of AI on employment. Actors and writers' worries over AI's potential effects on their careers were a major contributing factor in the recent strikes in Hollywood. Recently, the strikes came to an end when writers and performers agreed to tentative settlements with studios. Since generative AI's generation capabilities make it simple to generate and employ copyrighted characters like Batman or Spider-Man in other productions—even amateur videos—it also raises questions about intellectual property (IP) rights. In addition, there are doubts about the copyrightability of work produced by AI. As they develop their AI plans, filmmakers need to bear these concerns in mind.

Conclusion

In simple what we want to finalise is ICT can never replace human thought process or action rather it could only concentrate the replication or duplication or alternative option for huge tasks or in life saving activities. Let's not depend on technology as they rely on us naturally. We are the exit for their existence.

Too much of anything is good for nothing!

Reference

1. https://cinema8.com/blog/digitalised-era-of-filmmaking-and-its-benefits
2. https://www.techrxiv.org/users/623064/articles/1119282-evolution-of-independent-filmmaking-in-india-a-study-of-digital-technology-influence-and-impact
3. https://www.wrapbook.com/blog/new-film-technology
4. https://dlabs.ai/blog/top-artificial-intelligence-movies-and-tv-series/
5. https://deepai.org/chat/screenwriter
6. https://movieweb.com/new-technologies-that-permanently-changed-movies/
7. https://techxplore.com/news/2023-11-humans-robots-humanoid-superior.html
8. https://www.sciencedirect.com/science/article/abs/pii/0169814190900292
9. https://medium.com/@hronleiindia/brahmastra-movie-using-ai-3167b43778bd
10. https://indiaai.gov.in/news/india-s-first-ai-based-movie-monica-an-ai-story-is-to-hit-cinemas-soon
11. https://www.linkedin.com/pulse/future-film-industry-14-ways-artificial-intelligence-game-kanatt-wzcsc